ASPIRE

MELBOURNE

A S P I R E M E L B O U R N E . C O M . A U

299 KING STREET

"THE ELEGANT AND SINUOUS FORM OF ASPIRE MELBOURNE REFLECTS THE EVER-CHANGING CHARACTER OF THE CITY AND ANNOUNCES A NEW ICONIC CENTRE FOR MELBOURNE'S GRAND WEST END."

- CALLUM FRASER, ELENBERG FRASER







MELBOURNE

WELCOME TO THE EPITOME OF A MODERN MELBOURNE ASPIRE - MELBOURNE

A reflection of the city's past; a foretelling of its future.

Here, an elegantly curved tower soars above Flagstaff Gardens — a sculptural new landmark that evokes both a golden epoch of the past, and an exhilarating new chapter.

ICD Property proudly introduces **Aspire Melbourne**.

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299 KING STREET, MELBOURNE 3000







A BREATHTAKING PANORAMA

All around Aspire Melbourne, the CBD and inner city suburbs stretch out in beautiful formation — the perfect panorama to be savoured from within the building. In every direction, these magnificent views are especially stunning when the lights of the city flicker on each night.





Melbourne.

01 Coles02 Woolworths

- 03 QV Centre
- 04 Greek Quarter

RETAIL

EDUCATION

10 Newman College

11 Queen's College

12 Ormond College

13 Trinity College

14 The University

15 Haileybury

High School

- 05 Chinatown
- 06 **H&M**
- 07 David Jones
- 08 Myer09 Luxury Brands
- Collins Street

ARTS & CULTURE

- 16 Athenaeum Theatre
- 17 Melbourne City Baths
- 18 IMAX Theatre
- Nova Cinema
 The Ian Potter Centre:
- NGV Australia 21 Regent Theatre
- 22 Princess Theatre
- 23 Hamer Hall
- 24 Australian Centre for
- Contemporary Art 25 Hoyts Cinema
- 26 ACMI

RE MEDICAL

- 27 Royal Children's Hospital
- 28 Royal Melbourne Hospital
- 29 Royal Women's Hospital30 Eye and Ear Hospital
- 31 St Vincent's Hospital

LEGAL

- 32 Supreme Court
- 33 County Court
- 34 Magistrates Court

SPORT

- 35 Rod Laver Arena
- 36 Hisense Arena
- 37 AAMI Park
- 38 Marvel Stadium

LUXURY HOTELS

- 39 St Regis
- 40 Mandarin Oriental
- 41 Ritz Carlton42 Shangri La
- 43 W Hotel





A SINGULAR LOCATION

Aspire Melbourne is positioned at the heart of Australia's most vibrant city, where the unrivalled entertainment and culture of Melbourne offer an exciting and sophisticated playground day and night.



Whether looking for elegant retail, superb dining, captivating art and performances, or grand gardens, everything can be found in abundance within walking distance. The stately Flagstaff Gardens is the picturesque front garden for *Aspire Melbourne*, and an extensive array of luxury shopping nearby means the perfect ensemble is moments from home.

Melbourne's arts precinct pulsates with culture and events year round, offering everything from visual art and film to theatre, dance and musical productions. Crown Casino provides an entertainment and indulgence hub — but with plenty of activities for families. The Queen Victoria Market is filled with fresh produce and delicious treats, and runs night markets throughout selective months. For tertiary education, a number of Australia's most respected institutions are all within short distance. And transport to all the surrounding suburbs is simple with two major train stations only a few minutes walk away.

When it comes to the best of city living, there's nowhere better placed than *Aspire Melbourne*.

"THE PICTURESQUE GARDENS PRESENT AN IRRESISTIBLE REFERENCE FOR OUR DESIGN. WE WERE INTRIGUED BY THE IDEA OF THE TOWER AS A FLAGSTAFF FOR CONTEMPORARY MELBOURNE. IT BECOMES A LANDMARK WITHIN THE PARK PRECINCT YET PROVIDES AN ELEGANT BACKDROP TO MULTIPLE VISTAS FROM WITHIN THE GARDENS."

