

# VOGUE SOUTH YARRA



**HICKORY GROUP**  
101 Cremorne Street  
Richmond VIC 3121  
t. 03 9429 7411  
f. 03 9428 7376  
www.hickory.com.au

**MAIN CONSTRUCTION COMPANY :** Hickory Group  
**COMPLETION :** December 2011  
**ARCHITECT :** Buchan Group  
**PROJECT END VALUE :** \$110 Million



## A NEW LANDMARK

Striking, sleek and sophisticated, Vogue in South Yarra is destined for iconic status amongst Melbourne's best buildings. With an eye catching curvy façade and towering 31 stories high, it's a new landmark in the illustrious Chapel Street area.

Vogue is a mixed use building, with a large retail shopping area and 498 residential apartments. Placed in chic South Yarra, one of Melbourne's most prestigious blue ribbon suburbs, it's near the junction of Toorak Road and Chapel Street, less than 4kms from the CBD. Sitting alongside some of Melbourne's renown fabulous boutique shopping, it's also just a stone's throw from some of Melbourne's best bars and restaurants. Residents will enjoy 24 hour building management, security services and concierge. Luxurious common areas include a 25m pool, gym, spa, sauna and palatial residential lobby. And it's not just the interior that wows, Vogue residents can take advantage of the onsite open-air cinema, BBQ area, tennis court, putting green, landscaped gardens and a private park. Views from the building range from the Melbourne city skyline, to wide views out towards the Dandenong Ranges. The Buchan Group were the architects behind Vogue and the tone of the décor is elegant, classic, urban and minimal.

The extensive podium base will house both a residential section and the 'Vogue Plaza', the retail section of the building, which has already been up and running for the last twelve months, with 600 undercover car parking spaces, a Woolworths, Big W and 40 specialty stores.

The construction budget was \$110 million and Hickory began working on the building in June 2010 with an aim to bring the project to completion at the end of 2011. The circular, oblong nature of the building's tower created some tricky calculating challenges, but they still achieved four day floor cycles with the structure and the project ran very smoothly according to Hickory Site Manager, Robert Marchese.

The glass and aluminium curtain wall system was manufactured in China and shipped to Australia. The wall was put in place after the main building structure was up and it proved beneficial by enclosing the building straight away, meaning the fit-out could be started as well as the additional safety feature of everyone now being behind glass. This also helped to keep work going while Melbourne endured some of the wettest weather in decades. Hickory was able to put a tower crane on the grillage of level 3 to assist with the higher work. The number of people working on Vogue peaked at around 350 onsite.

Mr Marchese says it was all pretty straight forward - access was good, there was a lot of lay down area for materials which made it easy to deliver materials onsite. There was also a great set up logistically on the street, and they all worked as a team, he believes that's why the project has gone so well.

Hickory have been involved in many of Melbourne's most recognisable buildings. Their projects are routinely finished on time and to a very high standard. They are building 'Fifty Albert', on Albert Road in South Melbourne, located 2kms from the CBD, it's another high-end prestigious mixed commercial/residential project incorporating a heritage façade, 21 storeys, 284 luxury apartments and a rooftop entertainment area.

Those who have seen the dancing on the wonderfully slick Hickory website video may be surprised to learn that apparently there was no Madonna-style 'voguing' onsite as the Vogue building went up.

The Vogue building in South Yarra is set to become one of Melbourne's most recognisable buildings, boasting prestige apartments and a thriving retail centre, the building has been completed smoothly and efficiently by formidable construction group, Hickory Group.





# HARNESSING THE STRENGTH OF CONCRETE



APS had ten of their 270 staff working on the Vogue building. The brief was to design, supply and install the post tension system. Post-tensioned concrete harnesses the compressive strength of concrete while providing a durable, lighter structure with better load bearing capabilities - slab thickness can also be reduced. Advantages that post-tensioned concrete have over other methods include economical use of construction materials and the speed of construction. Significant material savings, including a general reduction in the amount of formwork sets needed, a 60% saving in reinforcement, and freeing up the crane for other trades, results. Reduction in concrete and reinforcement also generates labour savings.

Post-tensioned concrete slabs are able to be designed to be deflection free for specified applied loading, lowering maintenance costs over the long-term. Post-tensioned systems also give the advantage of column-free space and reduced floor to floor height - lower loads on columns results in reduced costs for foundations. APS are also able to design post tensioned slabs that are waterproof, without the need for a waterproof membrane.

