

# LAUREATE POETRY OF DESIGN

Laureate is a high-end boutique project from market-leading property group Mirvac. The project comprises a range of 46 boutique town residences bordered by Pickles, Graham, Foote and Danks Streets in Albert Park, Victoria. Positioned in a desirable location on the cusp of the city, a short stroll from Albert Park village and less than 300 metres from the bay, Laureate has been designed as an investment rich in appeal and lifestyle.

A leading integrated real estate group, listed on the ASX with activities across the real estate investment and development spectrum, Mirvac has more than 38 years of experience in the real estate industry and has an unmatched reputation for delivering quality products across all of its businesses.

Set on a site area of 8144m<sup>2</sup>, properties at the Laureate development range in size from 164m<sup>2</sup> (internal living spaces) to over 323m<sup>2</sup> (internal living spaces).

Mirvac is offering a modern twist on the Victorian terrace typical of the area, with the design drawing inspiration from the architectural heritage of the neighbourhood. Rising over three or four-levels the town residences boast a mix of private courtyards, rooftop terraces, large outdoor decks and spacious open plan first floor living areas. Luxurious finishes and European appliances are highlighted throughout as well as standard features such as intercom security alarm, and lock-up automatic garages with rear access.

Landscaping at Laureate is to be completed by renowned designer Rick Eckersley. Set within beautifully sculpted gardens and walkways, Laureate's homes benefit from the landscape design, which provides a unique point of difference for the development ensuring that the high

MAIN CONSTRUCTION COMPANY : Mirvac  
NO. OF TOWNHOUSES : 46  
SITE AREA : 8144m<sup>2</sup>  
PROJECT END VALUE : \$90 Million  
COMPLETION : July 2011  
ARCHITECTS : Mirvac Design  
LANDSCAPING : Eckersley Garden Architecture



standards of luxury and distinction found in the architectural and interior design are carried through in the common outdoor areas and lanes.

"The garden at Laureate is about more than just facility and amenity; it is about inspiring mood and atmosphere," Eckersley says.

"Canopies of tall trees reach skywards to create the upper roof of the garden. Beneath them, a cantilevered arbour provides a verandah of green foliage that runs the length of the internal facades. Along the walls, a series of frames allow twining plants to drape the walls in greenery. Instantly, people are at ease within a garden space and the dividing lines between building and quadrangle are blurred.

"Plants have been carefully selected to work with our environment. Trees and climbers deflect the summer heat and then shed their leaves in a glowing autumn display to let the sun through in Melbourne's winter. It is nature's own way of thermally insulating a building," he says.

"The organic, flowing patterns of the pavements create a strong impact. Circular islands of plantings within the pavements suggest a sense of casualness and freedom to the design. The waved patterns ebb and flow through the central plaza to lap at the base of the walls of the homes."

In keeping with Mirvac's emphasis on environmentally sustainable design, water captured from the properties' rooftops and lanes will be used on these landscaped gardens as well as used for toilet flushing.

A stone's throw from the beach, adjacent to the Gasworks Arts Park and boasting panoramic views of the city skyline and bay as well as doorstep access to Albert Park's charming café and bar scene, Laureate is a development that is designed to appeal to urbanites and sophisticates alike.

Mirvac also boasts other landmark residential developments such as Beacon Cove in Port Melbourne and more recently River precinct at Yarra's Edge in Melbourne Docklands where a record sale of \$6.5M was achieved for a luxury Riverfront home including berth.

Construction of the homes at Laureate Albert Park development is progressing well and more than 85 per cent of the exclusive townhouses have now been sold. First settlements were in March 2011, the total development will be completed in July 2011.

**LAUREATE (BY MIRVAC GROUP)**  
11 Danks Street  
Albert Park VIC 3206  
Open 12 - 5pm daily  
For further information call 9645 9400



## LIFTING THE GAME

For over 13 years in business, Australian owned company Easy Living Home Elevators has been the country's most recognised, trusted and undisputed leader in private residential elevators.

Supplying affordable residential, commercial and disabled access lifts and maintaining almost 5000 lifts across Australia.

"The major success over the past thirteen years has been based on reputation and commitment to meeting our consumer's needs and providing solutions for those who are looking for stylish and durable European lifts without sacrificing on quality and safety," says Robert Pizzie, Director of Easy Living Home Elevators.

"Demand for home elevators has increased dramatically. Previously, elevators were associated only with elderly or disabled use, however, now home elevators are viewed as a 'must-have' addition in the design of a new home."

For the Laureate project Easy Living Home Elevators supplied the DomusXL Lift for various areas of the boutique residential complex. The lift features special touch buttons and can handle load capacities of up to 400kg. A minimum pit depth of 130mm and headroom of 2500mm, means there was no wasted space. The unique aspect of the lift is that it requires only single-phase power to operate, using the same power as a small electrical appliance.

Every DomusXL lift is custom designed to suit your application and has minimal architectural impact and builder's works. The DomusLift range is available in over 90 design variations and includes the option of a specially designed structural, self-supporting glass tower, which can be installed internally, and externally to the building.

There were no huge challenges as "Easy Living Home Elevators were large enough to do the job and small enough to care" Delivering a successful outcome on the Laureate project.