- CALLUM FRASER, ELENBERG FRASER



Afternoon picnics are always better with an impressive city view. Mere moments from *Aspire Melbourne*, Flagstaff Gardens is Melbourne's oldest park and one of the most visited green spaces in the city. With its geographic elevation at the highest point in the CBD, the gardens were selected in 1840 to host the flagstaff signalling system for ships arriving at the port. ASPIRE – MELBOURNE

A STATELY GARDEN

Today, stretches of lawn provide the perfect spot for weekend al fresco spreads under the shade of Moreton Bay figs. Avenues of elm trees, eucalypts and rose beds create a lush urban landscape, while a bowling lawn and tennis courts offer outdoor recreation in a serene setting. P. 13



AN ENVIABLE LIFESTYLE

Today's Melbourne is more than its renowned laneways and landmarks. It is a city that excels on the world stage — the Australian capital for food, wine, culture, art and sport in both the heart of the CBD and its inner-city hubs.

It is also a city that continues to grow — extending beyond the historic Hoddle Grid to embrace its waterfront heritage and its connections with burgeoning precincts.

From the glamour of the theatres and high-end brands of the 'Paris end', to the charming hidden

bars and esteemed international restaurants on Hardware Lane, Melbourne is a city with endless charm, character and grace. Whether residents are in the mood for a morning of shopping, an afternoon high tea, or an evening with the perfect whisky sour, this urban metropolis offers a lifetime of delights.



AN ELEGANT MATCH

Home to Australia's best-dressed population, Melbourne is a city of diverse and inspiring retail talent, where local designers and global brands line the streets and laneways. Each of the city's most iconic boulevards is known for the labels it houses. From the high-end names of Collins Street to the Melbourne-made favourites of Flinders Lane these fashion neighbourhoods shape the uniforms of urban trendsetters.

Just a block away from Aspire Melbourne is Emporium Melbourne — a luxury shopping centre that forms part of a 188,000m² precinct of large-scale stores including Melbourne Central, GPO, David Jones and Myer. With its world-class architecture, Emporium Melbourne is home to over 200 of the most popular names in fashion, beauty and lifestyle.

LUXURY SHOPPING CLOSE

то номе From international brands to beloved local designers, Aspire Melbourne is





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WORLD CLASS DINING

The city's top chefs and gourmands agree that the diversity and quality of Melbourne's food and wine is unrivalled.

A SOPHISTICATED PALATE

Melbourne takes its place on a world stage, alongside New York, Paris and Tokyo, when it comes to its cuisine. Australia's food capital is renowned for its diverse dining scene that offers fresh, inventive and memorable fare.

From hatted chefs with their spectacularly original creations, to beloved classics at the latest laneway pop-up, the city's eateries serve exceptional gastronomy from all around the globe.

Rivalling Melbourne's acclaimed dining culture is its offering of local and international liquid concoctions. Rooftop bars, cocktail lounges and beer gardens all line the streets of the CBD serving French wines with a view or craft brews under fairy lights. At edgy speakeasies and chic, hidden laneway bars, expert mixologists craft singular cocktails for clandestine rendezvous. No matter your tipple of choice, the city delivers in abundance minutes away from *Aspire Melbourne*.



A CULTIVATED MINDSET

For those seeking the Tree of Knowledge, Melbourne has a garden bursting with its foliage. Many of the city's finest education institutions are just minutes away from *Aspire Melbourne*.

RMIT University, Australia's largest tertiary education provider, is just one kilometre from its doorstep. This globally renowned university enjoys a strong reputation for excellence in professional and vocational education, applied research, and engagement with the needs of industry and the community. This acclaimed institution offers the top art and design schools in the Southern Hemisphere, and also has a presence in Asia and Europe.

