



PLACE ON BROUGHAM

URBAN CONSTRUCT
ADELAIDE SA



Adelaide's most luxurious and exclusive \$120 million Place on Brougham - Adelaide's pre-eminent address - completed in December 2007, has completely transformed the iconic Hotel Adelaide International building into the city's new landmark.

Developed by Urban Construct, Place on Brougham is located in the prestigious leafy suburb of North Adelaide, just minutes from the CBD. Positioned behind St Peter's Cathedral and the Adelaide Oval, Place on Brougham provides spectacular 360 degree views across the Adelaide skyline, including the Adelaide Hills right through to the foreshore.

Today, Place on Brougham continues to maintain the record for SA's most expensive apartment at \$4.13 million for one of the two Super Sky Homes located on level eight. Each of the two Super Sky Homes feature a landscaped terrace with BBQ and wet bar and 10m lap pool. As Adelaide's most luxurious residence, each Super Sky Home also has access to an exclusive lobby entrance with dedicated lift and lift foyer plus garaging for four cars, while the homes themselves feature 4 bedrooms plus a home office and span over two levels.

Each penthouse has without doubt the best views spanning across Adelaide and the Adelaide Hills. From the penthouse floor you can literally also see the playing field on the Adelaide Oval.

Place on Brougham represents the new threshold in luxury apartment living in Adelaide and there is currently no other residential complex

that can match the extraordinary, never to be built out views over the entire city landscape.

Residences of the 99 exclusive one, two and three bedroom Sky Homes enjoy not only an exceptional address in Adelaide's premium North Adelaide, right next to specialty stores and boutiques, and renowned eateries and cafes at their doorstep, but also access to an exclusive day spa/wellness centre and 18-hour concierge service, pool, gym and secure parking.

Finishing touches are being applied to the retail premises located on the ground floor, facing onto O'Connell Street, and leading naturopathy and wellbeing group Janesce International has been appointed as the exclusive operator of the Day Spa/Wellness Centre.

In a major coup, Urban Construct secured elite, internationally-renowned French interior architect Andree Putman to oversee the interior design of Place on Brougham. As one of the contemporary world's leading interior architects Madame Putman was given the brief to create the most luxurious and exclusive Sky Homes ever seen in the Adelaide property market.

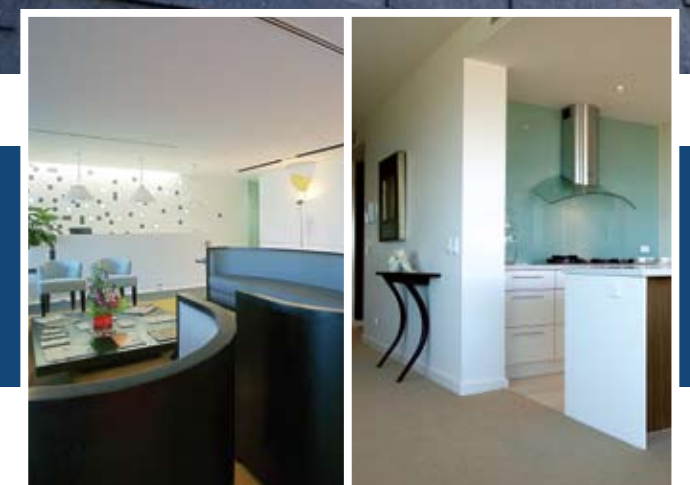
Place on Brougham is Madame Putman's first signature project in Australia. She is considered to be one of the contemporary world's leading interior architects, having created interiors for Yves St. Laurent, Karl Lagerfeld, Thierry Mugler, Cartier, Ebel and Barneys.

URBAN CONSTRUCT have won numerous awards including
2007 Awards for Excellence Urban Development Institute of Australia
2006 HIA Australian Housing Awards
2005 Master Builders Association
ACEA Awards for Excellence
HIA South Australian Housing Industry Awards
2004 Horizon

Residents of Place on Brougham have benefited from international design and luxury standards only seen in the high-end residences of Paris or Manhattan in one of Adelaide's most premium locations. With Andree Putman's influence, Place on Brougham clearly stands out from any other premium development.

Urban Construct are also the developers behind some of the South Australia's most significant developments including the \$2 billion Newport Quays waterfront redevelopment at Port Adelaide, the \$900 million The Precinct redevelopment of the Balfours/bus station sites, the \$600 million transformation of the Glenelg foreshore into SA's most popular tourist and residential destination, Holdfast Shores and the \$210 million Aurora on Pirie 'A Grade' commercial towers.

Place on Brougham recently was awarded the 2008 Urban Development Institute Award of Australia - High Density winner.



