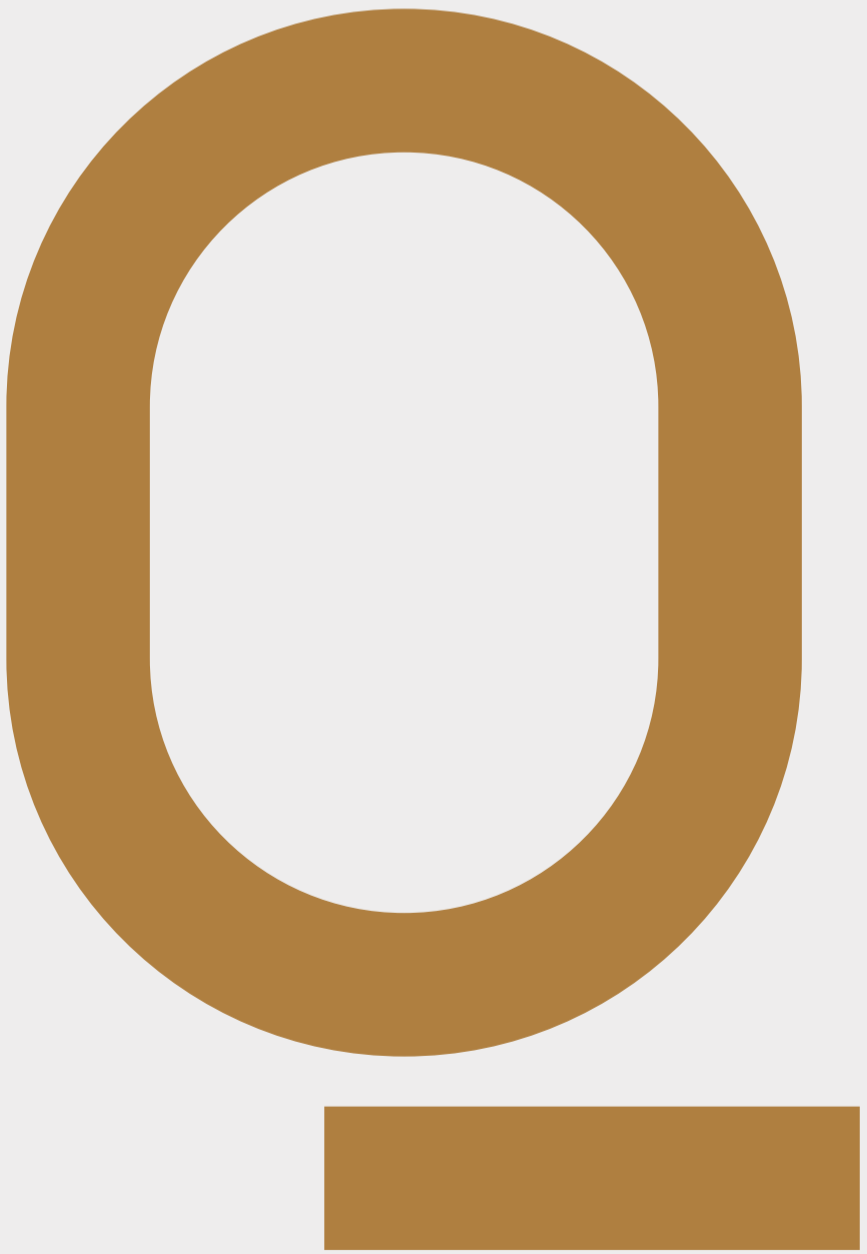


Tower One — Queens Place — Melbourne



Pride of place in Melbourne

Ask Melburnians what they like most about their city, and you can expect any number of different answers.

For some it might be the parks, open spaces and fresh air, its riverside setting, proximity to bay beaches, or the convenience of its compact, but wonderfully cosmopolitan central business district.

Others will highlight its iconic laneways and arcades, its shopping—boutique or major department store, artisan workshop or luxury brand flagship. Or perhaps its bars and nightlife, restaurants, and love of good coffee. Many more will point to the city's enduring passions: sport, the arts, multiculturalism, and a calendar full of festivals and events that engender Melbourne with its vibrancy and friendliness.