The University of Melbourne, a world leader in education and research excellence, is just a 20-minute walk from Aspire. Founded in 1853, it is Australia's second oldest university. Today its many campuses offer a range of further education programs, with its law and medical schools particularly well regarded.

The State Library Victoria is just a short walk or one train stop away from Aspire Melbourne. Here, a world-class collection of artworks, audio and video files, music scores, physical and digitised books and more, as well as exhibitions and events, can all be enjoyed in one of the city's most spectacular buildings.

THE STATE LIBRARY OF VICTORIA

Australia's oldest, and arguably most beautiful public library is only a stroll

away from home.



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A TOUCH OF EXTRAVAGANCE

To live the good life, a little indulgence is essential and Melbourne offers it to a gold standard. Crown Casino and resort is one of the key elements of the flourishing Southbank precinct, and one of the largest casinos in the Southern Hemisphere. This 510,000m² institution features a wealth of

entertainment, award-winning hotels, luxurious spas, premium shopping and sumptuous dining. Known for its high-end boutiques, water features and nightly fire displays, Crown is a part of the city's new riverside identity and is an extravagant playground for both adults and families.



A CONNECTED LOCALE

All the city unfurls at the doorstep of *Aspire Melbourne*. Effortlessly connected and positioned, between Flagstaff and Southern Cross stations. Southern Cross is the centre of the state's regional network, while both stations connect to all metro lines. A wealth of tram and bus routes are also within minutes walking distance, ensuring easy access to all corners of the city.

Cycling is a travel mode on the up-and-up, and Melbourne leads the way in making biking a safe and easy option. A number of routes are close by, including the Main Yarra Trail and the Capital City Trail. The neighbouring Victoria Harbour provides a majestic departure point for ferries to Port Arlington and the Bellarine — a scenic peninsula filled with some of the state's best wineries and breweries.

A MELBOURNE ICON

A vibrant world of culinary pleasures exists at the Queen Victoria Market, just a seven-minute stroll from *Aspire Melbourne*. This dynamic landmark is home to over 600 small businesses, offering everything from the daily catch to artisan cheeses, as well as clothing and jewellery. It is the largest open-air market in Australia.

And once the sun begins to set and the city lights flicker on, throughout selective months, the incredible range of fresh produce is complemented by night markets. This festive evening activity includes a selection of street food, live entertainment and roaming performers.



A WATERFRONT EXPERIENCE

Melbourne's magnificent waterfront precinct is taking on a life of its own. Here, the city communities are embracing its scenic, unique river spaces.



Workers, residents and tourists alike are drawn to the incredible variety of shops, eateries, public spaces and parklands that include everything from creative playzones such as Ron Barassi Snr. Park to the innovative Library at the Dock.

It's no secret that Melburnians love a great sporting game. Just a short walk from Aspire Melbourne, Marvel Stadium is one of the world's busiest multi-

purpose stadiums. Designed to host major sporting and entertainment events, avid punters can gather to enjoy Australian Rules Football, Twenty20 Cricket, soccer and rugby matches, as well as the biggest names in the music industry.





AN ARTISTIC HUB

Australia's cultural centre, Melbourne's arts scene is unrivalled in its creativity, diversity and level of excellence. Here, a combination of the country's leading lights and celebrated international artists flock to the stages of state-of-the-art venues across the city.

The city's arts precinct is alive with the latest productions of dance, opera, theatre, music and comedy. Across inspiring venues including Hamer Hall, the State Theatre, Melbourne Recital Centre and Sidney Myer Music Bowl, performances range from Broadway hits and operatic retellings of Shakespeare, to evenings with the MSO or Lana Del Rey under the stars.

Visual art and the moving image are also represented in abundance. The National Gallery of Victoria is the oldest and most frequently visited gallery in the country, and features a wealth of local and international artists. Spread over two magnificent buildings — with plans for a third, NGV Contemporary — these remarkable spaces also host a variety of programs and events.

