

ANOTHER DISTINCTIVE PROJECT

Main Construction Company : Crema Constructions
client : Little Projects / Maquarie Real Estate
Architect : Ascui Edwards Architects
Project end Value : \$42 Million
Completion : March 2013

The Halo Apartments comprises of a 10 level residential building featuring two beautiful internal courtyard gardens & 2 levels of basement parking.

When you have 60 years history in the construction industry, you have definitely earned your place at the top.

Crema Constructions continues to prove its excellence with its construction of award winning developments and Halo Apartments by Little Projects is certainly another distinctive project.

Michael Fox, Managing Director of Little Projects said, "At Little Projects we have a strong commitment to our customers for creating lifestyle developments of superior quality, design and delivery. We thank the dedicated team at Crema Constructions for successfully delivering our Halo project on time and to an outstanding quality."

Setting the standards in residential living in Melbourne's Fitzroy Street, this Little Projects development allowed Crema Constructions to showcase its specialty construction of apartments and commercial work.

Director Romeo Crema said its history has been developed in construction of a wide variety of commercial, residential and industrial projects making us a dynamic multi-disciplined construction and project management company.

"Over the past 60 years we have established a strong reputation as one of Melbourne's leading construction companies specialising in commercial, high rise residential, low rise residential, industrial and retail," he said.

"Our strength lies in our ability to offer a complete design and construct service to our clients which is further complemented by a diverse range of services to match each individual client.

"Crema Constructions key assets are our highly experienced and motivated personnel blended with the experience of our hands on approach of myself and my fellow directors and senior management accommodating a wide variety of skill in all facets of the construction business."

With a qualified team of 160 members, Crema Construction definitely has the staff to handle the larger projects such as Halo Apartments which boasts 10 stories and a unique 'halo' design.

"Halo Apartments is a great representation of the strength of our work because we were involved from start to finish with all precast panels, formwork and even concrete supply.

"At Little Projects we have a strong commitment to our customers for creating lifestyle developments of superior quality, design and delivery."

"It is a sign of the successful combination of workmanship and the right products that allow us to have full control of our structures such as Halo Apartments.

"Realising that project manager Khalid Mahmood and his team had to work through the challenge of a major subcontractor going into receivership during construction the end result is nothing short of impressive."

Given the standard that it has reached today, even being named a pre-qualified contractor with the whole of Victorian Government Construction Supplier Register in commercial refurbishment and new commercial construction, you wonder if the original owners could have pictured such success.

Crema Constructions is truly a local success story started as a concreting business in St Kilda Melbourne in 1954 by brothers Terry and Dino Camillo.

Within a few years they were joined by their cousin, Gilberto (Beppi) Crema, and the business

continued to flourish due to the quality of their work and their commitment to their clients.

In the 1960's, the Camillo brothers returned to live permanently in Italy and the business was taken over by Beppi, who continued to enhance the concreting expertise while progressively expanding the business into managing and building residential, commercial and industrial projects.

During the 1970's, his sons joined Crema Camillo Builders, now known as Crema Constructions, and gradually assumed greater levels of responsibility in a business that was experiencing substantial growth as it expanded into precast concrete for both structural and architectural applications in 1972.

Today Beppi's three sons Luciano, Romeo and Louis Crema continue the strong family tradition, always remembering to maintain that commitment to their customers that began with Terry and Dino all those years ago.

While Halo Apartments, by leading developer Little Projects, is striking in its design and geometrical finish, it is just one of the projects that Crema Constructions is getting noticed for.

The company's other projects to notice are 107 Manningham Street Parkville, 118 and 85 High Street Prahran as well as 380 Bay Street Brighton.

"Each of these projects is different and unique, but all display the excellence of our work because this is an industry that is in our blood and we are all about projects that get noticed for quality."

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GIVING HALO A DISTINCTIVE APPEAL

Boasting an address with plenty of appeal, The Halo Apartments will certainly not go unnoticed for their attractive design and great location. The name Halo Apartments came about from the striking 10 level design by Ascui Edwards Architects rising up to showcase horizontal bands that crown the building with a floating halo.

An integral part of giving Halo Apartments a distinctive appeal was Australian company Lowline Group. With extensive experience with large scale projects, the Lowline Group team seamlessly weaves together a number of products across the sunscreen and louvre range to ensure effortless control over the elements.

Lowline Group Project Sales Executive highlighted how Halo Apartments let the group expertly showcase its speciality, architectural sunscreens and louvres.

“Fitzroy Street is a vibrant part of St Kilda and these apartments definitely stand out for clean lines and specialist design to provide a building that residents can say they are blessed to live in,” he said.

“For us, as in many of our projects it was about assisting our clients to complete their building project on time to a high standard of quality, energy efficiency and appearance.”

“While we were pleased that the design included extra areas including balconies and interior courtyards for us to use our products such as sunscreens, louvres, gates, panels and claddings, design and installation were a challenge due to access.”

“Halo Apartments are located in Fitzroy Street which is an already well established section of Melbourne well known for shopping, dining and quality living, so the hustle and bustle wasn’t conducive to construction but will definitely add to the final appeal of the apartments.”

“Despite these challenges, it was a pleasure to work with Crema Constructions on this project.”

An established, family owned company, Lowline has continued to grow and staff pride themselves on decades of experience to benefit their clients.

From the initial Lowline Ventilation Equipment that began its operation in 1995, Lowline has continued to expand internationally with its products and service delivery.

“We now have 40 employees and boast 20 years experience in our industry. Our products have evolved with industry needs and cutting edge designs so we can provide our clients with functional and adaptable products that augment all building types as well as enhance environmental comfort.”

“For us it is simple, our commitment is to continuous quality improvement that ensures we deliver architectural and engineering excellence every time.”

Through working on other stand out projects within Australia such as Latrobe University, the Lowline Group Design Team have realised the importance of a green rating and its products can actually enhance a building’s rating.

The Lowline Group’s scope of services now includes detailed project design and planning, site measurements, manufacturing, installation and management and servicing and programmed maintenance.

Understanding that a client needs to know that their product is of a high standard and presented as asked for, Lowline Group is very focused on compliance and adhering to all workplace health and safety systems and even environmental and waste management systems.

“We want the product whether sunscreens or shades to look amazing, but our service doesn’t stop there, it extends to even working within the site management to stay within all construction scheduling.”

“On projects such as Halo Apartments the end results speak for themselves and this really is a truly exceptional standard of living for Melbourne.”

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