



DEVELOPER : Fridcorp  
MAIN CONSTRUCTION COMPANY : Hickory  
PROJECT MANAGER : Andrew McGowan  
COMPLETION : November 2010  
SURVEYOR : Gardner Group  
STRUCTURAL ENGINEER : Webber Design  
ARCHITECTS : Elenberg Fraser  
PROJECT END VALUE : \$155 Million

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## GOING UP IN THE WORLD

Taking its name from the majestic *elm* trees that line nearby St Kilda Road, *elm* is the latest residential development from design-focused property developer, Fridcorp.

The *elm* site, acquired in late 2007, was famously home to one of Melbourne's iconic locations – the HSV 7 Studios, holding a legacy and premium status that has been retained.

The original two storey building and communications tower is gone and in its place is a 22 level residential tower comprising 286 one and two bedroom apartments and two retail tenancies.

All apartments in the \$155 million project feature timber veneer joinery, stone bench tops and Miele European engineered stainless steel cooking equipment.

Once again, Fridcorp has teamed up with award winning designers to realise the vision for *elm*: architects Elenberg Fraser and interior designers Hecker Guthrie, both appointed to position *elm* at the forefront of progressive design via their well loved and respected signature styles.

“Designing with the end in mind we have taken the utilitarian and made it unique,” says Paul Hecker, of Hecker Guthrie. “We meticulously planned every aspect of *elm*'s interior including sculptural features which add an element of art to each apartment.”

*elm* is a modern building that makes a positive contribution to the urban environment. The team at Elenberg Fraser has devised an architectural scheme that focuses on *elm*'s proximity to the stunning settings of the Royal Botanic Gardens by establishing them as highlight aspects of the building.

“The facade employs a subtle, layered architecture that protects the interiors and diffuses the sun through integrated internal and external spaces. The green environment of the Domain is established through

vertical gardens which extend the full height of the tower, creating a garden oasis in the city,” says Callum Fraser of architects Elenberg Fraser.

*elm*'s lobby is a beautiful space for residents and guests with a living vertical garden by Fytogreen Australia and a striking piece by Australian artist, Dale Frank.

Completed in late 2010, *elm* also includes a podium recreation deck, created by award-winning landscape designer Jack Merlo. Featuring a series of entertainment zones with pools and barbecues, *elm* achieves a level of amenity rarely seen within an inner-city development.

“Our focus is on creating intelligent developments in prime locations that are ingeniously married to their environment. Our spaces have personality, style and beauty that resonates with today's lifestyle and *elm* will be no exception,” says Paul Fridman, Director, Fridcorp.

Fridcorp was established in 1997 by Paul Fridman who started the company to fill a gap in the market for attainable luxury. To date the company has developed and constructed projects valued at over \$700 million, and currently has \$250 million worth of projects under construction – 100 percent of these have been sold.

Over the past 10 years, Fridcorp has built an enviable reputation as one of Melbourne's most design-focused property development companies and is renowned for creating spaces with personality, intelligence and beauty in prime Bayside and city fringe locations, each ingeniously married to its environment and positioned for a focus on living.

Progressive architecture, sophisticated interiors and strong, distinctive design are consistently achieved in each and every Fridcorp project through collaboration with some of Australia's most innovative and interesting architects, interior designers and artists.

Fridcorp's commitment to creativity is further highlighted through the inclusion of artworks by celebrated Australian artists, such as Dale Frank, Bill Henson, Patricia Piccinini and Geoff Nees, in its developments.

Building *elm* was Fridcorp's largest project to date, adding further renown to its reputation for inner city developments that bring together some of Australia's greatest creative talents.

[www.elmapartments.com.au](http://www.elmapartments.com.au)



# ENGINEERING EXCELLENCE IN PRECAST PANELS

Since commencing operations in 2006 with the goal of providing the precast concrete panels which enable architects' visions to become realities, Euro Precast (EPC) have proven they deliver work of the highest quality for distinctive and detailed projects such as Elm Apartments.