The Australian Centre for the Moving Image is Australia's premier museum of film, TV, videogames, digital culture and art and runs everything from screenings, workshops and exhibitions.

ASPIRE - MELBOURNE

Aspire Residences Level 51 - 64

Level 51 Amenities Function Ballroom

Aspire Living Level 28 - 50

Level 41 Amenities Champagne Conservatory Function Ballroom Whiskey Parlour Park Lounge Park Suite

Aspire Apartments Level 01 - 27

Level 9 Amenities Hot Tub Hot Spa Cold Spa

Level 8 Amenities Media Rooms Billiards Table Tennis

Lobby

A MAGNIFICENT LANDMARK

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With its elegant curvature, *Aspire Melbourne* is a distinctive and sculptural piece that makes a grand architectural statement on the city skyline. Its scale is vast — emphasising vertical lines while exuding modernist simplicity and elegance.

Aspire Melbourne is immutably tied to its location and heritage. The city's flagstaff was once the most visible monument in Melbourne, and now through an artful execution of design, this striking tower will reflect both the city's past and its future. A new landmark on the city skyline will arise.

Smoothly carved contours emulate the geometry of a flag, with gentle undulations reminiscent of the softness of fabric. Elenberg Fraser's use of a singular material type creates a graceful cohesion that accentuates the bold curves of the design. From every angle, Aspire Melbourne is a true work of art.

HISTORICAL REVERENCE. CONTEMPORARY DESIGN.

The Aspire Melbourne façade features a bespoke glass material designed to reflect the shifting skies throughout the day. A dichroic silver filter within the glass creates a champagne hue that references the sepia tones of a bygone era. Across the angled curtain wall, this distinctive materiality allows the edged forms to express themselves as an elegant whole; the form and the materiality are perfectly complementary.







A GLORIOUS VISTA

Moments from *Aspire Melbourne*, the grand Flagstaff Gardens serve as a magnificent front garden. The city's oldest gardens, this lush green space provides the perfect gathering spot for picnics on sunny days, all with a backdrop of majestic Moreton Bay Fig trees and CBD views.

ARTIST IMPRESSION

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ASPIRE - MELBOURNE

A NATURAL FLOW

While the design of the *Aspire Melbourne* tower evokes the grandeur of its elevated heritage, the land beneath was once a picturesque composition of lush greenery, earthy terrains, and shimmering water. These natural elements have informed Elenberg Fraser's approach to the design of the podium; conceived as manicured green layers that rise above reflective surfaces. P. 41

Large planter boxes bordering the podium level apartment balconies create a sense of respite and sanctuary within the bustling city shrouded in lush landscaping.





A MAJESTIC FRONTAGE

Across the podium levels, the verdant façade of *Aspire Melbourne* merges with the trees that line the surrounding streetscape. Green elements that cascade down the human-made design create a seamless bond between urban and natural forms. An activated ground floor interacts with the flow of pedestrian traffic and provides a tranquil haven for residents to pass through each day. This lush expanse makes a lasting impression on all who pass by *Aspire Melbourne*. Р. 43 EXPERIENCE WORLN-CLASS AMENITY, WHERE A MIX OF SOPHISTICATED INTERTAINMENT NATURAL BEAUTY AND PURE INDULGENCE CAN BE SAVOURED EVER RAY.-



A LIFE OF LUXURY

The amenity at **Aspire Melbourne** is unsurpassed. Across multiple levels, an array of beautifully appointed spaces can be enjoyed for exercise and recreation, while private entertainment areas can be booked. Whether residents are looking to spend time with family and friends, or seeking a quiet haven for relaxation, Aspire Melbourne has the perfect place.

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Aspire Collections

- A ASPIRE APARTMENTS
- L ASPIRE LIVING
- R ASPIRE RESIDENCES

LOBBY

The smooth curvature of the lobby's wall evokes the contours of the exterior façade. This connects the breakout space with the meeting area and reception desk, making a grand first impression.



