



Above ... Kitchen featuring white Calacutta marble benchtops, and underbench + overhead cupboards by Prima Architectural Joinery.

Freshwater Place Apartment Display Suite



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“Schiavello worked very closely with us to resolve the detail and construction issues that were fundamental to crafting a quality design product,” said Jeff Copolov of Bates Smart.

The display suite for the new residential tower at Freshwater Place on Southbank, Melbourne, sets a new standard for apartment and display suite design.

The one and two bedroom apartments included in the display suite provide full-scale representations of the apartments for potential buyers.

Apartment developers, Australand, wanted prospective buyers to fully understand the experience of the apartments. The suite provides a sales and selection experience incorporating actual apartments in the display suite.

Appealing to the entire market of potential apartment purchasers, ranging in age from 25 – 70 years, design firm, Bates Smart, developed a range of apartments that varied in size and planning, and were interchangeable with a range of three standards of finishes: stylistic approaches; contemporary; classic and elegant.

As construction manager and head contractor, Schiavello was involved in the extensive process of managing site works, including some building works and services. In providing a total solution, Schiavello contributed to the design detail of the suite, liaising with the architect and client.

Schiavello made valuable recommendations to Bates Smart regarding opportunities to further enhance the design quality within the budget. “They understand the timeless,

modern aesthetic that we sought to create for the apartments and were able to deliver the detail that reflected this approach,” Kendra Pinkus, Bates Smart.

The display suite provides a dramatic journey for the visitor. Its modern and spacious interior seeks to maximise the sweeping floor to ceiling views of Melbourne available from Freshwater Place. The spaces were carefully planned to maximise the sense of space, with each space flowing seamlessly from one to the next.

A unique feature of the display suite is the exhibition space where visitors can make use of touch screens supplied by Schiavello Technology. These screens enable potential purchasers to select an apartment and floor level and experience the actual panoramic view from the nominated location.

The design intends to create five-star luxury environments that are uplifting, relaxing and enjoyable. For example, storage units, kitchen and bathroom joinery by Schiavello give the sense of crafted pieces of furniture rather than standard joinery. The furniture selection works to enhance the mood and high style of the space.



Above [1] & [2] ... Modern bathroom + kitchen with high quality finishes including Calacutta marble vanity + island bench by Prima Architectural Joinery. Kitchen timber veneer work inclusive of operable sliding cupboard doors.

project details ... PROJECT LOCATION ... Ground + Level 3, 17-23 Queensbridge Street, Southbank, Melbourne
CLIENT ... Australand – Simon Webb **DESIGN ...** Bates Smart – Roger Poole, Jeff Copolov, Kendra Pinkus, Scott Walker, Rob Graham, Matt Derrick, Inta Thomas, Paul Purcell, Debra Low Choy **SCHIAVELLO VIC FITOUT ...** Richard Halasa, Joe Schiavello, Daron Johnson, Tony Seci, John Leone **SCHIAVELLO (PRIMA) ARCHITECTURAL ...** Peter Klaaysen, John Woods, Darren Callander **SCHIAVELLO TECHNOLOGY ...** Gerry Ostrowski **AREA ...** 1300 m² **PRODUCTS ...** Architectural joinery to kitchen, bench units + bathroom, plasterboard ceilings, lighting, curved glazed partitions, floor finishes, mirrors, vanity fittings + fixtures, full height and floor tiling, marble to kitchen benchtops + bathroom vanity, and frameless glass shower screen. Schiavello 18-inch LCD touch screens + 50-inch plasma displays.

