



MAIN CONSTRUCTION COMPANY : Crema Constructions
 PROJECT VALUE : \$45 million
 SURVEYOR : Absolute Surveying
 ARCHITECT : Armsby Architects



ICON FOR THE AGES

The \$45M Richmond Icon development includes a refurbishment of the existing heritage-listed Dimmey's building along with a new 10-storey Tower, both consisting of luxury apartments.

Crema Constructions has delivered another show-stopping development with the Richmond Icon. Refreshing and rebranding the heritage-listed Dimmey's building on Swan St, Richmond Icon captures what can be achieved when contemporary ingenuity takes an already great building another step forward.

Richmond Icon offers 106 one and two bedroom apartments including luxurious "New York" style heritage lofts located in the historical section of the building. Additional apartments are located in the 10-storey tower with podium. Residents access private winter gardens and 2 levels of basement parking. Along with the new builds were restorations to Dimmey's façade and iconic clock tower.

One of Melbourne's most prominent landmarks is the Dimmey's building which was first constructed in 1878. Initially it housed a drapery business. Then in 1907 it was entirely rebuilt following fire damage. It continued to undergo extensions in 1910 which included construction of the now-famous clock tower. A new, ground level Coles supermarket has been fitted-out as part of the Richmond Icon project, following Dimmey's life as a bargain store since the post-WWII era.

Crema Constructions were the builder and contractor managing the Richmond Icon development. Working on such a treasured building in a tight and busy city location presented some challenges for Crema. Daniel Zammit, Project Manager for Richmond Icon describes the difficulties associated with minimizing disruption to the surrounding area. "To retain the old heritage façade, at the beginning of the project we built a temporary façade retaining structure until we could tie the new structure into the existing brick façade," Daniel explains. With the railway on one side and Swan St on the other as well as taking up half of Green St, this retention structure impacted on site and material access. There was only one possible area to load the truck, requiring the construction of a temporary loading platform. When construction on level three was complete, the tension structure was released. "Only then were we able to load the project from the street," says Daniel.

In addition, the engineers were challenged to "remove the retention structure earlier" due to the temporary loading platform's interference with the completion of a substation critical for the Coles supermarket. Required to hand over to Coles mid-way through the project, timing was a crucial factor. With a "tower crane running through their store ... [we] had to complete the residential tower and meet top-out milestones ... to remove the mounted material hoist and tower crane off site," Daniel describes.

To ensure removal of the crane was not delayed, it was "critical nothing went wrong" with the façade restorations and completion of the curtain wall. Night works were necessary to the façade restoration when the trams on Swan St were powered down. Similarly, the complexity of the residential tower's curtain wall, subject to "stringent" acoustic standards, added another layer of challenges managing "external consultations and QA requirements." Despite these hurdles, the hand over to Coles was completed on time.