Other prestigious projects the company has been involved with include Yarra's Edge (24 lifts), the Sydney Opera House, Docklands' Icon (20 lifts), and St Patrick's Estate in Manly just to name a few.

Showrooms are available, featuring ultra smooth and whisper quiet operational elevators on display. Qualified lift consultants are also available to discuss the comprehensive range and your needs in greater detail.



Easy Living Home Elevators Showrooms

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## CREATING A TERMITE-FREE ENVIRONMENT

Ensuring the Laureate residential development was termite-free now and into the future was the key brief for the project. On top of this, it was also required to be environmentally friendly, in keeping with the 'green' nature of the premium boutique residential development.

Enter Meridian Pest Management. Fast becoming one of the largest and most reputable pest management and inspection companies in NSW, Victoria and Queensland, Meridian Pest Management was called upon by Mirvac to provide a termite protection system for the Laureate project.

"Basically, we provided non-chemical 'green' termite management solutions that suited Laureate's green certified buildings. All service penetrations were protected using a Termite Collar and a Physical Sheet Barrier was installed to the base of the building. This would not only ensure the project was protected from concealed termite entry but it would also remain protected for up to 50 years," says Director, Michelle Jordan.

Termites are a serious problem for homeowners in Australia. Recent research from Archicentre shows 1 in every 3 homes are attacked by termites. In 2008, the intensity of termite attacks on Australian homes was estimated to cost home owners \$910 million annually. Australia's subterranean termite species are the most destructive timber pests in the world.

"Specialising in termite management, we believe prevention/management systems are our best hope in reducing the damage they cause," adds Senior Manager, Leanne Ramsey.

"We're committed to providing clients with the highest level of customer satisfaction and have never been known to compromise on quality; yet

we pride ourselves on maintaining personal service. Our dedication to training and development ensures our technicians are among the most highly skilled in the industry. We believe it is our commitment to these factors that make us trusted leaders in our field."

By encouraging innovative thinking in the workplace, our technicians work with the latest technology and control methods. With the many services we provide, our clients range from homeowners, solicitors, commercial organisations, government departments and many builders. We're proud to service such a diverse array of clientele, whom rightfully demand individualism and flexibility. In turn, we have sustained long-term business partnerships," continues Leanne.

"Meridian Pest Management strives to be a professional provider of pest management services by offering outstanding products, knowledgeable experienced technicians and very competitive rates. Our sole aim is to offer or develop, cost effective solutions for both builders and homeowners, without any compromise to quality and protection."



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# LIGHTING LAUREATE

When lighting designer Penny Altman from Bluelab Design got a call from Mirvac to design the lighting for Laureate, she knew it would be an interesting project.

“We have worked on Mirvac projects before including Yarras Edge where we did the first two stages. Basically, Mirvac wanted the lighting for the Laureate project to look high-end and individual. As the development is located in Albert Park, an upmarket area, lighting would have to be in keeping with the sophisticated tone of the environment.

“The challenge of course was to come up with something that was elegant and stylish but that also had to be within certain budgetary constraints,” Penny says.

Together with husband Marcus Athanatos who owns the business, Penny runs Bluelab Design, which specialises in project lighting design, one-off luminaire manufacture and lighting procurement. For the Laureate project, Bluelab created unique energy efficient ‘luminaires’ within the Mirvac budget.

“The designer had already looked at a lot of lighting for Laureate before we came on board and was struggling to find what he needed. I felt that we needed to “pull back” on the lighting and go very minimalist. Design had to be fairly plain with not too much colour and it also had to be practical,” she explains.

Bluelab manufactures “specials” to suit the requirements of designers. It is also able to source all types of lighting for any project. For example, along with the architect, Bluelab designed and manufactured all “special” lighting in the Crown Metropool guest rooms.

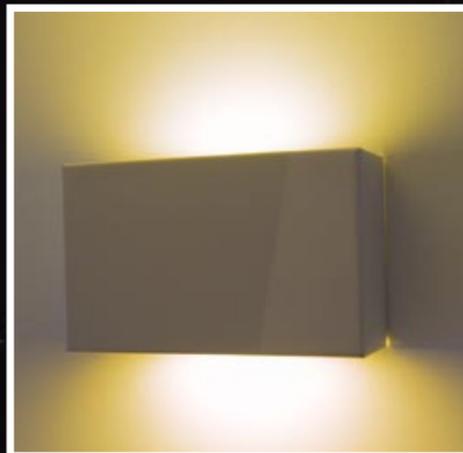
“We have a lot of high-end clients and deal with Local and overseas manufacturers to get special products made. Additionally, we provide lighting layouts to ensure light levels comply with the relevant standards,” Penny says.

Bluelab provided internal and external lighting for the Laureate project.

“We designed and made bathroom lights where we presented two prototypes. We also made two prototypes for the lighting in the stairwells. All lighting was colour matched with the interiors,” she says.

“Another challenge was that there was a need for all external fittings to be marine grade. All metalware was zinc coated before powder coating.”

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Laureate, the high-end boutique project  
by the Mirvac Group in Albert Park, VIC

