



# SWANSTON CENTRAL

CARLTON | MELBOURNE

—

RESIDENTIAL  
BRILLIANCE  
SURROUNDED  
BY ACADEMIC  
EXCELLENCE



UNIVERSITY OF MELBOURNE

QUEEN VICTORIA MARKET

LYGON STREET

SWANSTON CENTRAL

RMIT DESIGN HUB

RMIT

EMPORIUM

MELBOURNE CENTRAL

BOURKE STREET MALL

STATE LIBRARY OF VICTORIA

MELBOURNE MUSEUM & IMAX

CROWN CASINO AND ENTERTAINMENT COMPLEX

CARLTON GARDENS

ROYAL EXHIBITION BUILDING

ARTS CENTRE

ALBERT PARK LAKE

PORT PHILLIP BAY

SHRINE OF REMEMBRANCE

PARLIAMENT OF VICTORIA

ROYAL BOTANIC GARDENS

YARRA RIVER







#### FUTURE BEAUTY

A SHIMMERING, SOARING CRYSTAL, THIS ASSERTIVE AND LUMINOUS TOWER SHOWCASES THE VISION OF ARCHITECTS AND CITY COMBINED.

SHOT TAKEN FROM CORNER OF VICTORIA AND SWANSTON STREET



**ACHIEVING PROMINENCE IN MELBOURNE**

MELBOURNE'S GRACIOUS CIVIC SPINE WELCOMES A NEW LANDMARK WITH THE ARRIVAL OF SWANSTON CENTRAL. IT CREATES A SOARING BOOKEND FOR THE CITY'S PREMIER THOROUGHFARE AND MOST FAMOUS VISTA.





SKY RESIDENCES  
LEVEL 58 – 69

LEVEL 69 | THE SKYLINE LOUNGE

SKYLINE BAR  
SKYLINE LOUNGE

CENTRAL RESIDENCES  
LEVEL 36 – 57

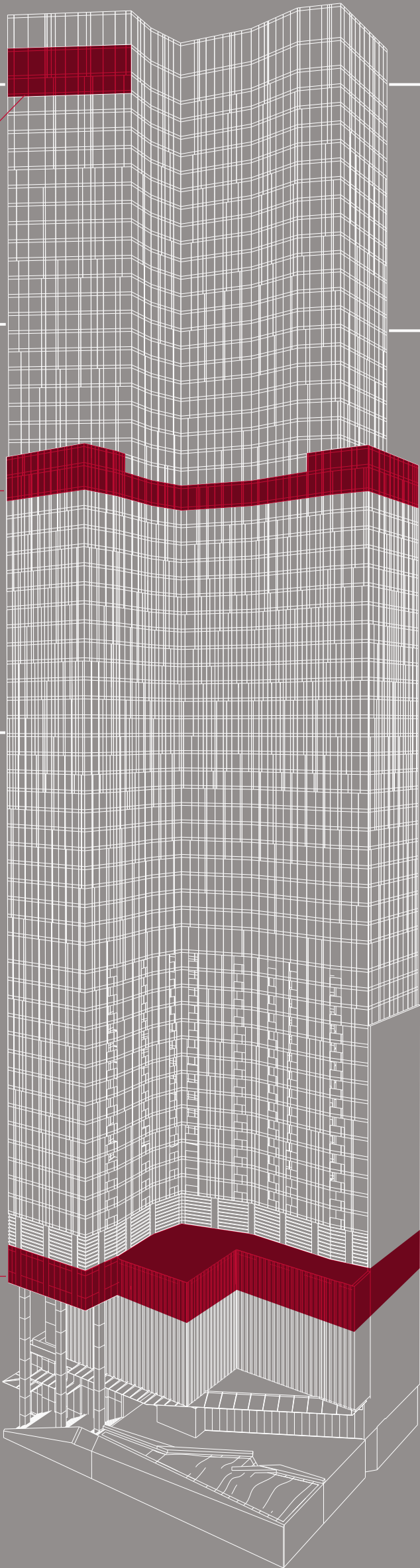
LEVEL 47 | RESIDENTS FACILITIES

LIBRARY  
LIBRARY BOARDROOM  
CINEMA  
GRAND DINING ROOM WITH CATERING KITCHEN  
GRAND LOUNGE/BAR  
GAMES ROOM  
GARDEN LOUNGE

CITY RESIDENCES  
LEVEL 08 – 35

LEVEL 06 | WELLNESS CENTRE

LAP POOL  
PLUNGE POOL  
STEAM ROOM  
SAUNA  
HOT SPA TREATMENT  
COLD SPA TREATMENT  
HANGING LOUNGE PODS  
CABANAS  
YOGA STUDIO  
MULTI-PURPOSE ROOM



From the ground up, Swanston Central is a world within a world. Enter through the artistically illuminated lobby and discover residents’ facilities ranging from lap pool and private cabanas<sup>1</sup> to spa<sup>1</sup> and steam rooms<sup>1</sup>.

At Central level you can spread out and enjoy the grand dining room<sup>2</sup>, garden room<sup>2</sup>, library<sup>2</sup> and cinema. Apartment interiors in each domain - City, Central or Sky - enjoy consistent adherence to quality and luxe detail.

Sky’s exclusive residents’ enclaves offer a private club atmosphere<sup>3</sup>, complete with bespoke furniture, wine storage and majestic city views.









CENTRAL LEVEL LIBRARY | ARTIST'S IMPRESSION

## RETREAT WITHIN

STEAM, SOLITUDE, SOCIETY OR SERENITY; SWANSTON CENTRAL OFFERS ALL THIS AND MORE. ARCHITECTURALLY DAZZLING BOTH INSIDE AND OUT, COMBINING BREATHTAKING VIEWS AND THE AMENITIES ONE EXPECTS FROM THE WORLD'S FINEST HOTELS, ALL WITH IMMEDIATE ACCESS TO YOUR MELBOURNE CITY LIFE.