AN EXQUISITE RETREAT

Unwind in a space that evokes the calm of nature. The podium lounge is perfect for relaxing with loved ones, surrounded by striking stone elements and lush plants. Here, a central fireplace makes a bold yet inviting statement in the city's cooler months.



DINING ROOM

Whether looking to hold intimate dinner parties, or cocktails and canapé celebrations, multiple private dining rooms scattered throughout the building are highly refined spaces for entertaining in style.

(A) (L) (R)

A SPACE OF REFINEMENT

The Aspire Melbourne pool has been conceived as a sumptuous watering hole. Sitting within a grotto like space, the pool features a gentle water gradient from shallow to deep, reminiscent of an Australian billabong. A custom tile, that mimics the texture of a cave, has been designed to add a sense of depth to the space. Smaller grottos, seemingly carved from the larger chamber, are home to change rooms, a spa and sauna.

(A) (L) (R)





A PRIVATE DAY SPA

One of the most luxurious spaces within **Aspire Melbourne** is the opulent outdoor hot tub. Set atop the podium, this spectacular hideaway is surrounded by lush greenery and a dining area for a post-dip glass of champagne.

(A) (L) (R)







GYMNASIUMS

Aspire Melbourne is home to two exercise areas, one suited for high-impact activity and one focused on wellness. The wellness room features floor-to-ceiling windows and walls that reflect the serene landscape beyond - a tranquil spot for early morning yoga as the sun rises over the city.

A L R



LIBRARY

The library is the perfect place to work, study or simply curl up to enjoy a good book. With a mix of traditional lounges and desk areas, this tranquil environment provides residents with an opportunity to work outside their home. Two private meeting rooms are also available to book, and bladed floor-to-ceiling bookshelves house an eclectic collection to support this high-end co-working space.



WHISKY PARLOUR

The Whisky Parlour is the perfect setting for pairing a poker game with the finest scotch, single malt or bourbon. This handsome and moody space can be booked for private gatherings against a backdrop of city lights.

ASPIRE - MELBOURNE



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GAMES ROOM

The chic games room consists of a bar, pool table and table tennis, making it ideal for intimate evenings. The polished marble benchtops provide a textural contrast to the timber flooring, and the mirrored walls are a nod to Melbourne's old-world glamour.





CHAMPAGNE CONSERVATORY

The Champagne Conservatory is designed for small parties to share bottles of bubbles among the clouds. Curved windows allow the sun to stream through the space and highlight the gold accents. A custom pendant light, casual seating and a central banquette create an intimate environment for daytime celebrations.

PARK SUITE

With views across Flagstaff Gardens, the Park Suite Residents' Lounge is a lavish space for dinner or casual drinks and can also be booked for large parties. A pendant light and inviting fireplace provide warm counterpoints to the dark stone elements and Herringbone floors.

(L) (R)







BALLROOM

For special occasions, this exclusive space features a fully equipped kitchen for caterers to craft memorable feasts or canapés. The mirrored walls and marble benchtops add to the richness of this striking space.



NATURAL MATERIALS IN WARM HUES AND POLISHED ACCENTS WEAVE A RICH DESIGN NARRATIVE INSPIRED BY THE CITY'S GOLD RUSH HERITAGE.

ASPIRE – MELBOURNE

ASPIRE – MELBOURNE

A GRACEFUL STORY

Aspire Melbourne's interiors are designed for tomorrow's city, with a selection of next generation homes that offer sanctuary and respite for cosmopolitan urbanites seeking to recharge.

The rich history of the site provides a romantic narrative for interior spaces, with tales of the Victorian gold rush inspiring the selection of textures and hues.





A BEAUTIFULLY-APPOINTED SANCTUARY

Within each residence, living rooms provide sweeping panoramas of the gardens, dynamic outlooks into the bustling city, or spectacular vistas across Victoria Harbour into the Yarra River estuary.



