



MEDIA RELEASE

March 2008

For upwardly mobile party people, first time home owning never looked so good!

Welcome to the new 'Society', which despite its groovy Chapel Street marketing is being snapped up by a wide cross section of buyers keen to enter the housing market, proving that there is more than a need, there is an absolute 'thirst' for developments such as Society within our inner urban fabric.

Society is a uniquely affordable vertical urban village, an inspired residential concept by Hamton which has been brought to life by Ian Briggs of Plus Architecture, it is a chic mix of one and two bedroom apartments ranging in size from 38.1 square metres to 123.7 square metres.

A good looking building, spanning the length of an entire South Yarra 16,487m<sup>2</sup> block and reaching up some 12 levels high, the real beauty of Society is that from \$275K per one bedroom apartment, Society provides a perfect entry level for the first home buyer.

With many apartments these days either too highly priced or on the fringes of Melbourne, Society offers clever and affordable designer living for those who need it most, people like us.

And here lies the rub, Society is an important development as it will 'widen' the Chapel Street retail/living zone into areas which have previously been largely industrial. With scheduled completion date for 2010, Society is to create just that, a new Society sitting fashionably behind the Chapel Street strip, an entirely cool precinct for those to recreate and live in.

Appointed like a boutique hotel, Society offers a sophisticated lobby with doorman, ground floor reception bar, the 'Dining Room' restaurant, 'Socialite' bar, 'Loaf' produce store / café and 'Mum' launderette.

A stand out feature will be the 'Blue Moon' outdoor cinema, bar and the Society wellbeing centre located on Level 10 of the building, while Level 12 provides a private residents-only oasis including a library, gymnasium, outdoor terrace and hydro pool.

Scene stealing restaurants and bars will activate and encourage visitors from Chapel Street via Ellis and Simmons Street to link through the existing arcade market and pedestrian walks through to Malvern Road.

One bright green, 21<sup>st</sup> century feature of Society is the ability to car pool.

Possessing a 6 star energy rating, Architect, Ian Briggs of Plus Architecture, says the car pooling is not the only ESD feature as the cleverly designed building incorporates water harvesting, thermal massing and operable sun shading screens.

The building has been designed specifically to sit in harmony with its surrounds, as it steps up to 9 storeys and then up to 12 storeys to the south.

The striking design response takes on a duality of form that wraps around itself on elevation. The white rectilinear form harmoniously juxtaposes with a strong, dark fluid body that drapes over the lower form – so the transition from 9 to 12 stories in elevation is made seamlessly.

The light infused interiors are beautifully clever with space making design touches such as fold up beds, mirrored kitchen splash backs, super smart storage solutions and clean sweeping wood paneled walls.

Architect Ian Briggs sums up what he loves about Society:

“More than just an apartment building, we have been designing an entire new way of living, Society is a new expression for how people are choosing to live”.

Society at a Glance.

Address: Corner of Bray, Ellis and Simmons Street South Yarra  
Price: \$275,000 - \$750,000  
Size: 16, 487SQM  
Architects: Plus Architecture [www.plusarchitecture.com.au](http://www.plusarchitecture.com.au)  
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