PRIVATE CABANA | ARTIST'S IMPRESSION

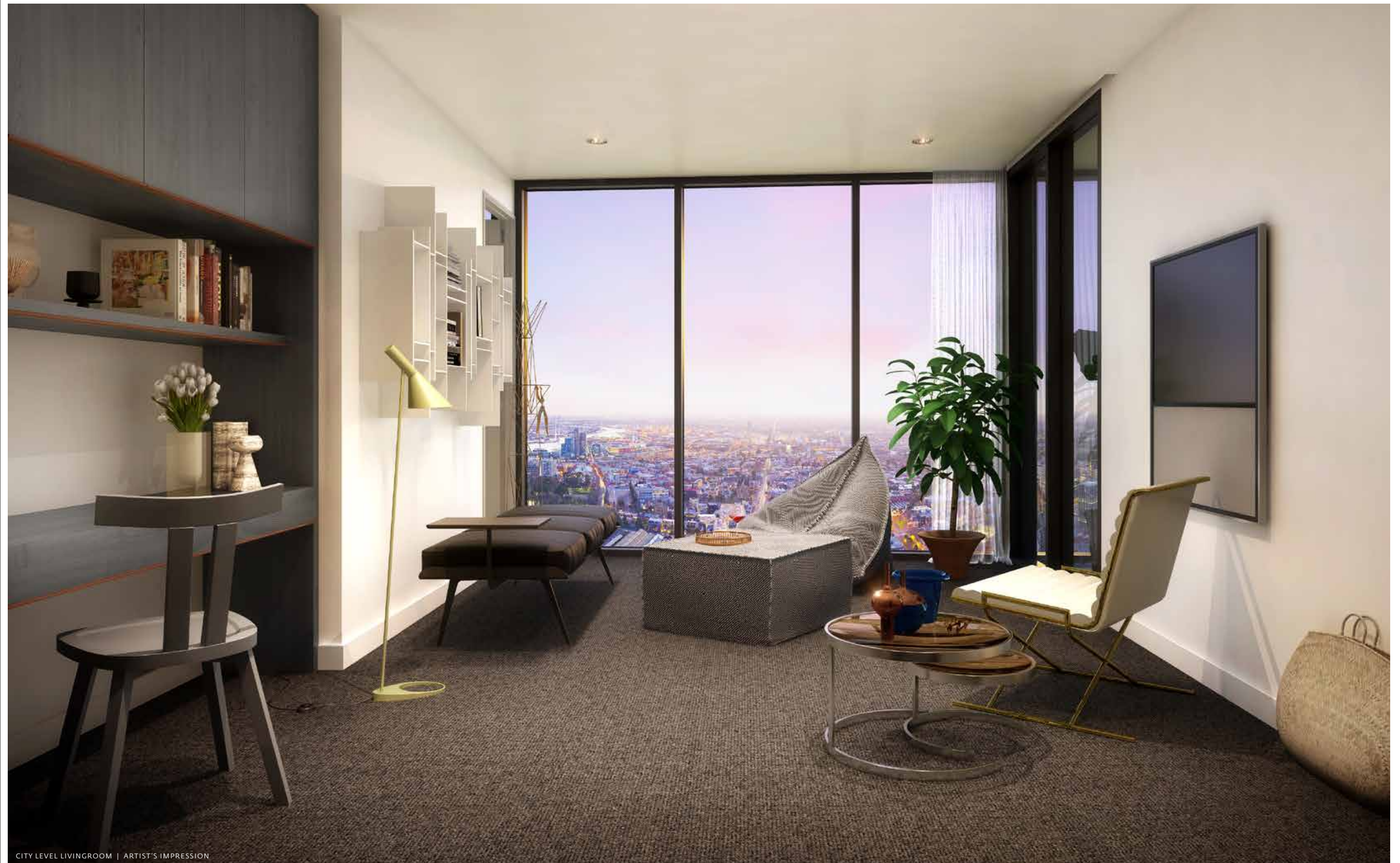








CITY LEVEL BATHROOM | ARTIST'S IMPRESSION



CITY LEVEL LIVINGROOM | ARTIST'S IMPRESSION





CENTRAL LEVEL LIVING & KITCHEN | ARTIST'S IMPRESSION





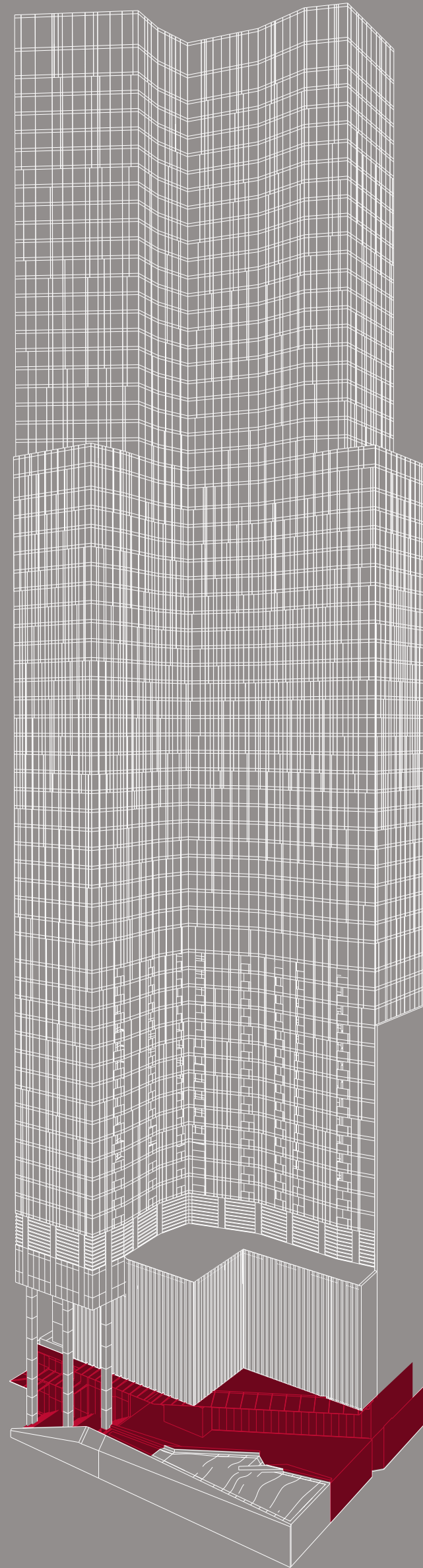
SKY LEVEL BEDROOM & BATHROOM | ARTIST'S IMPRESSION





