

# NEUE GRAND

BY GROWLAND



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A PRESTIGE  
COLLECTOR'S EDITION



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# CREATING DISTINCTION

Neue Grand is a beacon of modern elegance, visionary design and exclusivity, established along Melbourne's most famous boulevard within the city's arts and cultural heartland. Architecture and interiors by Rothelowman delivers a rarefied world that sets its own standards in prestige design with intensely elevated levels of luxury and highly considered indulgences for day-to-day modern living. Equally remarkable in aesthetics and technical precision, a prized residential collection introduces the southern hemisphere's first sky garages to place it alongside its world leading counterparts in Miami and Singapore.

A single residence will occupy each floor in a grand statement of scale and privacy. The statuesque building of glass and artisanal metalwork reflects dancing patterns of sunlight and greenery by day and by night, the glittering lights of a modern metropolis. Ensconced amongst the city's most treasured landmarks, parklands and the bay, Neue Grand is positioned to provide an unparalleled life of access and privilege. Lasting in quality and distinguished in character, each residence is a timeless collectors piece and an iconic addition to St Kilda Road.

# ONE

THE BUILDING



A close-up, low-angle shot of a blue car, focusing on the front fender and wheel. The car's body is a deep, metallic blue with sharp, flowing lines. The wheel is a multi-spoke alloy design, and the tire is visible. The lighting creates strong highlights and shadows, emphasizing the car's aerodynamic shape.

# INSPIRED BY MOTION

In a narrative of movement enabled by architecture, light glides along tapering blades of silver, traversing and illuminating the building's sleek glass silhouette. Interpreting the kinetics of a car, shards of light refract and reflect, accentuating the jewel-like form in a perpetual state of motion.



A statuesque building echoes technical precision and elegant artistry, carefully considered for its timeless relevance within the changing urban context of St Kilda Road. The life of the building is sourced from the city light, ocean and glow of the sky. Precision and aesthetic rigour command the elegantly tapered façade, conceived as a finely crafted crystal object. Set deeply within its landscaped gardens, the base is angled inwards, before rising vertically, wrapped in a diamond grid and bounded by diagonal columns to emphasise scale. Subtle horizontal incisions and tapering blades of metal articulate sheer glass surfaces to give the building its fine, multifaceted appearance while rectangular prism pockets are set into the form to create deep, private balconies with panoramic views.



# A PRIZED ARCHITECTURAL STATEMENT





Premium in design and limited in number, each Neue Grand residence occupies an entire floor and commands breathtaking views in every direction. Architecture expertly orchestrates light and material with an artisanal approach to interior design. With palatial dimensions, crafted detail, private set-back balconies and a glass encased display for your prized luxury vehicles, each home becomes a showcase of elite appointments to set Melbourne living on an international stage.

# 18 LIMITED EDITION RESIDENCES



IMAGES  
Left – Building exterior,  
St Kilda Road





NEUE  
GRAND  
BY BERGLAND

A stately lobby is evocative of a grand hotel with expansive volumes and a sense of sheer opulence achieved through use of rich marbled finishes, contrasting smooth stone and warm brushed metals. Dramatic plays of light and shade illuminate the space, articulating angular forms and subtle geometrics achieved through texture and detail. The concierge desk is a sculptural showpiece and the welcoming face of Neue Grand, exclusively for residents who will benefit from all the services of a premium hotel concierge. The adjacent lounge features authentic fine furnishings from the Bentley Home Collection in customised Italian leather. Subtly sunken into the site, the lobby and lounge are immersed in green outlooks of the picturesque gardens surrounding the building.



## SIX STAR CONCIERGE SERVICES



Luxury is personalised at Neue Grand with your concierge offering around the clock assistance and enhanced security. For busy lifestyles, the concierge services ensure your every daily need and all the little details are carefully attended to.



#### DAY TO DAY CONCIERGE SERVICES

Imagine having your own personal assistant, ready to help at a moment's notice. For those who understand the luxury of time, a dedicated concierge makes life so much easier.

- VIP meet & greet
- Taxi & chauffeur bookings
- Parcel & mail management
- Trades coordination
- Groceries delivery



#### PROFESSIONAL PET SERVICES

For precious fur babies and exotic pets, concierge attends to the details ensuring pampered pets are not forgotten on busy days.