Add these characteristics together, and you begin to appreciate why Melbourne has been named the world's most liveable city for the last five years—and why Queens Place is destined to be one of its most liveable addresses.

A 'Melbourne within Melbourne', complete with laneway shopping experiences and dining opportunities, neighbourhood services and plentiful open space, Queens Place is a precinct that captures the true essence of the city, and puts it at the doorstep of those who reside within the always welcoming luxury of its twin towers.

Designed in collaboration by Cox Architecture, Fender Katsalidis Architects and Hecker Guthrie—Melbourne firms of international repute—Queens Place is a residential opportunity above and beyond anything yet seen in this city.







Melbourne





Like all the great cities of the world, Melbourne is exceptionally well planned. Not only its grid-like central business district, but also in the organisation of its various precincts.

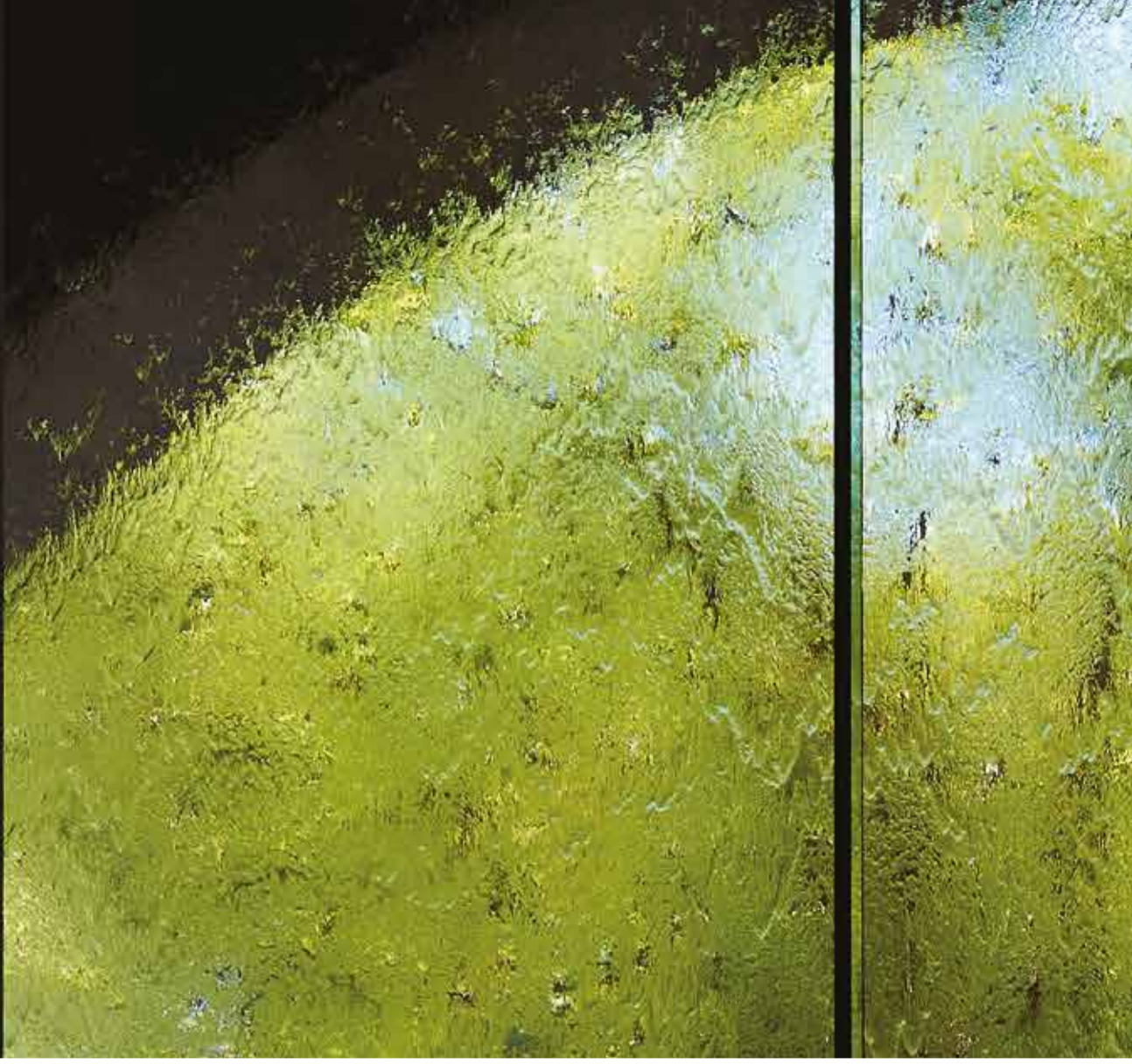
A Queens Place address puts you at the centre of all its key areas and attractions—the education precinct, home to Melbourne University and RMIT University; major sporting stadiums; the medical precinct; arts and entertainment venues—all are only minutes from your door thanks to the city's efficient public transport system.