SKY LEVEL LIVING & KITCHEN | ARTIST'S IMPRESSION





## WALK DOWNSTAIRS

TASTE THE WORLD





**A fresh approach to life**  
Experience tastes from around the globe. Fragrant spices, exotic produce and comforting favourites compete for your attention.



**Home cooking on a whole new level**  
Melbourne is one of the world's famous food cities; witness this every day, from the ground level of your own building, in Swanston Central's Hawker Market.



**Friends for all seasons**  
Take a seat and enjoy everything from a steaming soup in winter to ice-cold refreshments on a summer's day. Share in a delicious social life with casual, quality dining at your own front door.



Taste a new side of life from you home in Swanston Central.



## MELBOURNE'S FAMOUS TASTES

### PIZZA AND PASTA

Generations of Italian settlement in Melbourne ensure the best of this beloved cuisine is on hand.

### DUMPLINGS AND YUM CHA

Standards are high, powered by Chinatown institutions and suburban oases alike.

### ESPRESSO

Melbourne runs on coffee. Develop a new appreciation for good caffeine here.

### ORGANIC PRODUCE

The proliferation of farmer's markets and a love of healthy eating infuses Melbourne's food scene.

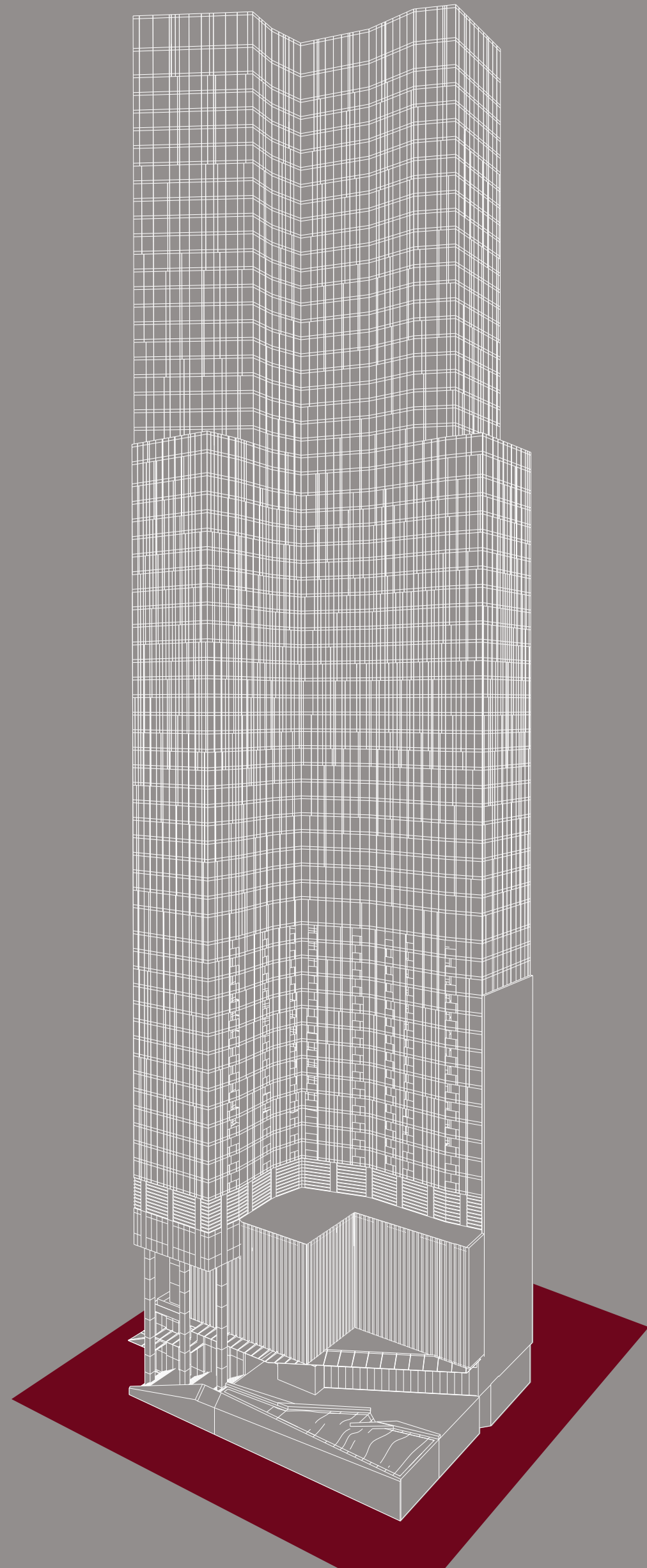
### BREAKFAST BOUNTY

From a smoothie on the run to a French pastry or eggs sunny side up, Melburnians start the day right.

