

ADVANX LIVING

Advanx East reflects the freshness and energy of Rushcutters Bay. Each apartment fuses a connection between the local environment with private outdoor retreats and personal space.

DEVELOPER : Lindsay Bennelong Developments
BUILDER : FDC Construction and Fitout Pty Ltd
ARCHITECT : Lacoste + Stevenson Architects
and Daryl Jackson Robin Dyke Pty Ltd



The \$150 million Advanx East Apartments in Rushcutters Bay comprises of 132 studios, one, two and three bedroom apartments and penthouses.

In the precinct, there is also a new urban plaza, a central landscaped courtyard, a ground level retail and commercial area with a double height glazed façade and completing the transformation is a green wall extending over the car park creating a garden area for residents.

"We had a lot of interest for the apartments and they sold quickly." Senior Development Manager Leigh Manser said.

With the Advanx East Apartments, Lindsay Bennelong's involvement included acquiring the site, managing the design, managing the builder, handling the sales and marketing of the apartments and dealing with the necessary DA's and approvals.

Working on a large residential project always comes with its challenges. Fortunately for Lindsay Bennelong, they had already

completed the Stage 1 Advanx apartments in Rushcutters Bay, so they were aware of the site conditions and were able to refine this design to best respond to the site constraints.

"Our biggest challenge on this project was in-ground. Instead of a traditional basement carpark, we opted for an above-ground carpark. The benefits of doing this was saving costs, risk and time. The other challenge we then had was screening the carpark so it wasn't visible to residents. This is where we introduced screens to improve the aesthetic appeal."

Lindsay Bennelong is based in the North-West region of Sydney in Baulkham Hills. There are 10 full-time staff employed with a broadened skill set that sees them involved on a project from start to finish. Their business only focusses on projects in NSW.

Lindsay Bennelong was established by Peter Campbell. Peter founded the residential housing company Clarendon Homes and transformed it into a major property development group, CPG

Australia. CPG Australia was sold to then ASX listed Investa Property Group in 2004.

In 2007, Peter assembled an experienced team to take his new company, Lindsay Bennelong, to the forefront of property development in Australia. Lindsay Bennelong is currently engaged in commercial, industrial and residential development projects across Sydney, with end values in excess of \$1 billion.

The property development company specialises in residential, commercial and industrial projects. Current projects include a new Masters store in Northmead and a 4.56 hectare business precinct in the Sydney's lower North Shore suburb of Gore Hill on the former ABC studios site.

The site will feature combinations of iconic office space, premium showrooms, a precinct of ancillary retail use and hi-tech industrial space. Technologically advanced initiatives to create the highest level of environmental sustainability will be implemented.

Taking advantage of the strong residential market in Sydney, Lindsay Bennelong are also developing a site in Bondi Junction with DA approval for 133 apartments and 600m² of prime retail space. Constructed over 19 levels VUE Bondi contains a mix of 1, 2 and 3-bedroom apartments with parking for 127 cars.

Features of the project include its island site, access to major retail facilities and transport and outstanding views, making it a very popular residential address in one of Sydney's rapidly expanding urban locations.

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THE WINNING GOODS

Winning Appliances Commercial worked closely with the project managers and site team on the \$50 million Advanx East Apartments in the Sydney suburb of Rushcutters Bay, to provide and fit out the 132 apartments.

Their involvement included leveraging relationships with the world's leading appliance brands to provide the best possible appliances to suit the needs of the client, from a design/specification perspective of the building, as well as keeping the final user in mind.

Winning Appliances is Australia's premium appliance specialist and its commercial division provides appliance and bathroom solutions to all sectors of the design and building industries.