Closer still is the city's retail precinct. A two-minute walk puts you at the entry to 188,000 square metres of indoor shopping malls and department stores—all of them connected—including Melbourne Central, Emporium, Myer and David Jones; a total of just under 2,000 individual retailers.

Also a two-minute walk from Queens Place, the farm fresh produce, bustling food halls, shops and traders of the historic Queen Victoria Market: the largest open-air market in the Southern Hemisphere.

Yarra River

Melbourne takes full advantage of its waterfront setting. Relax by the river's edge, or at one of the many riverside bars, cafés and restaurants. Explore the Yarra's scenic walking and cycling trails. Or participate in water sports, like rowing, kayaking and even dragon boat racing.





Vibrant Streets

Always lively, forever friendly, Melbourne's historic streets bustle day and night with the coming and going of city residents, workers, shoppers and theatregoers. A vibrant atmosphere enlivened further by the talents of the city's buskers, and the trade of the its various street vendors and stallholders.

Arts and culture

Renowned as Australia's arts and culture capital, Melbourne is home to a number of major art institutions, including the National Gallery of Victoria with its iconic waterwall, the Ian Potter Centre, which showcases Aboriginal and Modern Art, and the Australian Centre for the Moving Image.







Retail shopping

Melburnians are serious shoppers, and the city is always on trend—especially when it comes to clothes. From chic fast fashion to contemporary luxe, local designers to international fashion houses, pop up boutiques to high-end flagship stores, there's no end of stylish choices for those who dress to impress.

Cafés

It's not only Melburnians who think their city is home to the world's best coffee culture. Melbourne-style cafés—with their artisan approach to coffee sourcing, roasting and making, and palate pleasing dishes and small bites—are now in demand everywhere from New York to Paris, and Singapore to Shanghai.







Restaurants

Melbourne's embrace of multiculturalism is reflected in its seemingly insatiable appetite for culinary diversity. Home to every imaginable cuisine, and catering to every budget, the city offers something for all tastes, at all times of day.