### SURF AND TURF

The influence of the Queen Victoria Market can be seen in the standard and choice of meat and seafood that the locals demand.





## WALK OUTSIDE

EXPLORE NEW PRECINCTS

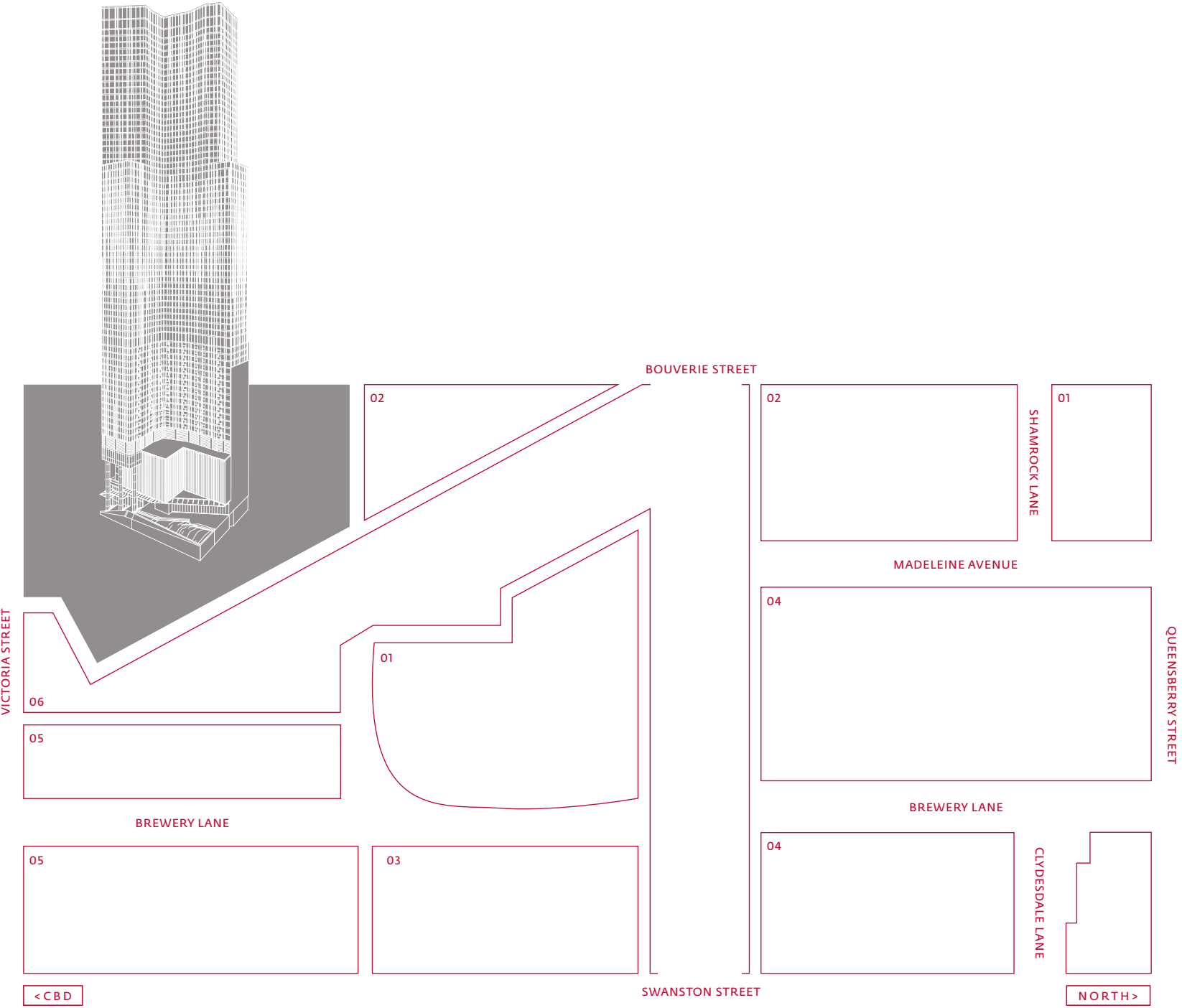


Join existing urbane residents in this famously liveable CBD. Experience the vibrancy and opportunity that comes with global city living. Share the neighbourhood with RMIT, a university with a global reputation for excellence. Explore the new laneways and wonderful winter garden that form this beautiful precinct. Head inside for something to eat at Swanston Central’s bustling hawker market.

THE CARLTON  
BREWERY PRECINCT

Melbourne has a reputation for attractive and dynamic public spaces and the latest addition, the characterful Carlton Brewery precinct, continues the tradition in a vibrant, modern way. With a new super tram stop on the doorstep, several new laneways and enclosed green spaces, it combines city heritage with global style.

01	RESIDENTIAL EXISTING
02	RESIDENTIAL ESTIMATED COMPLETION 2016
03	COMMERCIAL EXISTING
04	COMMERCIAL PROPOSED
05	RMIT UNIVERSITY
06	WINTERGARDEN RETAIL



**Open up to Melbourne**  
The Carlton Brewery precinct epitomises all that is best about this city, offering easy and elegant connections to great eating, drinking and entertainment.



**Step outside and shop**  
Swanston Central gives immediate entrée into Melbourne's celebrated retail culture where independent designers and major fashion houses vie for your attention.





**WALK THE CITY**  
DISCOVER MELBOURNE



# THE BEST CONNECTIONS IN THE CITY

See Melbourne from a privileged location. Enjoy Carlton with its parks, landmarks and cosmopolitan atmosphere. Walk into the CBD. Let the city open up to welcome you.