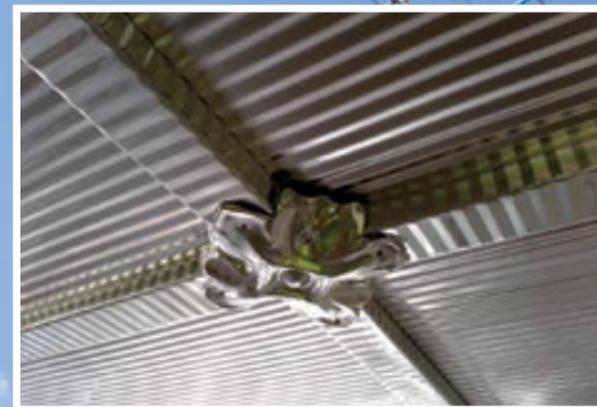
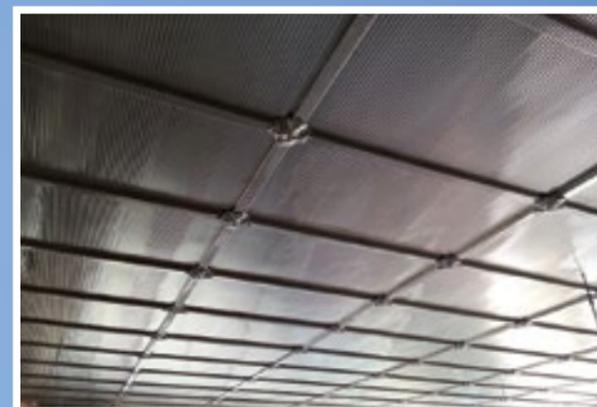
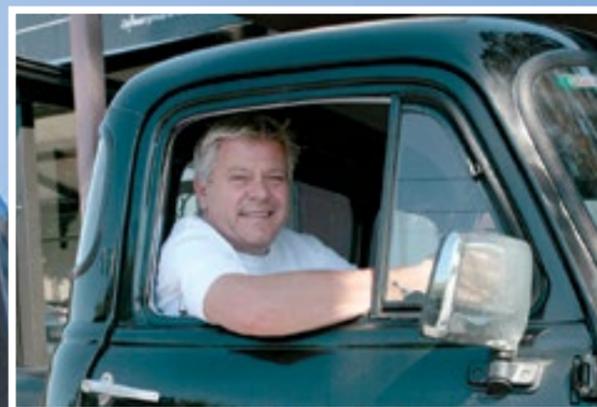
Richmond Icon is a stunning addition to Crema Construction's impressive portfolio. Part of the family-owned Crema Group, Crema Constructions boasts over 65 years of industry experience with 200 employees and the capacity to deliver construction projects between \$15M and \$250M.

Specialising in mid to large-scale residential construction, Crema offers their clients complete design and construct packages complimented by a diverse range of services. Crema supports auxiliary businesses that specialise in specific construction areas such as engineering, structural systems and concrete supply. For Crema, their enviable reputation is ultimately built on "maintaining a core focus on quality, reliability and an ability to consistently deliver on time and within budget."

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Below Keystone Installations installed the external façade curtain wall on the Richmond Icon.

Below Adelaide Pressed Metal restored the original ripple die to recreate the original ceiling on Richmond Icon.



Sharing the limelight with a star such as the historic Dimmey's building is no easy feat, but with smooth elegance and contemporary finish, the Richmond Icon will prove a glittering new addition to Melbourne's skyline. Bringing a simple, modernist edge to its counterpart's American Romanesque glamour, Richmond Icon embodies the interplay between old and new characterising many of Melbourne's recent developments.

Preparing the new star's face for its debut was Keystone Installations, one of Melbourne's most well respected providers of quality façade installation services. As Robert Callipari, Director of Keystone explains "Our company was involved in the design, procurement, fabrication, and installation of all the external façade curtain walls."

One of Richmond Icon's stunning features is its location in the hub of Richmond, however this proximity to the action of city life presented Keystone Installations with its biggest challenge for the project. With a railway on one side and the tram route running down busy Swan Street, minimizing the impact for residents was a top priority.

"The acoustic requirements were very high due to the train and high traffic," Robert says. "We had to implement new materials to reduce the

noise. It was a very challenging project with very high requirements," Robert said. Ultimately, however, Richmond Icon's "very good design overcame all challenges ... [it made] the job go easier."

Keystone Installations specialise in aluminium curtain walls, windows and doors, with their service range including logistics, design, procurement, fabrication, and installation. As a sub-contractor, Keystone provides installation services for the biggest global curtain wall companies, plus direct façade works for local Melbourne builders.

Since 1987, Keystone has grown to a team of 40 with a strong reputation for quality work. Other recent projects include residential tower Banque 88 (South Yarra) and the Monash Health Translation Precinct's Translational Research Facility.

For more information contact Keystone Installations Pty Ltd, 2/35 Northgate Drive, Thomastown VIC 3083, phone 03 9889 9711, fax 03 9432 2158, email info@keystoneinstallations.com.au, website www.keystoneinstallations.com.au

Preserving the character and heritage of distinctive buildings is becoming more important. The history of a city can be seen in it's buildings, and each building is unique. Many have architectural details that are no longer in common use.

