

CENTRE OF ATTENTION

Ashfield Central consists of two residential towers with a total of 101-apartments offering truly a multi-dimensional, with three retail units, 88 secure car parking and 20 visitor parking spaces, and includes generous indoor-outdoor living spaces and fluid interiors, wide terraces, garden courtyards and abundant light filled spaces which impart a feeling of flawless comfort.

The Ceerose name is synonymous with prestige property design and construction. Ashfield Central is one of the latest outstanding properties delivered by this innovative and dynamic building group.

Located in the heart of a revitalised and thriving inner western suburb of Sydney, Ashfield Central comprises 101 apartments and three retail units in three buildings ranging from 3 to 10-storeys. The apartments include 2-storey terrace style duplex units as well as luxurious single level one, two or three bedroom apartments. The apartments are characterised by generous indoor and outdoor living spaces with abundant glazing ensuring light filled interiors and expansive views across the iconic Sydney skyline.

Managing Director and company Founder, Edward Doueichi said that Ceerose was responsible for the design and construction of Ashfield Central from the demolition stage through to completion. "Demolition on the site commenced in August 2016 and the property was completed on 21 May 2018. We had nine of our professional staff engaged full time throughout the project and at the peak of activity had 150 workers per day onsite. On average, there were around 90 people per day working on the job."

The lower levels of buildings A1 and A2 were constructed using the conventional slab on ground system with post tensioned suspended slabs. The upper levels of these buildings used the AFS Logicwall® system as load bearing walls in lieu of columns followed by a post tensioned concrete slab.

Building B, the largest of the buildings, was constructed over the loading dock of one of the adjacent shopping centres, Ashfield Mall. This was a major challenge for the project. The loading dock had to

remain operational on a round the clock basis during construction. The building was suspended over structural steel columns and beams above the loading dock entrance. Subsequent levels were post tensioned concrete slabs supported by AFS Logicwall®. It was necessary to complete high scaffold strutting and falsework scaffold to support the transfer slab over the structural steel. It also had to be carefully engineered and poured and post tensioned in stages so the falsework could support the weight. This was completed with multiple day/night shifts and concrete strength of up to 90MPa was used for fast curing.

Perimeter walls were constructed using AFS Logicwall® and were either clad in compressed fibre concrete or rendered. Other building features include Vitrabond windbreaks on rooftops and frameless glass balustrading or rendered concrete up stands on balconies.

A further challenge was the requirement to construct a pedestrian walkway and vehicular crossing between the building site and Ashfield Mall. Major structural upgrade works were completed on the Ashfield Mall while maintaining 24 hour per day accessibility to the Mall. This included a bridge link suspended 5-levels above ground.

A structural steel feature screen

extending 2-levels above Ashfield Mall was constructed connecting the Mall to the new Central building.

Edward said that the Ashfield Central development was an excellent example of Ceerose's proven track record in exceeding international benchmarks with its inspirational design and construction approach. "Our property developers are specialists in Australia's prestige property market, drawing on best practice principles, a wealth of knowledge and true innovation to create residential, commercial and retail property developments."

Edward added that Ceerose has a depth of expertise which ensures every project is financially successful with minimal stress. "Feasibility is a core focus of our design team and is one of the most significant management services we offer. We visit every site proposed by a client to fully understand the building design and construction objectives before completing a comprehensive feasibility analysis."

Ceerose has a number of other significant projects underway, including Aqualuna at Milsons Point, Atelier at Leichhardt and Oxford Central at Epping.

For more information contact Ceerose, 580 Parramatta Road, Petersham NSW 2049, phone 02 9571 9999, fax 02 9571 9900, email info@ceerose.com.au, website www.ceerose.com.au

CLIENT : Abacus Property Group
MAIN CONSTRUCTION COMPANY : Ceerose
ARCHITECT : MHN Design Union
STRUCTURAL ENGINEER : Calibre Consulting
CONSTRUCTION VALUE : \$71 million



Below Apollo Kitchens completed the supply and install of the kitchens, laundry bi-fold doors, shaving cabinets and storage cabinets.

Celebrating its 50th anniversary this year, Apollo Kitchens manufactured and installed kitchens, shaving cabinets, storage cabinets, laundry bi-fold doors and commercial kitchens for Ashfield Central. Adding to their reputation as the kitchen company of choice.

Managing Director of Apollo Kitchens, Peter Bader, said that Ashfield Central highlighted the company's capability to provide complete joinery solutions. "We pride ourselves on designing innovative cabinetry to suit every project. Our team are experienced in manufacturing high quality kitchens and flawless installation. Ashfield Central is a premier development in one of the most sought after locations in Sydney's inner west, so we were determined to provide our clients with outstanding cabinetry which would exceed their expectations."

Over the course of approximately six months, Apollo Kitchens allocated a competent team to deliver Ashfield Central at different stages. "We ensured we had ample resources to meet expectations and our clients schedule," said Peter.

Highlights of the Ashfield Central joinery include specialist finished finger pull doors with polyurethane coating. Timber woodgrain finishes were used for feature panels and open shelves. Apollo Kitchens incorporated additional support for the kitchen island stone top to create a defined shadow line. Large mirror shaving cabinets were a feature in the bathrooms.

Ashfield Central is a busy retail and residential hub, and Peter said that one of the major challenges Apollo Kitchens had to manage was the large amount of traffic surrounding the building as well as working above a shopping centre which had to remain operational throughout the project. "Particular attention had to be paid to delivery logistics and the movement of our team during the installation phase. We successfully managed these issues."

Apollo Kitchens has extensive manufacturing capacity at its new Smithfield plant which utilises the most up-to-date production methods and sets a benchmark for Australian manufacturing. "The Smithfield Smart Factory and Head Office has increased our ability to offer highly customisable kitchen,

laundry and bathroom joinery for any project, whether it is a residential property or a large volume contract like Ashfield Central," said Peter. "In addition we have showrooms at Smithfield as well as in Waterloo near Sydney's city centre, Beresfield in Newcastle and Erina on the Central Coast."

The transition to the Smart Factory concept has represented a substantial investment in research, leadership time and capital. "With a successful 50 years as an industry leader, we recognised that for the next 50 years we needed to harness world leading technology and best business practice," said Peter. "Technology is moving at a rapid pace and so we undertook a fact finding mission to Europe and Asia to source the latest systems. We have implemented world leading technology at Smithfield and will continue to monitor developments on an international basis to ensure we keep up-to-date."

Apollo Kitchens offer a pre-development consulting service for architects, surveyors and builders to assist them in cost effectively producing kitchens and joinery to meet their requirements in planned developments. The Apollo Kitchens design team is also available to work with interior designers, individual homeowners who are planning new kitchens or bathrooms as well as small business operators requiring retail or commercial fitouts.

Reflecting Apollo Kitchens' established reputation with major builders, they are currently working on projects including Fairwater at Blacktown for Frasers Property, 121-apartments for The Orchards for Sekisui House, 384-apartments for GrandH by Deicorp in Hurstville and currently producing high end joinery for Platino Properties' boutique development in Cremorne. They have also recently completed 767-apartments in Marina Square for Billbergia at Wentworth Point and 252-apartments in Arlington Grove for Ceerose at Dulwich Hill.

APOLLOKITCHENS

For more information contact Apollo Kitchens, 17 Long Street, PO Box 2558, Smithfield NSW 2164, phone 1300 908 090, email info@apollokitchens.com.au, website www.apollokitchens.com.au