## EDUCATION

- 1 RMIT
- 2 RMIT Design Hub
- 3 University of Melbourne
- 4 State Library of Victoria
- 5 Centre of Adult Education
- 6 Australian Catholic University
- 7 La Trobe University
- 8 Taylors College

## CULTURAL & ENTERTAINMENT

- 9 Crown Casino
- 10 Melbourne Museum & IMAX
- 11 Arts Centre Melbourne
- 12 National Gallery of Victoria
- 13 Federation Square
- 14 Etihad Stadium
- 15 Melbourne Star
- 16 Regent Theatre
- 17 Melbourne Sports and Entertainment Precinct

## TRANSPORT

- 18 Melbourne Central Station
- 19 Parliament Station
- 20 Flinders Street Station
- 21 Southern Cross Station
- 22 Queen Victoria/Elizabeth St Tram Stop
- 23 Victoria/Swanston St Tram Stop

## RETAIL

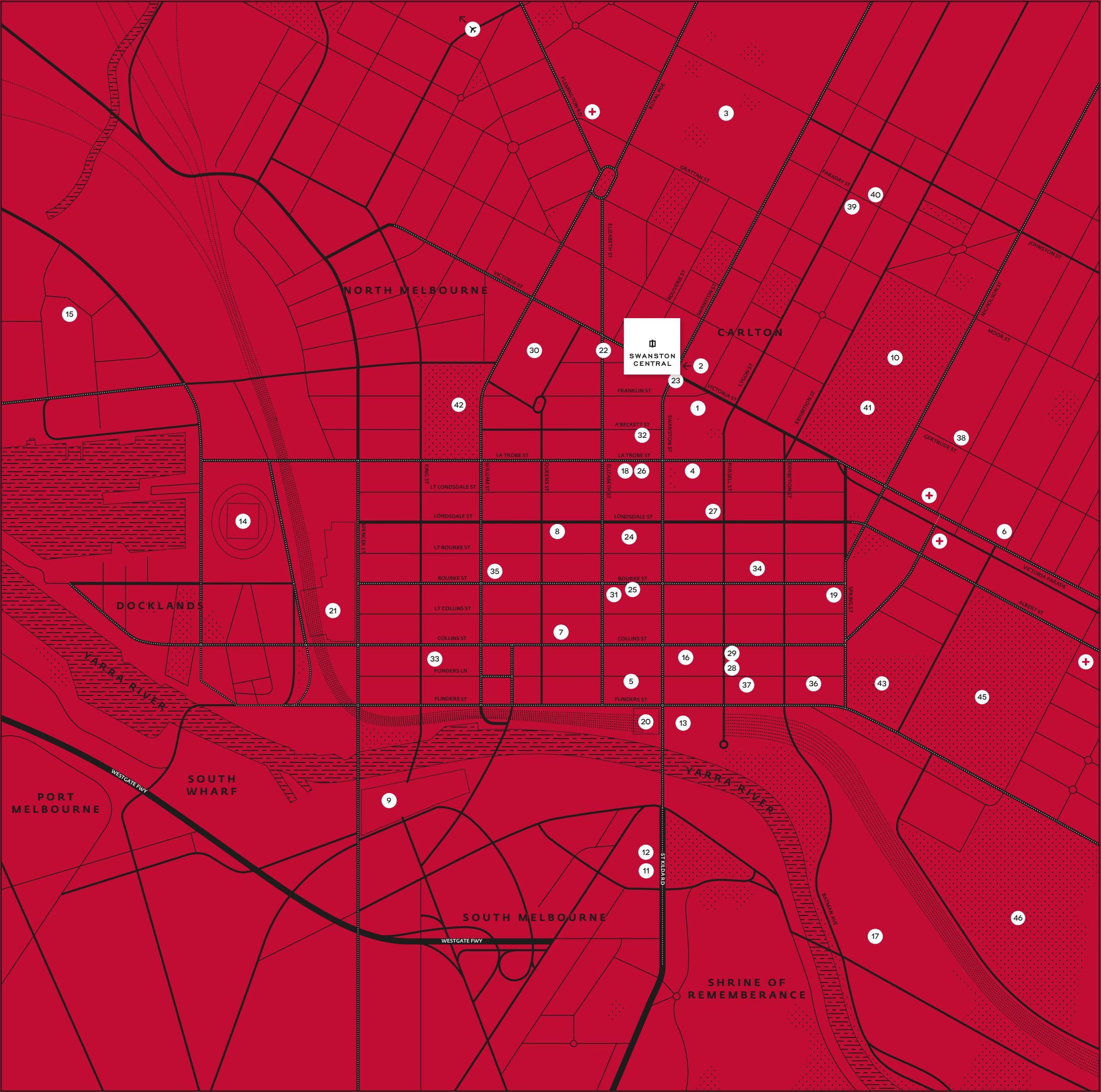
- 24 Emporium
- 25 Bourke Street Mall
- 26 Melbourne Central
- 27 QV
- 28 Chanel
- 29 Louis Vuitton
- 30 Queen Victoria Market
- 31 Royal Arcade

## CAFÉS & RESTAURANTS

- 32 Wonderbao
- 33 Vue de Monde
- 34 Flower Drum
- 35 MoVida Aqui
- 36 Cumulus Inc
- 37 Chin Chin
- 38 Cutler & Co.
- 39 D.O.C. Delicatessen
- 40 Baker D'Chirico

## PARKS & GARDENS

- 41 Carlton Gardens & Royal Exhibition Building
- 42 Flagstaff Gardens
- 43 Treasury Gardens
- 44 Royal Botanic Gardens
- 45 Fitzroy Gardens
- 46 Yarra Park







## FREE TRAMS ON YOUR DOORSTEP

Swanston Central provides immediate access to numerous swift and efficient services including the city's Free Tram Zone, traversing a route from Queen Victoria Market to Victoria Harbour and Docklands, Spring Street, Flinders Street Station and Federation Square.