- Pet sitting
- Boarding
- Minding
- House-call veterinary service



#### PERSONAL BUTLER SERVICES

Your concierge can tailor exclusive experiences and keep the household organised – from co-ordinating deliveries and home services to organising an indulgent night out or attendance at a special event.

- Dry cleaning & laundry
- Housekeeping
- Home away checks, visit & maintenance
- Event planning



#### FOOD & CATERING SERVICES

Your concierge not only understands the intricacies of Melbourne's elite dining and bar scene, they know entertaining at home needs to be as impressive as it is efficient.

- Restaurant reservations
- Private catering services
- Special occasion flower / gift / cake arrangements



#### HEALTH & WELLBEING SERVICES

A superlative service understands your needs before you do. The concierge will ensure you meet every appointment and organise your training schedules for days when you feel less than motivated.

- Personal training
- Yoga classes
- Home doctor services



#### BEAUTY & FASHION SERVICES

For times when you like to plan ahead and for more spontaneous moments, your resourceful concierge understands what it takes to maintain immaculate presentation – at a moment's notice.

- Personal shopper services
- Personal stylist / hairdresser
- Beauty therapists / facialist
- In-home massage & spa
- Alterations / tailorings









Artist impression

SPLENDOUR IN THE GARDENS

On arrival, a magnificent garden setting welcomes residents home with sprawling green spaces, layers of foliage and leafy canopies set around stone pathways and a serene water feature. The sculptural centre-piece has been commissioned by a renowned artist. The abstract representation of a walking man has a prism-like form taking its cues from the building façade also echoed in the geometric diamond patterning of the garden pathways.

IMAGES  
Left – Entrance courtyard  
Lobby (pg.14-15)  
Lobby to courtyard (pg.20-21)







Artist impression

Each residence occupies the entire floor of the building in an unparalleled fusion of sprawling open plan living, voluminous dimensions and tactile, warmly welcoming detail. All the features of a privately commissioned, free-standing home have been brought into the realm of elite modern apartment design.

Every room has a unique alchemy established by a mix of materials, textures and hues. The colour palette introduces a level of customisation, providing residents a choice from the instant sophistication of darker finishes or the contemporary elegance of paler tones. Retractable glass doors allow the large kitchen and dining zones to encompass the outdoor terrace while a vast lounge basks in a corner exposure, enveloped in walls of glass and breathtaking views. A spacious laundry and storage room and butler's pantry carefully conceal the working components of the residence which also includes a separate study or media room, three generous bedrooms, three bathrooms, a powder room and private lobby entrance.

# YOUR OWN WHOLE FLOOR RESIDENCE

## IMAGES

Left – Building exterior, St Kilda Road  
Whole floor residence (pg. 26)









#### FROM THE ROAD TO THE SKY

An advanced, German-engineered parking system transfers each vehicle from the basement level to your private residence via a high-speed lift. On entering the security-controlled vehicle transfer area, the driver is directed by a live screen display that guides them to park in the appropriate position. Sensors verify position before the driver disembarks, then uses a secure identification system to activate the vehicle transfer operation before taking a separate lift to their residence. The car transfer system places the car into its own elevator and swiftly delivers it to the residence's garage port at 2.8m per second. An automated sliding mechanism moves the car into place, positioning as a prized showpiece within a high security glass display. Basement parking has been allocated for a third car for each residence.

## AUSTRALIA'S FIRST SKY GARAGES

#### IMAGES

Left – Bentley Continental 2019  
 Sky garage entrance (pg.32-33)  
 Sky garage looking into living (pg.34-35)









A SOPHISTICATED PRIVATE LOBBY

Each residence features its own, richly detailed arrival space befitting a residence of the highest calibre. A steel framed pivot glass door opens to the gallery-style entrance hall with an inlaid designer rug and walls finished in a longitudinal graphic that adds a sense of texture and elegant European overtones. The space provides the ideal opportunity to showcase your favourite artworks in a captivating setting.