A PLACE OF POISE

Dramatic stone surfaces in the kitchens speak to the focus on nature, while bespoke metal elements reference the precious metals of the Gold Rush era. Here, simple, functional forms are accessorised with high detailed accents.

Generous island benches ensure effortless meal preparation, and recessed lighting showcases celebrated pieces.



A TRANQUIL HAVEN

Within each Aspire Melbourne bedroom, a light, restrained colour palette and a natural material selection create a subtleness of design and a sense of calm. Gold accents continue the historical references that flow throughout each residence, and expansive windows maximise views out over the city.



A REFINED RETREAT

A place of subtle elegance, each *Aspire Melbourne* bathroom is defined by a pale palette formed of white tiles and joinery, stone benches and mirror splashbacks. Gold elements continue to weave their way through these spaces designed for peace and relaxation.



ICD PROPERTY



icdproperty.com.au

ICD Property is a Melbourne-based developer devoted to delivering exceptional and innovative projects in the residential and commercial property sectors.

Possessing a large local and international network of partners, ICD Property takes pride in its strong history of successful joint ventures with private businesses and Government entities. With projects across Australia and New Zealand, ICD Property has a current total pipeline value of \$2.3 billion. Specialising in luxury high-rise towers located in central city and surrounding areas, as well as land subdivisions in high growth neighbourhoods.

ICD Property's goal is to create beautifully designed buildings that positively contribute to their surrounding community and the lives of those who interact with the building. Combining cutting-edge designs with state-of-the-art finishes, each ICD project represents a legacy that will stand the test of time.

ELENBERG FRASER

ELENBERG FRASER

<u>elenbergfraser.com</u>

Elenberg Fraser — not your average architecture firm. An integrated design practice operating across the Asia-Pacific region, our buildings prove that good design leads to economic, social and cultural benefits.

The outcome is sensory — architecture that people can feel, not just see. Architecture that makes people think, acknowledging the origins of architecture and its plethora of influences, both ancient and modern.

Through interrogation, invention and collaboration we produce experiential spaces that demand reaction.

Elenberg Fraser. Feel the difference.

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Colliers International is an industry leading global real estate company and provides a full range of real estate services to property owners, investors, developers and occupiers. We are consistently ranked by the International Association of Outsourcing Professionals among The Global Outsourcing 100 top businesses and the World's Best Outsourcing Advisors.

Here in Melbourne, we are a market leader in off the plan apartment sales and have sold over \$5.5billion of property over the past 24 months.

Our experience and expertise in setting, launching and selling out residential property projects from the largest multi staged mixed use developments right down to the boutique that require their own special expertise, is unparalleled.



<u>sinclairbrook.com.au</u>

Sinclair Brook is a specialist real estate development group that provides development management, project management, advisory and construction management services. At the heart of Sinclair Brook is a commitment to genuine partnership and a passion for creating and delivering quality projects.

We have a team of highly experienced and highly regarded professionals in their respective fields, with expertise in acquisitions, structured property finance, construction, real estate development and project management.

This expertise, coupled with trusted relationships with private investors, major developers, construction firms, financial institutions and designers, has allowed us to develop innovative approaches to forming, enhancing, structuring and delivering over \$6 billion in real estate development projects since our inception in 2002.



<u>maxcapgroup.com.au</u>

MaxCap Group is a real estate investment house established 13 years ago.

MaxCap has a distinguished track record and is widely considered Australia's leading real estate debt and investment specialist. To date, we have originated more than 250 Loans equivalent to \$6.6billion across the full capital stack including first and second mortgages, preferential debt and equity.

MaxCap has deep expertise across the property finance spectrum. We have carefully constructed our investment platform, which includes skilled team of investment, risk, legal, and operational professionals across offices in Melbourne, Sydney, Brisbane and Perth.





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299 KING STREET