**NATIONAL GALLERY OF VICTORIA**

The NGV holds the most significant collection of art in the region. Enjoy some of the world's most prestigious travelling exhibitions, attend classes, dine and enjoy live entertainment in its various galleries, theatres and gardens.



**CHINA TOWN**

The western world's longest continuous Chinese settlement of its type, Chinatown's neon-lit arches invite you to discover fine Chinese dining, casual eateries, a museum and gallery, plus the famous Millennium Dai Loong Dragon, awakened every year with spectacular ceremony.



**EMPORIUM MELBOURNE**

Emporium Melbourne's 225 stores provide a fusion of fashion, culture, food and art. Browse through a mix of Australian and international designers, innovative concept and flagship stores, surrounded by world-class architecture.



**QUEEN VICTORIA MARKET**

This historic landmark spreads over two city blocks, offering summer and winter night markets, outdoor concerts and movie screenings. Find your favourite stallholders amongst the 600 selling fruit and vegetables, gourmet foods, fashion and general merchandise.



**CROWN CASINO AND ENTERTAINMENT COMPLEX**

Situated on the banks of the Yarra River, this is undoubtedly one of the finest entertainment complexes in the southern hemisphere. Explore world-class fine and casual dining, luxury fashion, jewellery and timepiece boutiques, plus numerous entertainment and accommodation options.



**COLLINS STREET**

This is the historic home of Melbourne's most prestigious architecture and the epicentre of style. Acknowledged for providing custom-made luxury to a discerning clientele since the 1800s, Collins Street continues to accommodate elite retail, dining, live entertainment and corporate institutions.

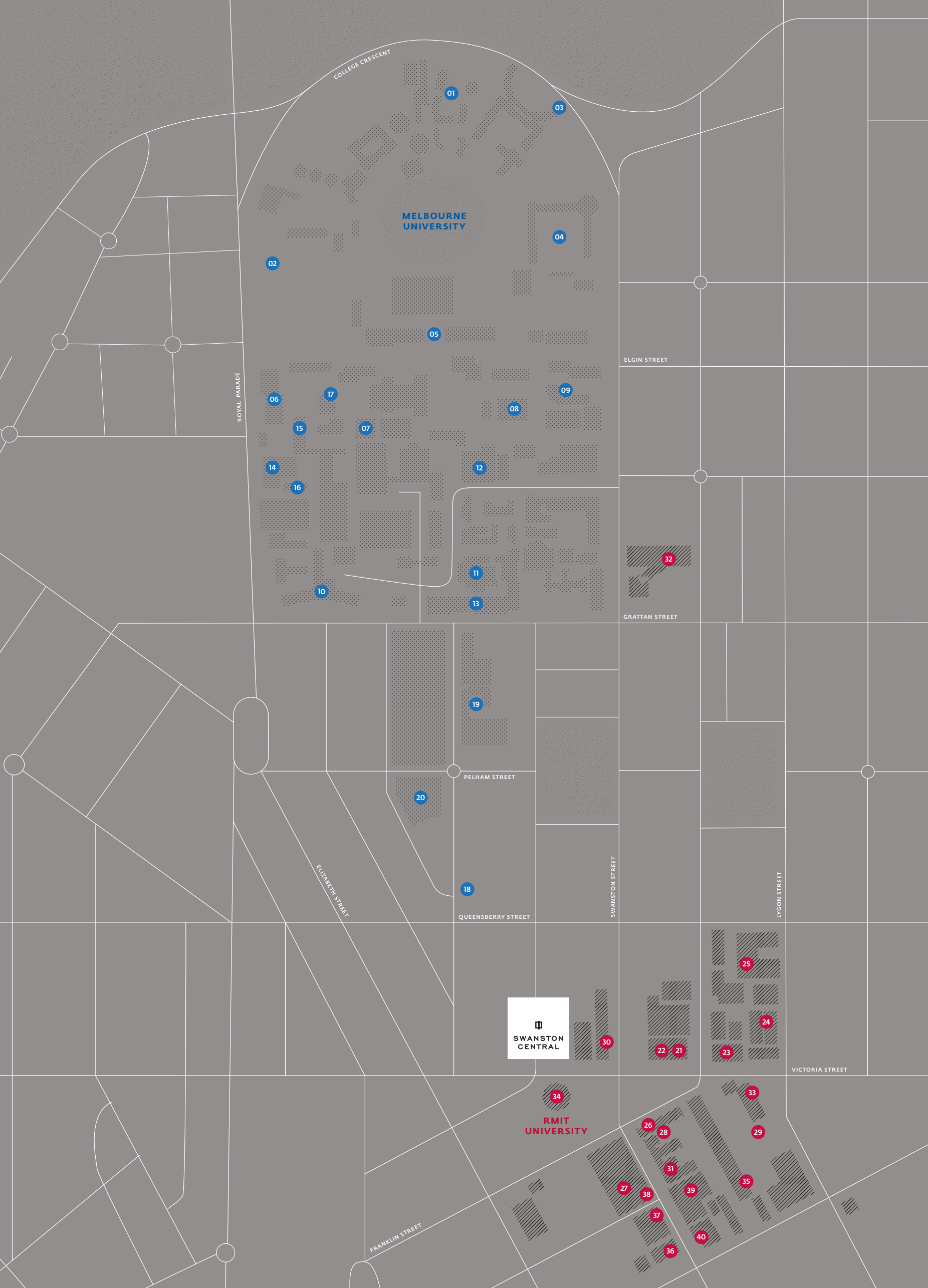




## THE ACADEMIC HEART

CARLTON MELBOURNE





Melbourne University's Parkville Campus combines contemporary architecture and sustainable design with historic sandstone buildings and beautiful open spaces.