LOUNGE ABOVE THE CITY

Sculpted by light, the refined modern styling has international influences and a deep connection to materiality. Surrounded by full-height glass panels, the lounge basks in a corner exposure that cloaks the space in panoramic vistas of the city and the leafy canopies of tree-lined St Kilda Road. Raised ceilings and upscaled floorplans are balanced with warming finishes and welcoming appointments to create an enticing place to lounge. Tactile timber veneer panelling and joinery becomes part of the architecture, perfectly paired with distinctive stone, polished plaster and lustrous metals. The timber textures and glass encased cabinetry present a flexible space for collectables and art above a floating stone base that integrates the open fireplace.



# ULTIMATE LIVING

Smart home systems, appointed to each residence, make life even easier by allowing you to control the internal climate, lighting and curtains at any given time. Turn down the lights, turn up the music and set the room temperature to just the right level. The high tech home automation system puts daily conveniences at your fingertips.

















# ENTERTAIN ON A GRAND SCALE

The open living zones deliver a refined rubric for elite entertaining. Expansive and dramatic spaces are conducive to hosting impressive dinner parties or relaxing with friends. Thoughtfully appointed with decorative and functional inclusions, ambient lighting and considered spatial planning, the intent is to transform every social gathering into a highlight.









KITCHEN & DINING

Immersive and social, the dining and kitchen zones imbue a sense of earthy elegance to the open living zones. A continuous oak timber veneer finish, traverses the walls and joinery, artfully concealing the cabinetry while delivering a distinct design flow across the space. Polished stone, satin 2pac and metal finishes offer a lustrous backdrop to a captivating kitchen island presented as a monolithic block of honed marble, crafted to anchor and hover within the space while adding a contrasting layer of pattering over the large format stone floors. The Gaggenau induction cooktop, Liebherr wine fridge and an ensemble of top-tier, professional entertainer’s accessories disappear into the precisely positioned benchtops and cabinetry. Customised joinery handles echo the vertical, bladed articulations of the architecture, a distinct feature to complete an exquisitely conceived space.

CONCEALED & CRAFTED BUTLER’S PANTRY

Referencing the layout of a traditional galley kitchen, the butler’s pantry an exceptionally appointed work space, concealed from view yet including the stone benchtops, timber veneer and 2pac finishes of a luxury kitchen. The space is a professional entertainer’s dream integrating a handpicked array of premium European appliances with pioneering technology from Gaggenau and Liebherr incorporating gas cooktop, steam and electric ovens, a warming drawer and microwave. A walk-in pantry extends function and adds to an abundance of storage.

BESPOKE BEDROOM JOINERY

So much more than a place to rest your head, the bed is transformed into a bespoke furniture piece, offered as an optional upgrade. Adding a sense of warmth and intimacy, a textural timber feature wall is the backdrop to a custom crafted headboard that cocoons the sleep space while integrating bedside tables with open and closed storage features.

A HIGH COUTURE WALK-IN ROBE

Each master bedroom features an indulgent walk-in dressing room, not unlike those found in haute couture boutiques. Rich timber veneers surround the space and frame large glass doors while brushed gunmetal trims and integrated lighting complete a sophisticated space. Beautiful craftsmanship underpins the design lined with customised shelving, organised compartments and thoughtful hanging spaces complete with a central console and silky soft carpeting underfoot.



# PRIVATE RETREAT

Distinctively resolved with a sophisticated treatment of surface, tone and texture, the private retreats are a suite of restful spaces with a quiet sense of opulence. With vast, corner exposures, the master suite luxuriates in 180 degree views that bestow a sense of theatre to an indulgently scaled space warmed with the natural tactility of wood grain, leather and natural fibres to soften the design and bring lightness and calm to those within.













# MODERN DAY SANCTUARY

When the world seems too busy, a luxurious palette invites the senses to feel at ease. Enveloped in swathes of marble and with a distinct orientation to the views, the spacious volumes are appointed with refined forms and lashings of rich, organic textures to give the bathroom a deeply restorative quality.









