

# EKO BY CROWN

**MAIN CONSTRUCTION COMPANY :** Crown Group Construction Pty Ltd  
**DEVELOPER :** Crown International Holdings  
**COMPLETION :** July 2010  
**ARCHITECT :** Joshua International  
**STRUCTURAL ENGINEER :** VDM Consulting  
**PROJECT END VALUE :** \$130 Million

## A CROWN DESIGN

More than 80 per cent of the EKO by Crown development in Newington was sold off the plan – testament to the high quality of the project and the desire for investors to buy properties that have set the benchmark in luxury and sustainability.

Crown International Holdings Group is one of Australia's leading property groups and over the past has cemented its reputation for developing prestigious, high quality residential developments. As a privately owned company with an extensive property portfolio Crown provides its clientele with long term security.

Its record can be judged by a range of luxurious developments throughout the Sydney suburbs of Bondi, Bondi Junction, Ashfield, Epping, Eastwood, Strathfield, Five Dock, Homebush, Pennant Hills, Parramatta and Rhodes.

Internationally renowned designer Iwan Sunito founded Crown International Holdings with his business partner Paul Sathio in 1996. The company has since grown from two employees to in excess of 40 and expects to develop residential and mixed-used business developments valued at \$1.1 billion across Sydney over the next five years.

“What we do is stick to what we want to be (known for)- design excellence and sustainable growth,” Mr Sunito said.

The EKO by Crown is the latest in a long line of developments and is already making a name for itself as a unique project in one of Sydney's premier inner suburbs. EKO is the first new development in Newington which offers buyers not just access to the CBD but also the opportunity to live in one of the city's most up-and-coming residential areas.

The EKO development offered what the other apartments in the area did not - lifts, air-conditioning and underground parking. And as well as these essentials for the modern family, EKO also features many resort features that added to its appeal such as a gymnasium, spa, sauna, residents' lounge, theatrette and two private music rooms, one with a baby grand that residents can book for private tuition.

“Due to the maximum number of dwellings that are now constructed in Newington, EKO is a rare example, so we have no doubt, this project will provide owners and investors with a valuable investment,” said Mr Sunito.



“We are delighted to have this unique opportunity to create a truly remarkable addition to Newington. Our decision to push ahead with the project, when many other developers were being forced to put developments on hold, demonstrates our confidence in the Crown product and its ability to attract strong demand.” With Stage 1 and 2 completed, residents are already taking advantage of the luxurious living.

“Due to the variety of designs, EKO has fulfilled the needs of Baby Boomers and Empty Nesters with its courtyards, a small pet policy and penthouses with huge terraces that attracted this demographic,” Mr Sunito said.

“The penthouses and indeed many of the apartments have amazing panoramic views of Sydney Olympic Park and the ANZ stadium. And EKO is walking distance to all these fantastic facilities and Bicentennial Park.” Convenience is just one of the many features that has put EKO on the map of modern city living. Its emphasis on sustainable design and environmental living has also garnered much attention. The project is the concept of Joshua International architects, teamed with award winning Watermark Interior Designs. Each spacious apartment is designed to maximise space, light, and air, with state of the art bathrooms and kitchens boasting the finest of fittings and appliances. Interiors flow seamlessly out onto entertainment sized, tiled balconies and terraces.

EKO was designed with a strong emphasis on communal areas and multi-function rooms throughout its five buildings. The project encapsulates resort-style living and encourages community integration through its tranquil gardens, while at the same time showcasing a sustainable design focus. The feedback Crown has received thus far regarding EKO has confirmed that the developer has succeeded in positioning the development as the premier residential development in the area.



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**eKO**  
BY CROWN





Apartments and pool area, Eko by Crown, NSW



# GOING THE EXTRA MILE



Going the extra mile in ensuring their product is one of the most environmentally sustainable on the market secured OneSteel Reinforcing the tender for supplying all the reinforcing steel required for the Eko on Crown development.

Because of its insistence on meeting Green Star rating, the Eko on Crown project was not a run-of-the-mill one for OneSteel which used the Reo for the Ultrafloor system for the ground breaking development.

“The project had to be monitored very carefully,” says Veera Nagarajah, Reinforcing Services Manager for OneSteel Reinforcing.

“Our steel is made from recycled materials and we are very environmentally friendly. We had to manufacture the Reo for the Ultrafloor system to exact dimensions and it was a very technical project.”

OneSteel Reinforcing is Australia's premier supplier of steel reinforcing solutions for commercial, residential and civil construction as well as the mining and agriculture industries and manufacturing sector. A national branch and distributor network service customers Australia wide supplying quality steel reinforcing products to Australia's largest construction companies and the home renovator. OneSteel Reinforcing has ACRS certified world-class manufacturing facilities and innovative engineered reinforcing solutions to reduce labour needs and streamline construction.

In addition to providing customers with steel reinforcing solutions across the entire building and construction industry, OneSteel Reinforcing have an experienced and highly skilled team of schedulers, engineers and technical service personnel and reference resources.

OneSteel Reinforcing reference guides such as REODATA, ACRS brochures, Slab and Beam Design booklets and 500PLUS® computer software are utilised by structural and civil engineers and engineering students.

One of the attractions of using the OneSteel Reinforcing system for the Eko on Crown development was that steel used in the process has been recycled. OneSteel believes sustainable development is about meeting the needs of its current generation without compromising the ability of future generations to meet their own needs. OneSteel recognises the importance of a sustainable approach to its operations across the entire value chain, from the extraction of raw materials through to the manufacture of finished steel products and the distribution to its customers.