MELBOURNE UNIVERSITY

- 01 ST HILDA'S COLLEGE
- 02 TRINITY COLLEGE
- 03 QUEEN'S COLLEGE
- 04 NEWMAN COLLEGE
- 05 SPORTS CENTRE
- 06 LAND & FOOD RESOURCES
- 07 NATURAL PHILOSOPHY
- 08 ARCHITECTURE
- 09 PHYSICS
- 10 MEDICINE
- 11 GEOMATICS
- 12 CHEMISTRY
- 13 ENGINEERING
- 14 CONSERVATORIUM OF MUSIC
- 15 ZOOLOGY
- 16 GENETICS
- 17 BOTANY
- 18 SCHOOL OF EDUCATION
- 19 MELBOURNE BUSINESS SCHOOL
- 20 MELBOURNE LAW SCHOOL

RMIT UNIVERSITY

- 21 RMIT DESIGN HUB
- 22 RMIT INTERNATIONAL COLLEGE
- 23 SCHOOL OF VOCATIONAL HEALTH SCIENCES
- 24 E-RESEARCH OFFICE
- 25 AEROSPACE, MECHANICAL & MANUFACTURING ENGINEERING
- 26 COMPUTER SCIENCE & INFORMATION TECHNOLOGY
- 27 ECONOMICS, FINANCE & MARKETING
- 28 MICROELECTRONICS & MATERIALS TECHNOLOGY
- 29 FRANCES BURKE TEXTILE RESOURCE CENTRE
- 30 URBAN ARCHITECTURE LABORATORY
- 31 CIVIL & CHEMICAL ENGINEERING
- 32 ROYAL DENTAL HOSPITAL
- 33 GRADUATE SCHOOL OF BUSINESS AND LAW
- 34 PUBLISHING
- 35 APPLIED SCIENCE
- 36 MEDIA & COMMUNICATION
- 37 GLOBAL, URBAN & SOCIAL STUDIES
- 38 SCHOOL OF GRADUATE RESEARCH
- 39 MATHEMATICAL & GEOSPATIAL SCIENCE
- 40 ARTS

KNOWLEDGEABLE NEIGHBOURS

Walking distance from Swanston Central, RMIT is a global university of technology and design. The new Swanston Academic Building, together with RMIT Design Hub, showcases RMIT's recent \$700 million investment in cutting-edge educational facilities. Also close to your new home is the University of Melbourne. Established in 1853, this is an internationally recognised research-intensive university with a strong tradition of excellence in teaching, research and research training and community engagement. Campuses for both institutions offer a mix of education, study, entertainment, sporting and dining facilities.





## WORLD-CLASS UNIVERSITIES ON YOUR DOORSTEP

*A number of globally recognised universities are located in Melbourne, including two ranked within the world's top 100.*

**UNIVERSITY OF MELBOURNE**  
RANKED #1 IN AUSTRALIA

**MONASH UNIVERSITY**  
RANKED #5 IN AUSTRALIA

### UNIVERSITY OF MELBOURNE

One of the highest ranked universities in the world and the second oldest in the country, the University of Melbourne is in its 162nd year. With over 38,000 students enrolled, it is known for a leafy campus, heritage buildings and CBD proximity. The university is a member of the prestigious Group of Eight, an alliance of Australia's leading research universities.

### MONASH UNIVERSITY

A research institution with a large student community of 63,000, Monash University has six campuses throughout Victoria and two more internationally. The main campus neighbours the University of Melbourne and is also home to the Victorian College of Pharmacy. The school is ranked in the top 10 universities in the world in the fields of pharmacy and pharmacology. Monash is also a part of the Group of Eight.

### VICTORIA UNIVERSITY

Ranked within the world's most elite institutions, Victoria University offers myriad education options from short courses and apprenticeships to postgraduate degrees. The Footscray Park campus, just 5km outside of the CBD, offers a state-of-the-art sports facility built to a budget of approximately AUS\$63 million.

### RMIT UNIVERSITY

*(Royal Melbourne Institute of Technology)*

RMIT University has a population of over 57,000 students at its Australian base, and an additional 17,000 enrolled at its international campuses. It has a strong focus on design and technology and the main campus sits on the edge of the central business district. Among facilities of note is a working wind tunnel, used on the automotive design course and by industry partners.

### SWINBURNE

*University of Technology*

Located in the suburb of Hawthorn, just 7km outside of the city centre, Swinburne boasts a public research centre focused on technology and is home to over 60,000 students spread across six campuses. The university's Prahran campus is renowned for its creative community in fields of arts and design.



# HISTORIC CARLTON

YOUR BEAUTIFUL BACKYARD





#### CARLTON GARDENS

Walk to heritage-listed gardens from your home at Swanston Central. Manmade beauty combines with nature's artistry amidst these tree-lined avenues and carefully tended flowerbeds. Brushtail possums peer out from the trees while the grand 19th century fountain continues to celebrate the optimism and energy of a new colony on the rise.



#### MELBOURNE MUSEUM AND IMAX

Providing a year-round program of exhibitions and activities for people of all ages, the Museum, and accompanying IMAX Cinema, is surrounded by the tree-lined avenues, majestic fountain, formal flowerbeds and miniature lakes that form beautiful Carlton Gardens.