THE ENSUITE AS AN OASIS OF CALM

Ensuite bathrooms are appointed to each of the three bedrooms. The spaces are open and calming with the honed stone surfaces complementing brushed metallic elements, premium ceramics and mirrors for a balanced textural composition. The master ensuite features a deep soaking tub, freestanding and thoughtfully placed by the floor-to-ceiling windows to seemingly float into the views. To enhance a sense of dimension, discreet shelving appears carved into the stone walls, dual showers are surrounded by invisible panels of frameless glass while walls and floors flow with the luxurious look of marble, beautifully formatted with distinctive cool grey vein structures against a creamy white or mottled grey background. The dual basin vanity is expressed as a single block of stone with above counter basins and sculptural, contemporary tapware.



IMAGES  
Left – Bathroom detail  
Bathroom (pg. 58-59)



An exclusive residents dining lounge speaks of evolved city life. Referencing Europe’s prestige private clubs, the room is enveloped in walnut oak veneer joinery and panelling, textural polished plaster, concrete ceilings and seamless glass walls. Lush velvets and brushed metals wrap around contemporary furnishings to create a sense of warmth and intimacy in an impressive space to entertain guests or conduct a private business meeting.

For health and wellbeing, your fitness routine is simplified with the convenience of going to a fully equipped modern gymnasium without leaving home.



# SHARED SPACES

Enter a sanctuary of landscaped gardens, a sumptuous entertaining zone or a state-of-the-art gymnasium, created solely for the residents of Neue Grand. A dry martini or Gershwin would be equally at home in the grand lobby, club lounge and private dining room where tradition and modern city sophistication are deeply ingrained. Each space is unique in its contribution to an impressive resident and guest experience.









# TWO

THE LIFESTYLE





STEP OUT OF NEUE GRAND, STEP INTO THE CITY.

Neue Grand is central to all the best attributes of a world leading city. It sits proudly on St Kilda Road, a majestic, tree-lined boulevard, a leafy extension of the city that has grown into a highly regarded arts and cultural district. It's the perfect blend of history and progress, exciting international events venues and arenas, and the city's key business and financial districts. Importantly, Neue Grand is surrounded by Melbourne's most iconic outdoor spaces including The Royal Botanic Gardens, Albert Park Lake and its Grand Prix track and the glittering ocean and beachside promenades of St Kilda.

Neue Grand is emblematic of Melbourne's growth as a prosperous world class city and a showpiece in the development of St Kilda Road. Victoria's Gold Rush transformed Melbourne, from its humble origins as a frontier settlement, into a booming metropolis and one of the British Empires largest and richest cities. Fondly known as Melbourne's grand boulevard, St Kilda Road was originally a carriageway that linked the wealthy and fashionable St Kilda precinct to the city in the mid 1800's. It soon developed into a beautiful, European-style boulevard for horse drawn transport, shaded by a guard of towering elm trees. The mid-century commercialisation of the area soon saw soaring office towers introduced amongst the streetscape's heritage buildings, mansions, manors and their gardens.

St Kilda Road today is a major spine of the CBD, a product of its past and an intrinsic contribution to Melbourne's future. Central and connected, it links to the pristine Mornington Peninsula and Yarra Valley via the nearby Nepean Highway and also to Melbourne International Airport via the M2 arterial in just 20 minutes. Government and private investment recognises St Kilda Road's rich lifestyle assets. The new Domain Interchange and Anzac Station will expand the district's highly efficient transport networks to serve a booming population. Southbank Boulevard has become the focus of an ambitious project to create 2.5 hectares of community spaces and parkland, adding exciting new leisure opportunities to the area. Lined with famous landmarks, parks and elite schools, the area has rediscovered its residential past to bring new life into a historically significant neighbourhood. As Australia's cultural capital and its fastest growing city, Melbourne's rapid population growth drives a powerful economy and a world's best lifestyle. Internationally acclaimed for its awarded universities and celebrated fashion and design credentials, the world's ultimate sporting city is also renowned for spectacular outdoor spaces and entertainment. Bursting with culinary hotspots, city's riverside promenades and cobblestone laneways offer a multicultural mecca of dining destinations and rooftop bars, bustling during the week but truly alive on the weekends and after hours when the city lights up.