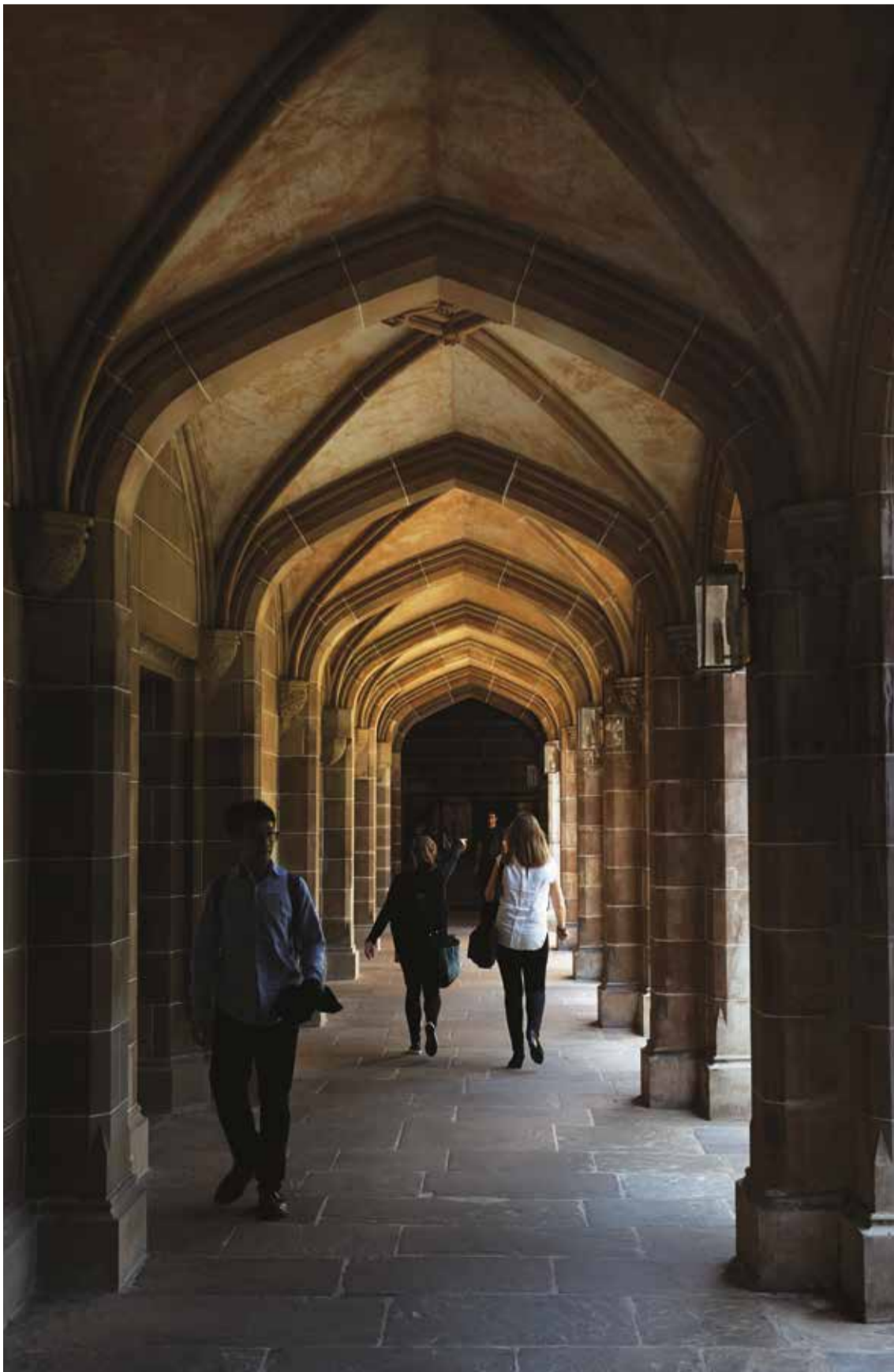


Duck Spicy Ribs
 Break
 Fruit Curry
 Short Bread
 Duck Leg Curry
 Corn Cakes

Duck Leg Curry
 Duck Leg Curry
 Duck Leg Curry

Duck Leg Curry
 Duck Leg Curry
 Duck Leg Curry
 Duck Leg Curry
 Duck Leg Curry





Universities

Melbourne boasts a large student population for good reason. Australia's top ranked university—The University of Melbourne—and RMIT University are both based within the city's inner north education precinct, while three other institutions: Monash University, La Trobe University and Victoria University all operate city campuses.



Queen Victoria Market

A city institution for 130 years, the Queen Victoria Market is home to Melbourne's freshest fruit and vegetables, best quality meat and finest selection of locally caught seafood. Complemented by bakeries, provedores and specialty food retailers, it's a one-stop shop for great produce at great prices, all year round.



