



## ERA redefines a modern mews way of living and working

A mixed-use development has just been completed behind the iconic Nylex sign on the corner of Balmain and Dover streets, Cremorne Richmond. Designed by award-winning Plus Architecture, the deeply modern and elegant ERA strikes a formidable statement adjacent to the Yarra River.

A total of 140 two and three bedroom apartments make up ERA, including 15 stylish townhouses, 4000 SQM of office space and 150 SQM of café space. ERA is indeed, an urban village centered around an attractive 'mews' garden and cool swimming pool.

Settling now, ERA two bedroom apartments are selling from \$520 000 – \$640 000, and their three bedroom apartments range from \$840 000 – \$870 000.

Club ERA is a winning lifestyle feature of the development, providing gymnasium, library, meeting rooms and a private cinema for all residents, commercial or residential. Outdoor leisure facilities include the lap pool, BBQ and lawn areas. The entire outdoor leisure facility has an inviting/oasis feel to it, an exclusive residents club as it were.

Moreover, a spectacular feature of the development is the placement of six and eight foot bronze sculptures in the mews lawn. These sculptural statements are internal reflections of the external design elements of the building.

Folded and angled like a piece of concrete origami, ERA provides stunning architectural interests from the outside street looking in. In addition, it provides for a sensational city skyline view for the residents on the inside looking out.

Carrying through with the sculptural sensitivities of the building, an eye-catching external feature is a dramatic electric blue 'zipper' that details its cross hatches along the front façade of the building.

Further design elements include a clever use of atriums in the heart of the homes with large floor to ceiling windows all working to filter light deep into the room recesses while still allowing for privacy. Sweeping balconies and spectacular views also add a dynamic dimension to this designer residence.

Proud developers, Deal Corporation believe ERA has set a new precedent of architectural excellence in the Richmond area.

Plus Architecture's Ian Briggs, the principal architect on the project believes that ERA has set a new benchmark for architectural inner urban design. Says Briggs:

"ERA is about providing stylish living at an affordable price at an exemplary location. The architectural considerations of the building both from an inhabitant perspective and external perspective are excellent."

Who is Plus Architecture?

In a family-like succession movement, Plus Architecture is the business 'offspring' of two of Melbourne's most notable architecture practices, Fender Katsilidis and SJB Architects.

Plus Architecture received their first architectural commission of significance in 1997, which evolved out of the need to master plan, design and effect the first Melbourne Docklands development of importance, NewQuay.

Since the completion of NewQuay, Plus Architecture has continued to flourish, emerging as a leading independent architectural practice in Melbourne.

Employing some 35 people, Plus Architecture specialise in large, commercial projects of design integrity and finesse in retail, residential, commercial and macro master planning.

Plus Architecture are now no longer modest about their achievements (and deservedly so) as they stand proudly next to some of Melbourne's most masterful architecture which adds to the city's vitality and beauty.

Plus Architecture is a synergistic professional partnership, headed up by the three Directors, each with a different and complimentary skill set. They are Ian Briggs (Design), Craig Yelland (Commercial Viability), Rainer Strunz (Delivery).

Plus is committed to providing commercially sound, excellently designed, environmentally appropriate architectural solutions for all their clients.

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