A new prerequisite for achieving Green Star credits on steel is that the steel must come from a manufacturer that is both a member of the World Steel Association's Climate Action Programme and has valid ISO 14001 Environmental Management System (EMS). OneSteel Market Mills meets both compliance criteria. OneSteel Market Mill's Polymer Injection Technology (PIT), used at its electric arc furnaces is classified as an energy reducing process. This has allowed OneSteel Market Mills to achieve an average 66 per cent of reinforcing rod for mesh and 82 per cent of reinforcing bar by mass that is produced using this technology, and this also enables grant of a point in the new Green Star credits.

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## A GLASS ACT



It's clear why the Eko by Crown has all the boxes ticked in its quest for sustainable and environmental living. From its eco-friendly design to the magnificent outlook provided by the glass frontage around the development, the high-end residential apartments have incorporated the best quality and highest standard materials throughout.

Trinity Window Systems provided for the development all the windows and glass including that for the glassed-in gymnasium, pool area and the magnificent glass features at either end of all the residential blocks. In keeping with the brief for a sustainable development, Trinity Window Systems provided low-energy glass which acts by slowing down the transfer of heat in and out of the building.

“This type of glass keeps the building cooler in summer and warmer in winter and reduces the development's energy consumption,” says Jim Jammal of Trinity Window Systems.

“The use of this type of glass gives the architect the flexibility to introduce as much of the glass as he wants.

“A film is applied to the glass at manufacture for the low-energy component, and each pane is also laminated to reduce not just the transfer of heat but also of sound,” Jim says.

“Although the glass is single glazed it met all the acoustic requirements for sound insulation.”

Despite being a relatively new company Trinity Window Systems has succeeded in establishing connections with some of the most



prominent glass and aluminium manufacturers locally and overseas. The success of the stream-line aluminium framing at Eko is attributed to the fine fabrication technique assisted by the latest in CNC. Machinery installed at the trinity windows factory. Our in-house engineer and site manager (Rene Revano and Robert Betrous) seamlessly coordinated the fabrication-installation process for maximum efficiency for our company and to meet the demand of a fast track construction program.

“All our glass is safety glass so there is no compromise. It is actually 6.38mm thick which goes beyond the Australian standards requirements for the project,” says Jim.

“The challenge on this project was the time frame we had to keep to. At any one time there were up to 12 installers on site, and with the pool we had to use Stainless steel patch fittings to achieve a frameless effect which not only prevented deterioration from the pool environment but added a very futuristic look to the overall finish.”

Trinity Window Systems is now working again with Crown on future projects and has also just completed another large develop for the Youth Hostels Australia at Sydney Harbour.

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# INFINITY AND BEYOND

The infinity edge of the 35m pool that residents of the Eko by Crown will enjoy adds another level of sophistication to the already luxurious development.

Crystal Pools infinity edged pool is surrounded by tropically landscaped gardens to create an enticing image and coupled with the subtle lighting, dark tiles and magnificent water quality, it is sure to be one of the main attractions of the residential project.

Crystal Pools is Australia's most experienced pool builder with a reputation for excellence in swimming pool design, installation and renovations. They have been building Residential and Commercial swimming pools in Sydney, Central Coast and Newcastle since 1957.

Crystal Pools has also been working on many projects up and down the east coast and for many years been expanding its commercial department

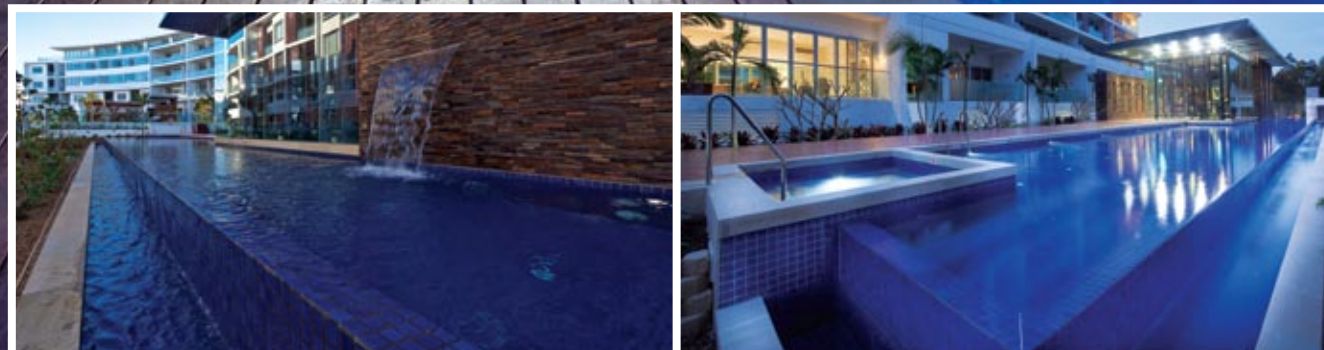
working with large developers, councils and government nationally. They have another Commercial office in Brisbane and are currently working with the Alice Springs Council to build a community facility.

The Eko by Crown infinity pool and spa was designed in conjunction with the developers to encompass the environmental and sustainable qualities for which the project is known and includes a sand filtration system, an automatic water quality and chemical system.

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VDM Consulting specialises in the use of 3D structural Modelling Analysis and 3D documentation packages such as BIM and REVIT.

Leading the way with this technology in analysis and documentation we have enabled our client **Crown International** to coordinate & construct the most cost effective and efficient structure for EKO.



# VDM

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