Director George Spiropoulos holds an engineering degree from Melbourne University and founded the company after gaining experience in manufacture and erection of precast on a variety of projects across the construction industry.

The company operates from a state of the art fabrication workshop in Dandenong. A team of skilled concreters, carpenters and steel fixers manufactures precast elements such as standard panels; architectural panels including brick and corrugated; lift shafts and stairwells; basement panels and retaining walls; fence panels; and columns and beams.

EPC have their own highly trained and safety conscious crew which undertake erection on site, and the company can also provide on-site services including grouting, caulking and patching. As the Director's credentials also include an Occupational Health and Safety qualification, EPC employees and management are committed to

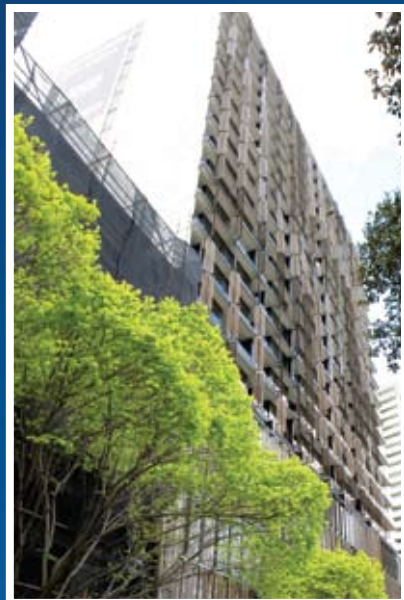
providing a safe environment at their workshop, supplying a high quality and safe product to customers, and employing trained personnel, with equipment and procedures which meet the highest possible safety standards

"Our mission is to manufacture high quality concrete precast panels by integrating first class materials and exceptional workmanship. We aspire to build our reputation and successively build our relationships into partnerships," said George Spiropoulos.

"Euro Precast has built its foundation upon 4 key values: honesty, reliability, quality and service. We are proud and stand by these values right from the initial meeting through to producing and erecting the panels on all our projects. We are dedicated to our customers and can assure you the job will get done in an efficient manner with only the best quality panels."

EPC's completed projects range from single dwellings to prestige multi-level residential developments like Travancore on the Park, Elm Apartments, Pumphouse Apartments, Vogue Apartments and ARK Bridge Road. Their project list also includes office towers and boutique commercial developments such as the TAC Headquarters in Geelong.

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## PAUL AND THE WEBBER DESIGN TEAM



**Structural Engineer for the Elm Residential Project,**  
would like to congratulate Fridcorp, Hickory Developments and  
the entire Consultant team.

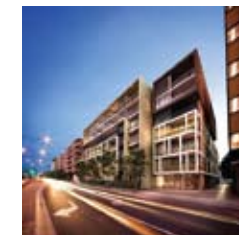
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Mackenzie Tower  
Melbourne CBD



Lacrosse Apartments  
Docklands



RAPTL Burnley Street  
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STRUCTURAL ENGINEERING



# A VAST JUMP BEYOND REGULAR FORMWORK



For efficiency, safety and effectiveness, no climbing jump form system outperforms Jacking Technology's JSL Jumpform, as Hickory discovered when they used the system for forming the lift and stair walls of The Elm.

This system was designed and developed in New Zealand, and is a revolutionary approach to the manner in which jump forms are assembled, jump and are held in position. Jacking Technology (JTC) have also built in safety features, with a unique digital feedback system which provides constant monitoring of the load differentials at each jack point via a computer screen, coupled with a PLC which automatically stops lifting if any one point be registering an anomaly in load weight, momentum or position. For the operators, trained by one of JTC's technicians on delivery of the equipment to site, this gives complete control and ongoing data on progress.