"With a distinct focus on customer satisfaction, we are proud to work with builders, developers, architects and designers Australia-

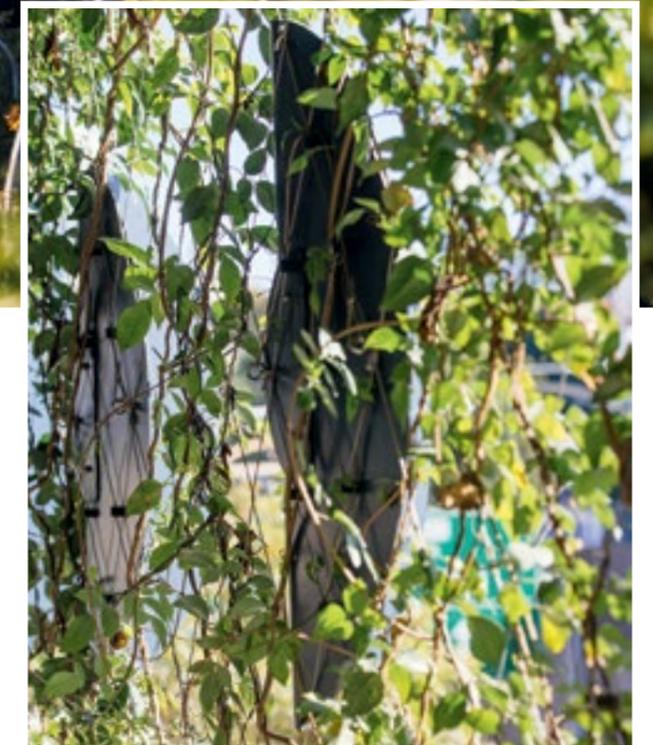
wide and can cater to the B2B needs of all sized projects, from smaller-scale projects to major developments," said Brad Street, Head of Winning Appliances Commercial.

Due to traffic, construction timeframes and the timing of other deliveries, the distribution of appliances to medium high-density sites can often be challenging, however Winning Appliances' dedicated delivery teams accessed the site and worked to the builder's tight timeframes with precision.

Winning Appliances is a fourth generation family business with over a 100 years history. Founded in 1906, the company was initially in the hardware and saddlery trade, however moved into the appliance industry and now sells over 45 leading brands. They have 12 showrooms throughout New South Wales, Queensland and Western Australia.

Their other commercial projects include Fraser Site at One Central Park, Abercrombie Student Accommodation at Sydney University and working with Lend Lease on the Barangaroo site. They also work closely with Clarendon Homes to provide commercial solutions for new homes.

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GROWING TENSION

With urban living on the rise, Tensile Design and Construct are in high demand as 'green' and environmentally friendly solutions are now being considered with new residential projects. Their work on the \$50 million project involved providing a Green Façade and artworks for the building. Tensile have developed a system where they use stainless steel cables, rods and mesh to train climbing plants up a building façade. This allows for a lighter planted green façade solution than what is currently being offered, as well as allowing air to move through the façade framing.

The brief was to create an urban jungle, where Tensile supplied and installed three levels of planters, steel, plants, an irrigation system and artworks. Tensile provided an alternative option to the specified Reo Mesh Podium made with 8mm stainless steel rods involving Webnet Mesh, which saved the client a large amount of money.

Tensile's biggest challenge was the artworks. With 150 pieces weighing 7kgs each and 450 pieces at 4kgs, this was the first time that Tensile had hung anything that heavy on mesh. Peter Bottero from Tensile said the installation went like clockwork.

The installation has allowed the team at Tensile to take on new challenges particularly with the application of different weights and configurations using Webnet mesh. The project gave the team new techniques they are able to apply to future projects and broaden their application scope.

Tensile Design and Construct started 5 years ago and had a team of 12 working on Advanx East. The majority of their work (60-70%) is providing Green Façades, however this incorporates elements of structural steel, landscaping and fabrication. Their projects have seen them work nationally and overseas.

Upcoming projects include a 1200m² Green Façade on a residential building in Melbourne, a 300m² Green Façade in Sydney's Waterloo and they are consulting on an 'Australian first' with Taronga Zoo for their new Tigers enclosure, due to open in 2017.

For more information contact Tensile Design and Construction, PO Box 967, Mona Vale NSW 2103, phone 02 9999 3668, email info@tensile.com.au, website www.tensile.com.au