The post-tension systems APS offer include a bonded and unbonded slab system (with unique components for post tensioning); a multistrand system achieving up to 1,000 tonnes of breaking load and ground anchor systems with rock and soil anchors and soil nails. Design and installation of rock and soil anchors can be seen with the work they carried out assisting the refurbishment of historic St. Kilda baths with rock anchors, supplying around 40 tonnes of post-tension concrete. APS were also responsible for the supply and installation of the wind turbine footings at the Wind Farm in Arrarat in Victoria and Hallett Hill South Australia.

Post tensioned concrete design and construction is just one of the areas that APS excel in. They also offer specialist engineering, concrete remediation and industrial coatings and waterproofing. Specialist engineering services include structural design, difficult project management and heavy lifting. APS boast a full range of hydraulic lifting and jacking systems, using bar of strand cables to lift steel and concrete structures. They also have horizontal jacking equipment for shifting loads under roads and railway tracks.

Concrete remediation is an important area of APS capability. They are able to fill voids using injection systems and waterproof where necessary as well as strengthening and repairing existing structures. Extensive experience in slab steel reinforcement and carbon fibre concrete strengthening are part of the wide range of tailored remedial solutions APS offer.

The APS Water Storage Reservoir System has been responsible for the design and construction of large-scale reinforced concrete water storage tanks (some over 75 metres in diameter) for desalination plants around the country. The tanks are tailored to budgeting requirements and withstand all climate conditions. Durability and water-tight features are secured with high compressive strength established during construction. They are also able to design, supply and install relevant pipework specific to each reservoir.

APS operate both nationally and internationally, with offices in Melbourne, Sydney, Canberra and Brisbane as well as the Middle-East. They have a base in Dubai and have an impressive portfolio of work in places such as Muscat, Abu Dhabi, Cairo and Damascus. APS are currently expanding into India.

On the verge of celebrating 30 years in the business, Australian Prestressing Services (APS) began in the hands of a talented team of civil engineers in 1982. Their combined experience resulted in vigorous growth and a pool of expertise now spanning three decades. Their work has featured around the world in a remarkable range of high rise residential and commercial buildings.

As well as working on many buildings prominent throughout the Melbourne CBD, APS have also been involved in the M80 and Bass Highway upgrades and desalination plants throughout the country - they were an obvious choice in the construction of the 'Vogue' building in South Yarra.

## AUSTRALIAN PRESTRESSING SERVICES

21B Edinburgh St  
Oakleigh South VIC 3167  
t. 03 9543 5236  
f. 03 9544 3102  
e. vic@apspt.com.au





Vogue South Yarra, VIC



## DESIGNLIVE - ACHIEVING GOALS



**D**esignLive were responsible for supplying and installing all the joinery on the Vogue Building - including kitchens, bathrooms and all other built-ins for 500 apartments. It was the first job that DesignLive did with their new manufacturing plant in Vietnam. Set up to assist a global market, with special focus on the Middle East & Vietnam, the new manufacturing plant is over 5000m<sup>2</sup>. It is run, operated and 100% owned by DesignLive. From the shop drawings, listing, programming, manufacture, shipping and installation, the joinery for the Vogue building was delivered on-time and to a high standard.

Materials used include high quality Italian and Malaysian laminates. The work was done to set standards and specifications that allowed it to be brought in at a cost that gave the architects their desired finish.

Robert Kechenovich, CEO of DesignLive says, "Our capacity to manufacture on an international basis and deal internationally has given us the ability to provide an upscaled, quality product. It's allowing us, architects, clients and developers the capacity to start using higher grade materials."

Since completing the Vogue Building, the DesignLive team are landing a number of similar or even bigger jobs, all of which require high quality joinery, veneers and stains. They have set up a contract with Blum to ensure that their joinery hardware is top notch.

DesignLive now develops a lot of its projects with developers and architects from the beginning so everyone involved knows from the outset what they can actually afford to put in prior to it going out to the marketplace. With no affordability surprises, design integrity is maintained, but it is commercialised so that it can be built with speed and quality and everyone achieves their goal - the client wins, the developer wins, the architect wins and everyone gets what they want.

**DESIGNLIVE**  
168-190 Macaulay Road  
North Melbourne VIC 3051  
t. 03 9929 8888  
f. 03 9929 8800  
[www.designlive.com.au](http://www.designlive.com.au)