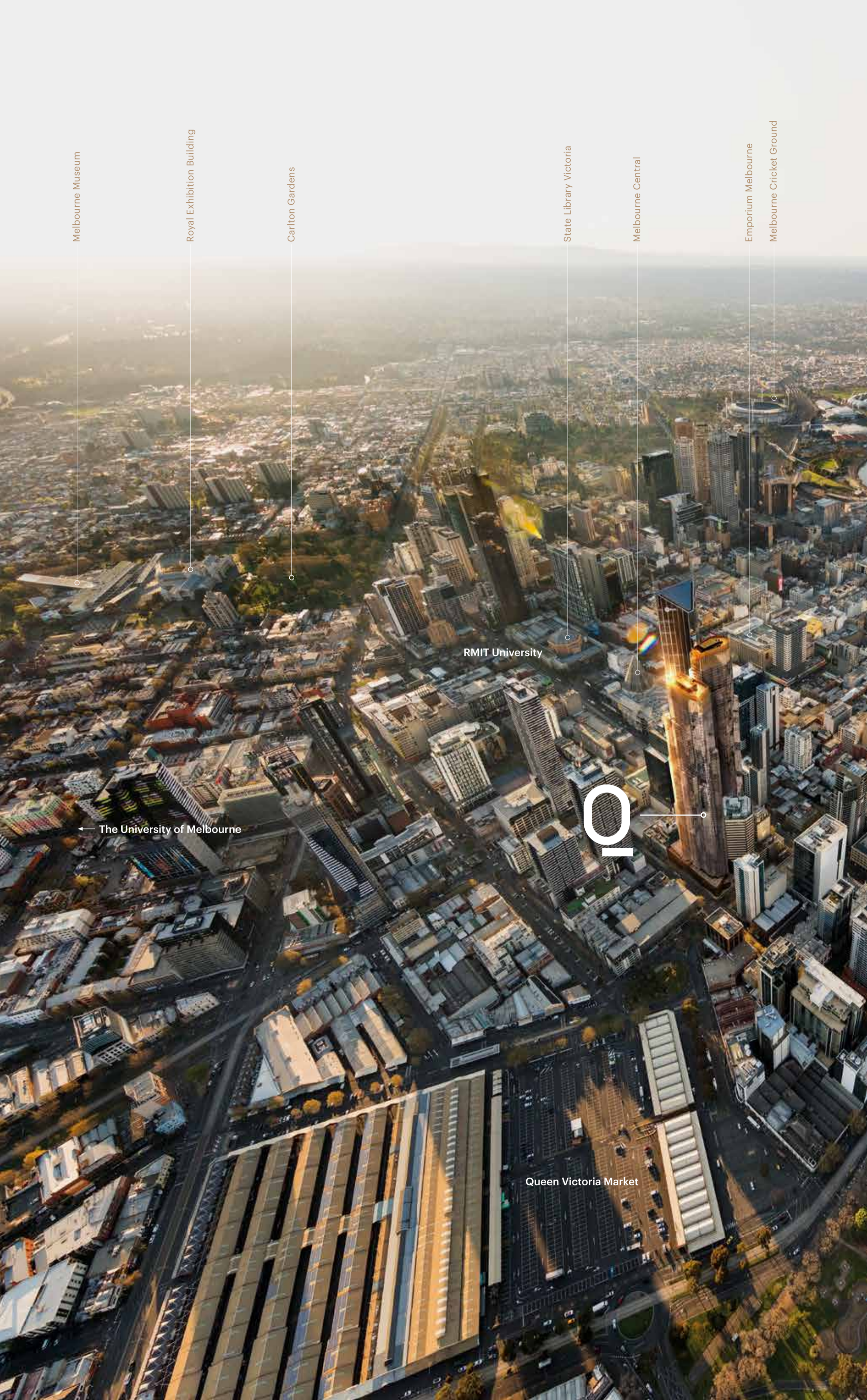






Parks and gardens

No matter where you are in Melbourne, a tranquil, leafy green space is never far away. There's Carlton Gardens to the north, Treasury and Fitzroy Gardens to the east, Birrarung Marr and Royal Botanic Gardens by the river to the south, and just one city block from Queens Place, the picturesque Flagstaff Gardens.



Melbourne Museum

Royal Exhibition Building

Carlton Gardens

State Library Victoria

Melbourne Central

Emporium Melbourne

Melbourne Cricket Ground

RMIT University

← The University of Melbourne

Q

Queen Victoria Market

Federation Square

Yarra River

Flinders Street Station

Royal Botanical Gardens

The Arts Centre

Southbank

Crown Casino Complex

Albert Park Lake

Port Phillip Bay

Southern Cross Station

Melbourne Exhibition and Convention Centre

Flagstaff Gardens



A place on the skyline

Queens Place is situated at the verge of Flagstaff Hill—Melbourne’s highest point. From this elevated position on historic Queens Street, the soaring, distinctive forms of its twin towers will become a prominent feature on the CBD skyline.





With its unique urban village setting, central business district address and refined, beautifully realised tower apartments, Queens Place offers a Melbourne lifestyle beyond compare.