The system is modular, and a significant percentage of the areas can be assembled offsite. Electrically powered, JTC Jumpform draws such a small amount it can be run from the site's standard temporary power supply. There is no requirement for any hydraulic lines and reservoirs. JSL Jacks can each lift up to 30 tons and run at an accuracy of 0.2 mm dynamic up to sixty lifting points, and the system is applicable to any external or internal formwork need. All of the proposals supplied come with a 3D view of the proposed project that will illustrate the basic frame layout. Special requirements such as trap doors, stair cases, trailing decks or any other items can be accommodated during the

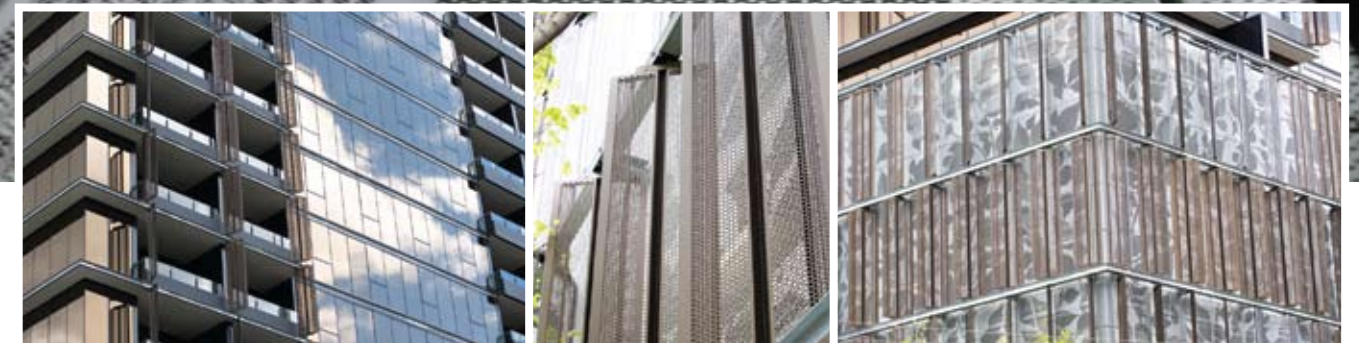
design stage. Formwork shutters can be in full steel or laminated I beams and plywood.

"Another unique feature is the laser plumbing of the system that literally runs the jumpform up on laser beam railway lines, eliminating any potential for twisting or running off of the jumpform frame when lifting. A special way the lifting jacks interact with the main frame in combination with an easy to use quick release positional toggles, puts the shutters in the right position and makes for an efficient and accurate jumpform system," said Jacking Systems CEO, Greg Neighbours.

JTC have also developed a completely unique floor slab construction system which allows for faster, safer and more effective construction of slabs for multi-level constructions, such as car parks. The slab construction system allows for upper floors to be constructed on ground or finished floor levels, and then safely jacked into position, and incorporates catchscreens, kick board and a four board access in the form. Craneage for moving formwork is eliminated, soffit formwork is eliminated and edge finishes can be perfected more safely.

JTC are currently setting up a facilities in Melbourne, Sydney and Brisbane, enabling them to supply major projects throughout Australia. Two other Melbourne projects utilising the innovative JTC jump form are the thirty three level Vogue project in South Yarra and the twenty four level Travencore project at Flemington.

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## IRONING OUT THE DETAILS

TafKom Engineering is a Melbourne based engineering firm that specialises in design and construction, in particular the challenging job of translating cutting edge architectural concepts into construction reality.

The architects for the elm project, Elenberg Fraser, employed the expertise of TafKom on the extensive metalwork both inside and outside the building. TafKom Engineering had already worked with Elenberg Fraser on several other projects.

Marijan Kombol of TafKom said, It's our job to develop and implement design, and generally the aesthetics are always difficult because the concepts are new and the need for new approaches and new techniques is a constant.

On the elm project the main challenge was to solve the problems arising from work in the difficult areas around the perimeter of the project, installing the various external metal work on all 22 levels.

In this instance the requirements included a special design which allowed a simple and safe installation procedure, from inside the building, of all external components, particularly the positioning of the fins and the sunshades out beyond the building edge perimeter.