#### LEAFY STREETS

Perfect for strolling, cycling and running, Carlton's leafy streets provide a picturesque neighbourhood with European élan. Enjoy the Federation-style row houses, blooming public squares, significant parks and playgrounds and the grand campus of University of Melbourne.



#### CARLTON LIFE

Discover the flavours and colours of Italy just a short way from Swanston Central. One of Melbourne's most coveted suburbs, Carlton is known for its traditional and modern Italian restaurants and delicatessens, specialist merchants, bookshops, cafés, a cinema and theatre.



#### LYGON STREET

Dear to the hearts of Melburnians, Lygon Street in Carlton marks the birthplace of the city's famous café culture. Here is the place to see an art-house film at the Nova, buy a book at Readings or sample coffee and cake at popular Brunetti's.



#### ROYAL EXHIBITION BUILDING

The world's only surviving Great Hall, constructed as an exhibition space and still used for that purpose, this World Heritage-listed building is set within verdant public gardens. Meticulously restored interiors, expansive galleries and decorative paintwork make it a magnificent setting for trade shows, fairs and cultural events.



## IMMERSED IN A GLOBAL CITY

BORDERED BY HISTORIC STREETS AND PARKLANDS, SWANSTON CENTRAL OFFERS A COMPLETE WORLD OF LUXURY AND CONVENIENCE. STRIKING, SUBSTANTIAL AND SOPHISTICATED, THIS SOARING BEAUTY CREATES A NEW FOCUS AT THE NORTHERN END OF MELBOURNE'S FAMOUS SWANSTON STREET.



## MELBOURNE

A SMART INVESTMENT

### A CITY OF ADVANTAGES

A STABLE ECONOMY AND SOLID RECORD OF CAPITAL GROWTH MAKE MELBOURNE THE IDEAL PLACE TO INVEST. OFFICIALLY REGARDED AS THE WORLD'S MOST LIVEABLE CITY, MELBOURNE OFFERS MANY LIFESTYLE ADVANTAGES, INCLUDING ACCESS TO TRANSPORT, EDUCATION, MEDICAL CARE AND MORE.

# 28,000

NEW RESIDENTS ARE FORECAST FOR MELBOURNE CBD OVER THE NEXT 10 YEARS

# 75,000

POPULATION OF MELBOURNE CBD WILL TOTAL OVER 75,000 RESIDENTS BY 2031

# 5.4%

MELBOURNE CBD GROWTH RATE / PER ANNUM

# No.1

THE UNIVERSITY OF MELBOURNE; AUSTRALIA'S NO.1 UNIVERSITY

# \$1.7BN

A COMBINED EDUCATION INVESTMENT OF OVER \$1.7 BILLION HAS BEEN MADE BY THE UNIVERSITY OF MELBOURNE & RMIT UNIVERSITY

# 40,000

NUMBER OF OVERSEAS STUDENTS ENROLLED AT THE UNIVERSITY OF MELBOURNE AND RMIT UNIVERSITY

SOURCE URBIS RESIDENTIAL MARKET & ECONOMIC OUTLOOK MELBOURNE CBD OCTOBER 2014



# WORLD LEADING DESIGN

## THE TEAM

### ELENBERG FRASER

### ARCHITECTURE

ELENBERG FRASER

Internationally-renowned architectural practice Elenberg Fraser was founded in 1998 and has a proud history of creating projects that combine high-level architectural skills with commercially viable outcomes. With a folio that showcases an array of significant developments, Elenberg Fraser merits

its status as one of Melbourne - and Australia's - most formidable forces in architecture. By taking on the design of Swanston Central, Melburnians can be assured of a building that delivers both impeccable design and regional significance.



### K. P. D. O.

### INTERIOR DESIGN

KERRY PHELAN DESIGN OFFICE

Favouring a collaborative design approach, which extends from the office structure through to client involvement, KPDO espouses the theory of emotional design: a soulful and responsive exploration of ideas, rather than a static design methodology. This is expressed through a strong architectural aesthetic

tempered by an intelligent and practical resolution of contextual problems that ultimately results in warm and versatile spaces that reveal themselves gradually. Considered planning and sensitive but rigorous detailing gently underpin each project with a subtle clarity.



### DEVELOPER

HENGYI

Hengyi has an 11-year history of delivering innovative and visionary large scale residential and commercial property projects in China. The company's venture into the Australian market commenced in 2011 with the redevelopment of the Australian

National Telecommunications building on the corner of Melbourne's William and Little Bourke Streets and has progressed with Light House, a beacon in Melbourne's skyline and a highly visible, iconic address.



### SALES AGENT

COLLIERS INTERNATIONAL

Colliers is an industry leader in the development and implementation of sales and marketing campaigns for large-scale residential development projects. Over the last 24 months, Colliers has sold

more than \$5 billion worth of Melbourne property. Swanston Central epitomises the type of project that Colliers has built its reputation on - quality residential design in prime urban locations.





**DISCLAIMER** THIS DOCUMENT WAS PREPARED BEFORE THE COMPLETION OF THE DESIGN, ENGINEERING AND CONSTRUCTION ELEMENTS OF THE PROJECT. THE DOCUMENT IS INTENDED ONLY AS A GUIDE AND AN AID TO FURTHER INVESTIGATIONS BY POTENTIAL PURCHASERS; AND SUBJECT TO CHANGE IN RELATION TO AREAS AND DIMENSIONS, FLOOR LAYOUT, DESIGN, ENGINEERING, FITTINGS, SPECIFICATIONS AND COLOUR. PROSPECTIVE PURCHASERS SHOULD MAKE THEIR OWN ENQUIRIES AND OBTAIN THEIR OWN INDEPENDENT LEGAL ADVICE IN RELATION TO THE CONTRACT OF SALE.

DESIGN BY HOYNE