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CUSTOMIZING APARTMENTS

Packers supplied and installed all the sliding door wardrobe systems for the Place on Broughman project and are extremely proud to have supplied and installed a product developed for the project along the principle of European walk-in robes. Utilising an innovative 25mm laminex veneered board to create a cost effective solution for upgrading of the wardrobe systems in the penthouses. All 30-40 penthouses were installed with the wardrobes and a number of executive apartments also feature these as a standard component. Sliding door wardrobe systems are exact painted glass in a number of the penthouses, with custom hinged doors also featuring.

Geoff started the business in 1967 and though now semi-retired, is proud to see his son Sebastian Packer running the company as Managing Director, with 40% of their business retail (public) and 60% trade. Packers design, supply and install wardrobes, shower screens, glass splashbacks, mirrors and doors to a range of projects from domestic to commercial.

Place on Broughman presented a number of unique challenges that were successfully solved; everything was customised for each apartment over a five month period of work on the project enabling a successful install across the multilevel apartment construction.

In the past twelve months Packers have completed a number of high-profile projects including the Baulderstone & Hornibrook Liberty Towers, Platinum on the Beach and The Gallery; with Domain on Grenfell also added to the list. With these recent Adelaide CBD success stories, Geoff and Sebastian are now looking ahead to the next challenge – the Altitude apartments, again in the Adelaide CBD.



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THE EDGE ON BALUSTRADES

Harkk is a South Australian company that designs exceptional quality balustrading systems. Utilising in-house design capability and in liaison with other designers, Harkk have designed four signature balustrading systems. Harkk balustrading systems are favoured for their attractive, minimalistic style without visible external fixings and are constructed from extruded aluminium – selected for longevity, low-maintenance and recyclability.

Place on Broughman features the Harkk patented system EDGE 67 – constructed of extruded aluminium post and hand rail with glass in-fill panels. Harkk balustrading can be powder-coated to any colour or have a 25 micron natural anodised finish applied as used in Place on Broughman.

Harkk is extremely proud of a new extrusion system, LIPP which was developed to accommodate an architectural feature on Level 1 (N-E corner) of the Place on Broughman apartments. LIPP allows glass to be closer to the edge of the upstand and does not create a 'step-up' – an important safety feature. To maximise view potential and enhance the elegance of the pool environment on the top Penthouse level, the VIEW balustrading system and subsystem AQUA were installed around the lap pools. The combined systems utilise glass in-fill panels and extruded aluminium posts with no top-rails to provide uninterrupted views over Adelaide city to the hills.

Harkk has a proud history beginning in early 1997 in discussions with Hartley Glass (established in 1957 in SA) and design development commenced with the VIEW system in mid-1997. Harkk has recently formed a partnership with Arup (responsible for engineering on the Opera House) and is in the early stages of expansion with BALU – a new joint venture company for international promotion and marketing. BALU is soon to begin testing products in the Asian market in conjunction with Asia Aluminium which will take the product into the Hong Kong market.

Key landmark projects include Liberty Towers, Platinum Apartments and the Port Lincoln Hotel. A major project in the Adelaide CBD is The Gallery, featuring an innovative new system of balcony enclosure – RECT 86 – integrated top-hung bi-fold windows in line with the balustrade glass which can be closed off to the elements creating apartment 'winter-gardens'.

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THE INSIDE OUTSIDE SOLUTION

Outdoor Kitchen Solutions was commissioned by Boulderstone & Hornibrook and Urban Construct to design, build and install outdoor kitchen units on selected apartment balconies. Each outdoor kitchen features a Signature Australian-made Beefeater bbq as the key appliance - these are easy-clean, porcelain, black enamel coated bbq's of a high standard. With slate benchtop and slate surround tiles, an opaque-white feature glass splashback, sink and integrated cupboards underneath, these outdoor kitchens provide a luxurious lifestyle component for contemporary apartment living.

Facing the challenge of installing an outdoor kitchen on the balconies of multilevel apartments involved Outdoor Kitchen Solutions designing each unit so they could be assembled on site, as outdoor kitchens are installed towards the end of the project after tilers. Outdoor Kitchen Solutions prides itself on working in a safe and efficient manner on all projects.

Outdoor Kitchen Solutions is equally involved in domestic and commercial projects and is a one-stop outdoor kitchen shop. Outdoor Kitchen Solutions bring everything together - they design, construct, install and supply all equipment and appliances. Being a family-run business, Michael and Amanda pride themselves on the personal approach to delivering the highest quality on both domestic and commercial projects. In business since 2002, Outdoor Kitchen Solutions has a strong record of successful outdoor kitchen projects and recently added the landmark New Port Quays development to its' list of clients.

Outdoor Kitchen Solutions is set up to design supply and install for interstate commercial jobs - and have invested in high quality manufacturing systems and streamlined processes specifically.



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