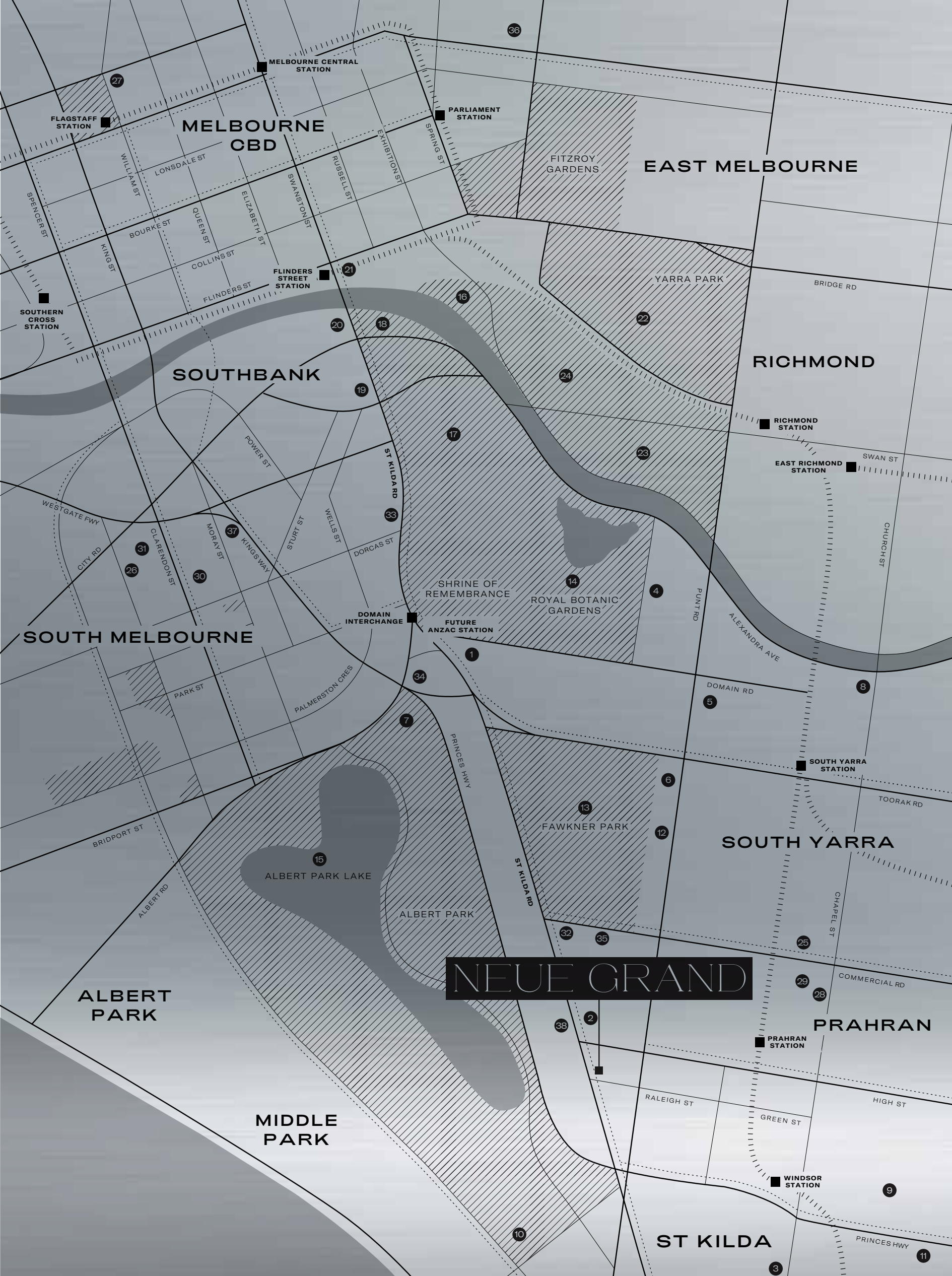
# THE EVOLUTION OF ST KILDA ROAD & MELBOURNE











EDUCATION

- 1 Melbourne Grammar School (boys, secondary)
- 2 Wesley College (co-ed, both primary & secondary)
- 3 St Michael's Grammar School (co-ed, both primary & secondary)
- 4 Melbourne Girls Grammar (girls, secondary)
- 5 Melbourne Girls Grammar (girls, primary)
- 6 Christ Church Grammar School (co-ed, primary only)
- 7 The Mac.Robertson Girls' High School (girls, selective public, secondary only)
- 8 Melbourne High School (boys, selective public, secondary)
- 9 Presentation College Windsor (girls, secondary)
- 10 St. Kilda Park Primary School (primary only)
- 11 St. Mary's Primary School (primary only)
- 12 South Yarra Primary School (primary only)