Adelaide Pressed Metal specialises in manufacturing pressed metal panels in quality aluminium, to the original imperial dimensions while using many of the original dies and molds. They are experts in restoring original pressed metal ceilings and creating stunning contemporary features. Owned and operated by Phil Cooymans, who has over 38 years experience in the ceiling and building trade, Adelaide Pressed Metal has been in business since 2004 with phenomenal growth over the past 2 years.

Following the closure of Adelaide manufacturer T. W. Ingham & Sons in 2010, Adelaide Pressed Metal purchased their original 120-year-old pressed metal dies. The dies are now in the process of being restored to ensure the quality and authenticity of the final product is of the highest standard possible.

In July 2014, Adelaide Pressed Metal was invited by Crema Constructions to consult on the restoration of the original pressed

metal ceiling for the Dimmey's building in Richmond, Victoria. Site meetings were held with the owner, heritage architects, Crema and Adelaide Pressed Metal.

Awarded the contract, Adelaide Pressed Metal restored the original ripple die to recreate the original ceiling. New dies were manufactured for the rosette bosses, and a four-post cutting press was specifically made to cut out the 1500 individual rosettes required. Manufacture of the ripple panels, matching rails and rosette bosses took five weeks. A competent and experienced team of eight tradesmen finished installation within a week. Most importantly, the job was completed on time and on budget.

Other projects Adelaide Pressed Metal is currently working on include the Sky City Casino Adelaide, Mayfair Hotel Adelaide and Cambell's Corner in the Hunter Valley NSW.

For more information contact Adelaide Pressed Metal, 45 Paynham Road, College Park SA 5069, phone 0417 824 599, email info@adelaidepressedmetal.com.au, website www.adelaidepressedmetal.com.au



The Richmond Icon, VIC

Below Creden Construction was responsible for the structural timber framing at Richmond ICON, as well as completing the carpentry fit out.



Richmond Icon elegantly juxtaposes contemporary design with the American Romanesque-style of the heritage-listed Dimmey's building. Fittingly Creden Construction, an up and coming carpentry contracting company, met the task of building towards Melbourne's future amidst the achievements of its past. Creden brought their winning combination of youthful energy and evergreen professionalism to the Richmond Icon project. They supplied and installed structural timber framing for the 5 double story and 7 single story podium level townhouses, completed to stringent structural and fire engineering specifications, as well as completing structural rectification works to floor and roof framing in the heritage loft apartments.

The carpentry fit out, all supplied and installed by Creden Construction, encompassed pressed metal doorframes to concrete openings, common area, service cupboard and apartment entry fire rated and solid core doors to pressed metal doorframes, pre-hung internal apartment doors, internal apartment cavity sliding doors to proprietary cavity sliding doorframes, door hardware, architraves, skirting, timber handrails and sanitary hardware. In addition, Creden delivered Gym and Theatre acoustic rated flooring systems, installed Alucobond artwork to the rear façade and provided a fully skilled labour hire service throughout the job. Directors Dylan Cresp and William Barden founded Creden Construction in 2011. Specialising

in commercial carpentry contracts, they take pride in developing ongoing relationships with clients and aim to create lasting associations with the best of the industry. Offering a team of over 30 skilled professionals, Creden is keen to build on its client base. "We are enthusiastic and looking to expand," explains Dylan. "This was our first project with Crema Constructions. We were really impressed with the quality of there on site management team." Creden Construction's services encompass all aspects of commercial carpentry. Centering its company on carpentry fit out's, Creden's expertise includes hoarding and temporary amenity set up, structural timberwork, cladding and decking systems and internal/external timber features. Committed to professionalism, Dylan and his co-director William "are always on site, ensuring we deliver what we promise."

Creden Construction is currently providing carpentry services for ICON Co at 'The Oxley' - 234 apartments over 4 buildings in Collingwood, 'Yarra House' - 97 apartments over 25 levels in South Yarra and the heritage stage of the 'Yorkshire Brewery' redevelopment - 77 apartments over 4 buildings in Collingwood.

For more information on Creden Construction Pty Ltd contact Dylan, email dylancresp@credenconstruction.com.au, phone 0403 195 115 and be sure to visit their stunning website www.credenconstruction.com.au