In addition the company supplied structural steel and crash barriers, elm leaf pattern perforated aluminium anodized panels, bronze anodized perforated aluminium fins from car park to level 22, semi frameless glass balustrades, stainless steel balustrades and bronze anodized perforated sun shades.

We have done four or five jobs with Elenberg Fraser and they have always included the challenge of practically implementing cutting edge design.

Mr Kombol said his company had always enjoyed working with Elenberg Fraser for this reason. He also said his company had met the high architectural standards and client demand well within the budget and a tight time frame.

TafKom Engineering employs twenty people and has been in business for 13 years.

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# STRONG STRUCTURES AND FINE FORM

Australian Concrete Technologies (ACT) have been providing services to major projects around Australia and internationally for over a decade. In that time ACT has developed a reputation for excellence in their core capabilities of post-tensioning for building and civil structures, including design and construct services; provision of self climbing slipform and jumpform formwork systems; and the supply and supervision of remedial engineering services, including carbonfibre strengthening, epoxy crack injection and application of waterproofing systems.

Elm Apartments (Post Tensioning and Jumpform) now joins the impressive list of projects in Melbourne that ACT has worked on. Other projects include:

**Post Tensioning** - the Royal Womens Hospital ; Docklands Carpark; Melbourne Convention Centre; Knox City Shopping Centre.

**Post Tensioning and Jumpform** - Yve Apartments; Balancea Apartments; Dock 5.

**Remedial & CFRP Strengthening** - Public Records Office Victoria; Cancer Council of Victoria HQ.

Current significant projects include the Harvey Norman-Ikea development (Post Tensioning) and the new Control Towers at Melbourne and Adelaide Airports (Slipform Systems).

ACT is based in Melbourne and has a full cohort of long term highly experienced management, engineers, supervisors, field staff and manufacturing operatives who work together to ensure the quality and integrity of every project that ACT undertakes.

For the best result in your construction project contact us at:

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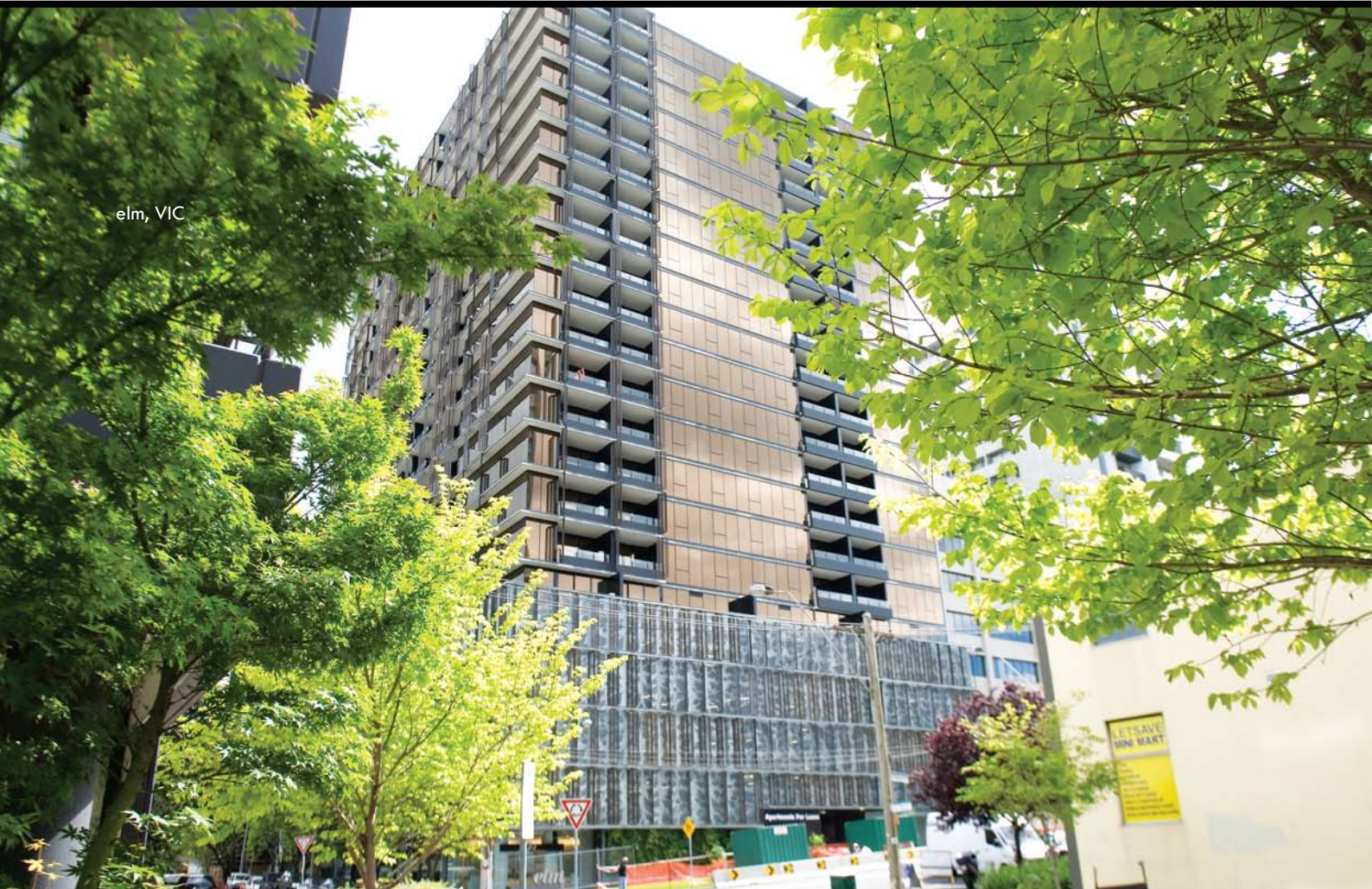