PARKS & RECREATION

- 13 Fawcner Park
- 14 Royal Botanic Gardens (The Tan)
- 15 Albert Park Lake
- 16 Birrarung Marr
- 17 Kings Domain
- 18 Alexandra Gardens

NOTABLE PLACES

- 19 National Gallery of Victoria (NGV)
- 20 Arts Centre Melbourne
- 21 Federation Square
- 22 Melbourne Cricket Ground (MCG)
- 23 AAMI Park
- 24 Rod Laver Arena

SHOPPING

- 25 Prahran Market
- 26 South Melbourne Market
- 27 Queen Victoria Market
- 28 Coles Prahran
- 29 Woolworths Prahran
- 30 Coles South Melbourne
- 31 Woolworths South Melbourne
- 32 Chevron IGA X-press
- 33 IGA X-press St Kilda Road

MEDICAL

- 34 Freedom Dental
- 35 The Alfred Hospital
- 36 St. Vincent's Hospital Melbourne

TRANSPORT

- 37 Westgate Freeway Entry
- 38 Tram stop for Tram Routes 3/3a; 5; 6; 16; 64 & 67

LEGEND

- Place of interest
- Train Station
- Arterial Road
- Road
- Train Line
- - - Tram Line
- /// Parkland
- Water





# THREE

THE TEAM







Founded in 2013 Growland is a Melbourne-based company committed to improving lifestyles through the practice of responsible and thoughtful property development. Now in our seventh year of business, Growland is already a well-regarded local developer with \$2 billion in project planning and its recent \$600 million Victoria Square project set to become a landmark mixed-use precinct. Growland is redefining the market using a creative and holistic approach that improves quality of lifestyle and the fabric of the coveted neighbourhoods selected for each project. Collaborating with award-winning industry experts to deliver architecturally-striking built environments that complement our surrounding communities. Growland continually raises the benchmark for residential living and masterplanned communities with places of great quality, value and innovation. Each development is an outstanding success story that makes a dynamic contribution to the community and the built environment it occupies. Neue Grand is yet another example of the company's continued and growing commitment to setting the bar higher as Melbourne evolves.

*From the beginning, we wanted to create something truly remarkable that would inspire buyers and give them something like they've never experienced before. We have worked with the very best engineers, industry-leading architects, designers and planners to bring this idea to life in what will be one of Australia's most illustrious new buildings. There will always be demand for new residences that push the envelope, think ahead and offer the unexpected.*

# GROWLAND

DEVELOPER



IMAGES (LEFT TO RIGHT)  
Victoria Square Stage 1  
Marco Melbourne  
Victoria Square Stage 2





Rothelowman is a design-led and people-driven architecture, interior design and urban planning practice that is invested in future-oriented places and spaces. The creators of Australia's best Residential Development for 2018 and its first ever, convertible apartment bring innovation and an exceptional design aesthetic to their projects. A name synonymous with Melbourne's high-end residential and commercial developments, the awarded studio is recognised as a worldwide leader in architecture and design by the international Architizer A+ Awards. Their intelligence-driven approach has been recognised for creating high-profile, innovative designs across a range of sectors and project types. The visionary studio is the perfect choice to give developer Growland's concept clear structure and meaning. At Neue Grand, the Rothelowman team has applied a truly unique design approach that references the heightened progress of St Kilda Road and Melbourne as a world leading lifestyle destination.

*We adopt our ideas and the newest technologies to create a better built environment. The difference from most architectural practices is that we take inspiration from science and innovation. We've always led the market and been early adopters of technology and disruption opportunities and Neue Grand has presented an exciting opportunity to re-imagine apartment living in Melbourne.*

# ROTHELOWMAN

ARCHITECT & INTERIOR DESIGNER

IMAGES (LEFT TO RIGHT)  
Valencia  
88 Melbourne  
Botánica Residences





# NEUE GRAND

BY GROWLAND

613 ST KILDA ROAD, MELBOURNE

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