Queens Place

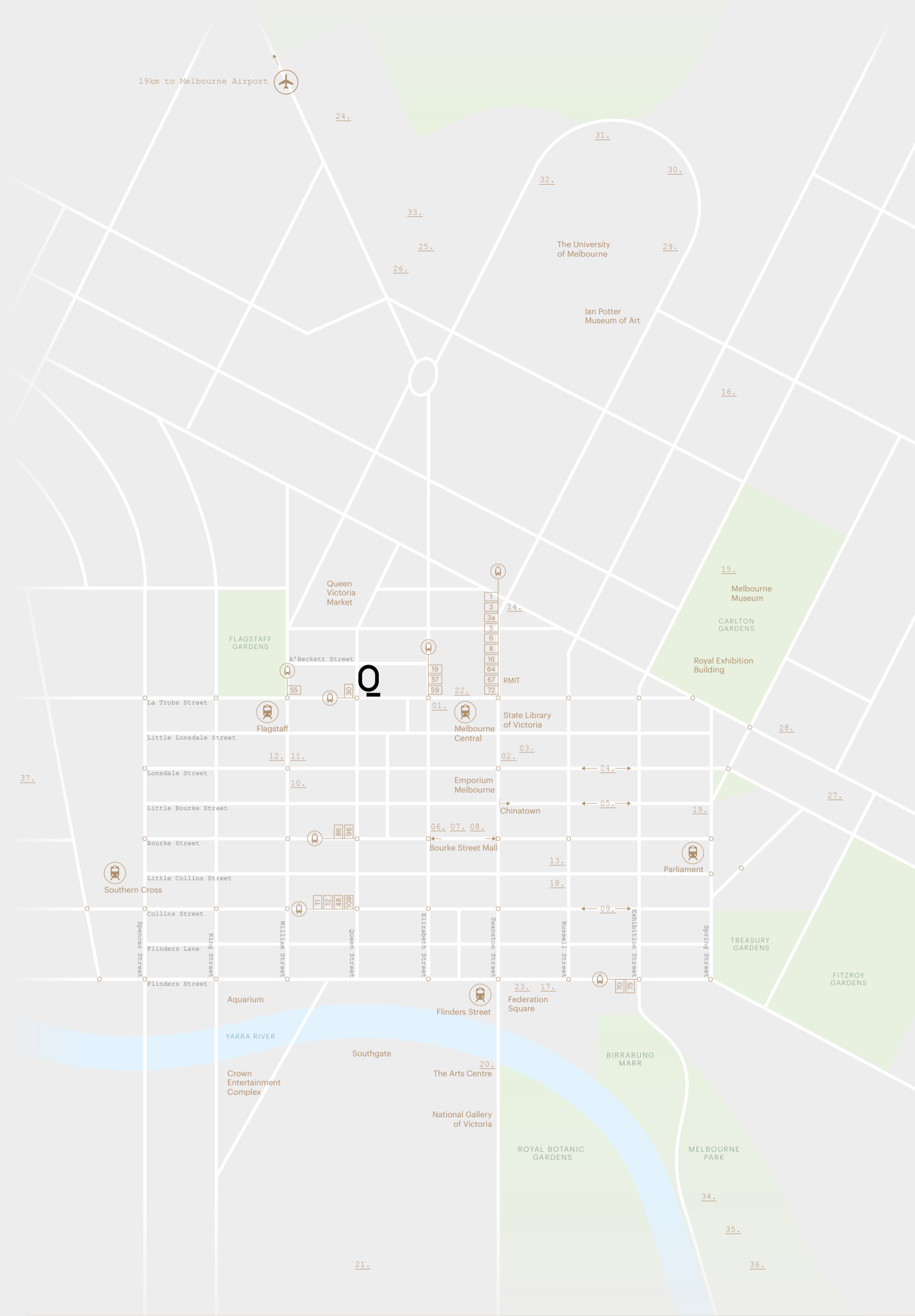




26 — Queens Place — Tower One

Queen Street entrance





Retail

- 01. Coles
- 02. Woolworths
- 03. QV Centre
- 04. Greek Quarter
- 05. Chinatown
- 06. H&M
- 07. Myer
- 08. David Jones
- 09. Luxury Brands

