



MEDIA RELEASE

1<sup>st</sup> August 2007

## Plus Architecture at the Forefront of Emerging Commercial Precinct

Plus Architecture's commitment to high-end commercial design is exemplified in the recently completed building 9-11 Claremont Street, South Yarra.

The mixed-use development features a car showroom, 4 storeys of office space, an exclusive penthouse and 121 parking spaces over 3 basement levels; 9-11 Claremont Street occupies 10,463 m<sup>2</sup> and is at the forefront of this emerging South Yarra commercial precinct.

The ground floor is occupied by the renowned Dutton car showroom which houses exotic European and prestige cars from around the world. With the reputed Café Veloce, from the team who brought us Chapel Street's fine Café E Cuccina, due to open shortly on the bottom floor.

The \$16million project is masterfully designed to engage with its surrounds through a contemporary architectural solution, providing a unique and stylish benchmark for the area which is set to open up and become a thoroughfare between South Yarra train station and Chapel Street. Plus worked closely with the local council, neighboring architects and developers to ensure that 9-11 achieved the best possible synergy with the overall plan for the area.

Ian Briggs, principle architect said:

'The vision to open up a link between South Yarra Station and Chapel Street will make this a thriving commercial area, providing an excellent place to work and play and a logical connection in this busy suburb.'

Inspired by 1970's Ferrari design and iconic Italian car design firm Pininfarina, the façade of the building boasts a strong, audacious collection of forms dramatically suspended in the streetscape. This distinctive puzzle of concrete fragments reflects the exciting cosmopolitan character of South Yarra.

Adding to this façade is a sculpture by renowned Australian artist David Cowie. Gold panels inspired by fluid dynamics and slipstreams disguise the entrance to the carpark and wrap around into the reception area and foyer.

'With Dutton's on board, I felt inspired by the history and forms of luxury car design. Adding distinctive art into the foyer also acted to enhance the bold first impression that people get on entry.' Briggs said.

Interiors throughout the building were also designed by Plus, with most new office tenants using Plus as their preferred designer for new office fit outs. At this stage, there is 80% occupancy in the 36 offices over 4 floors.

But perhaps the real draw card of this development is the uber exclusive penthouse; sprawled across the top floor it offers not only the best in inner city living but unparalleled views of this emerging precinct.

-end-

For all media enquiries please contact:

Clemence Harvey: [clemence@harveypublicity.com.au](mailto:clemence@harveypublicity.com.au)

Sarah Bamford: [sarah@harveypublicity.com.au](mailto:sarah@harveypublicity.com.au)

(03) 9428 6444