## brilliant chute solutions

Wouldn't it be brilliant to have an internal finish that features 80% less friction than steel - creating a quieter and smoother flow? Easy. Smoothtubes can be used for waste, linen and as a recycling chute. They offer a clever choice for anyone that prefers a greener and more hygienic alternative. Want to save on installation time and costs? The smart money is on Smoothtubes. Wastech's revolutionary Smoothtubes, helping you look brilliant.

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**WASTECH ENGINEERING**



elm, VIC

# GREENER WASTE MANAGEMENT FOR ELM

Elm Apartments residents will be using Australia's only certified Green garbage chute, with the installation of Smoothtubes designed, manufactured and installed by Wastech Engineering for the domestic waste management system. The Wastech chute system has been accredited for Green Star.

Smoothtubes is a major innovation in the garbage, linen and recycling chute market and is uniquely suited to high-end multilevel residential projects such as Elm, combining effectiveness with a far more discreet operation than traditional steel and cement chutes. There are no banging chute doors, no audible thumps and clangs as refuse descends, and no wafting odour from below when the Smoothtubes chute is used. This system is self-cleaning, resists blockages and delivers a lifetime of effective service with extremely minimal maintenance.

The system is designed and manufactured in Australia by an Australian owned company, Wastech, who were the first to bring the plastic chute to Australia and are now the leaders in this technology.

In addition to bringing the first recycling chute designed specifically for co-mingled recycling material to the Australian market, Wastech provide a range of services and solutions for every aspect of waste disposal and recycling management.

Their capabilities include consultancy and recommendations for waste management logistics; specific site and specialised waste management solutions; formal, waste management reports; on-site service teams and preventative maintenance contracts. All backed up with a 24/7 maintenance program and breakdown response service.

With a strong history of supply to waste and recycling contractors, commercial builders and other key organisations, Wastech enjoys a reputation for quality which is matched by a willingness to provide waste management solutions across a wide range of major and complex developments. Developers and builders of Green Star projects have been fast to adopt the new technology, with recent major projects the Six Green Star Society Apartments and Grocon's Five Green Star social housing development, Common Ground, also choosing Wastech to provide the greenest garbage management system available.

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