Legal

- 10. Supreme Court
- 11. County Court
- 12. Magistrates Court

Arts & Culture

- 13. Athenaeum Theatre
- 14. Melbourne City Baths
- 15. IMAX Theatre
- 16. Nova Cinema
- 17. The Ian Potter Centre: NGV Australia
- 18. Regent Theatre
- 19. Princess Theatre
- 20. Hamer Hall
- 21. Australian Centre for Contemporary Art
- 22. Hoyts Cinema
- 23. ACMI

Medical

- 24. Royal Children's Hospital
- 25. Royal Melbourne Hospital
- 26. Royal Women's Hospital
- 27. Eye and Ear Hospital
- 28. St Vincent's Hospital

Education

- 29. Newman College
- 30. Queen's College
- 31. Ormond College
- 32. Trinity College
- 33. The University High School

Sport

- 34. Rod Laver Arena
- 35. Hisense Arena
- 36. AAMI Park
- 37. Etihad Stadium

A place connected

Inspired by Melbourne's myriad alleys, and much-loved institutions like the historic Block and Royal Arcades, Queens Place is criss-crossed at ground level by a network of intimately scaled laneways.

Emanating from a spectacular central atrium, enlivened by curated retail and hospitality offerings, and punctuated throughout with tranquil spaces, these intersecting paths, passages and courtyards provide multiple connections within the precinct, and to the surrounding streets and destinations beyond. Connections that deliver convenience and delight in equal measure.



Queens Place ground floor plan

- ① Tower One podium
- ② Tower Two podium
- ③ Queens Tower commercial offices
- ④ Queens Place Plaza



Tower 1



Queens Place sectional render

A place of convenience

The beauty of a Queens Place address lies not only in the convenience brought by its location, but also in the convenience it brings to your front door.

Conceived as an urban village, the precinct's five-level podium has the potential to incorporate a wide variety of relevant everyday uses, such as a medical clinic, crèche, commercial gymnasium, professional suites, restaurant, café, and more. A list of attractions made longer again, by the extensive resident facilities accommodated throughout.

The sights and sounds of the sprawling Queens Place atrium are also yours to enjoy all year round. A modern day town square for the resident community, this active and engaging space lends itself naturally to a variety of occasions—a place to meet friends for a drink, relax into a good book over a coffee or two, or enjoy a meal out without needing to leave home.

The atrium even has the capacity to host small scale events. A hawkers market or farmers' market perhaps, live music, art exhibitions, maybe even outdoor cinema. The possibilities are endless.

Tower 2





Tower One

Queens Place

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Podium view, A'Beckett Street





The architecture of Queens Place weaves the city's past, present and future into a striking, tri-form composition that succeeds at every level and from every vantage point.

Tower One





Tower One

Queens Place

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Queens Residences and High Rise entry lobby



A place to admire

Comprising two 80-storey residential towers with five-level podium, the Queens Place precinct delivers an intimate, distinctly Melbourne experience at ground level, while adding a landmark urban scale sculpture to the cityscape.

Unified by a common design language that juxtaposes flowing curves and chamfered edges, these dynamic forms are expressed through contrasting yet complementary materials—the podium layers anchoring the site with their earthy tones and exposed stonework; the tower elements with their silver curtain wall glazing, seemingly floating above.

As they rise, the towers step away each other, creating a signature asymmetry both poetic in its elegance, and practical in its maximising of view opportunities, light and privacy for residents of upper levels.

A final flourish transforms the topmost two levels of each tower into monumental fluted glass lanterns; crowning elements, whose bronze-coloured glow will be visible to all against the night sky of the city.





Queens Residences and High Rise entry lobby

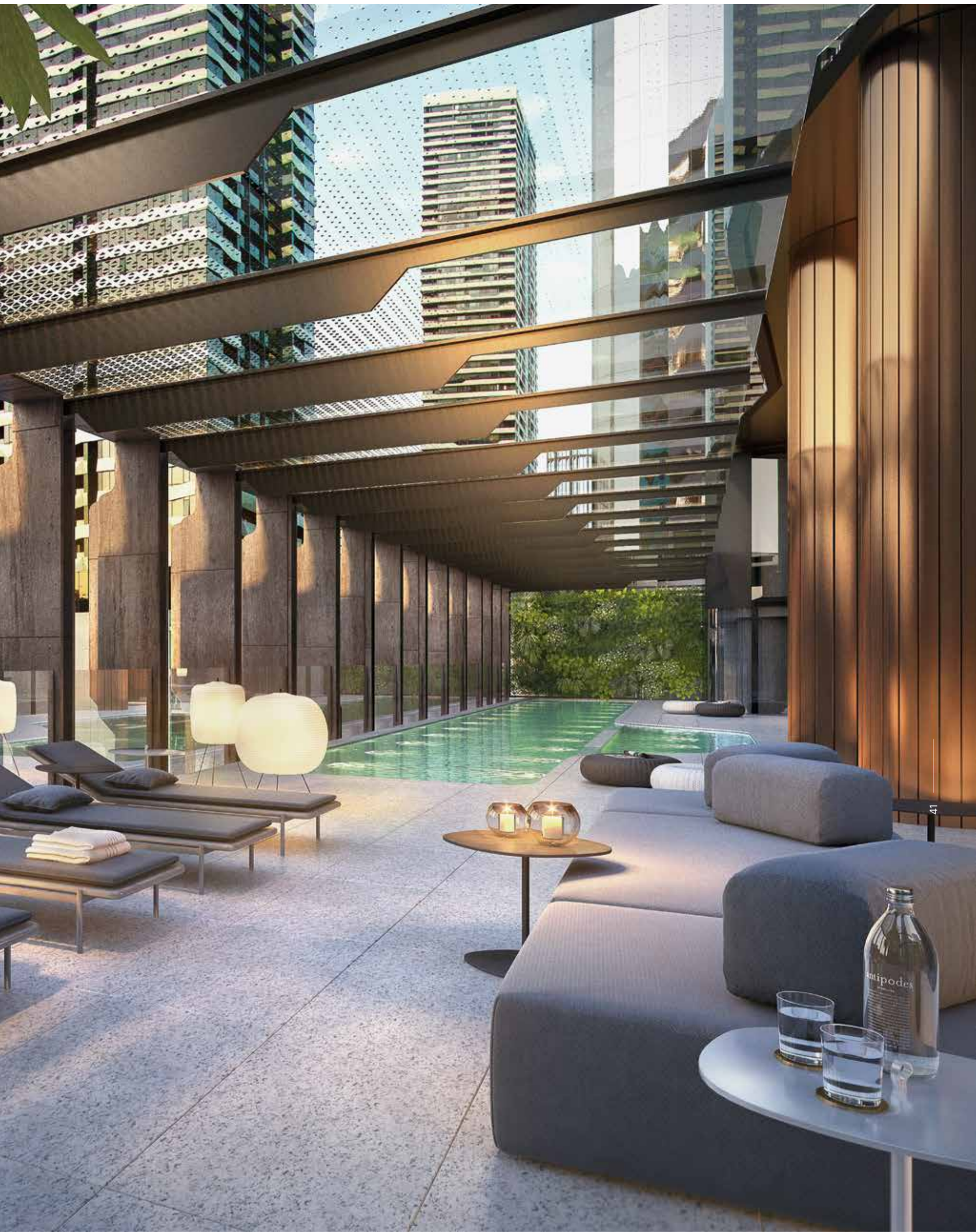


Tower One

Queens Place

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Podium level pool deck





Podium level residents' library





Podium level residents' private dining room and kitchen





A place to be enjoyed

Queens Place offers a level of communal amenities above and beyond that of any residential development in Melbourne's history. Be it for exercise, entertaining or entertainment, a quiet escape, or to partake in your favourite indulgence, you'll find a beautifully realised space purpose-designed with your exact needs in mind.

Within the podium alone, there are a pool and spa, private dining rooms and caterer's kitchens, games rooms, private cinemas, a library, poker and mah jong room, a private garden terrace, karaoke suite, even a cigar bar.

Queens Residences and High Rise residents have access to additional facilities on levels 51 and 52. Among them, a second pool and spa, sauna and steam rooms, private bar and lounge, and a private dining room with commercial kitchen.

Residents can also take advantage of the many convenient services on offer, including a concierge, business centre, meeting room, and valet parking, to name but a few.

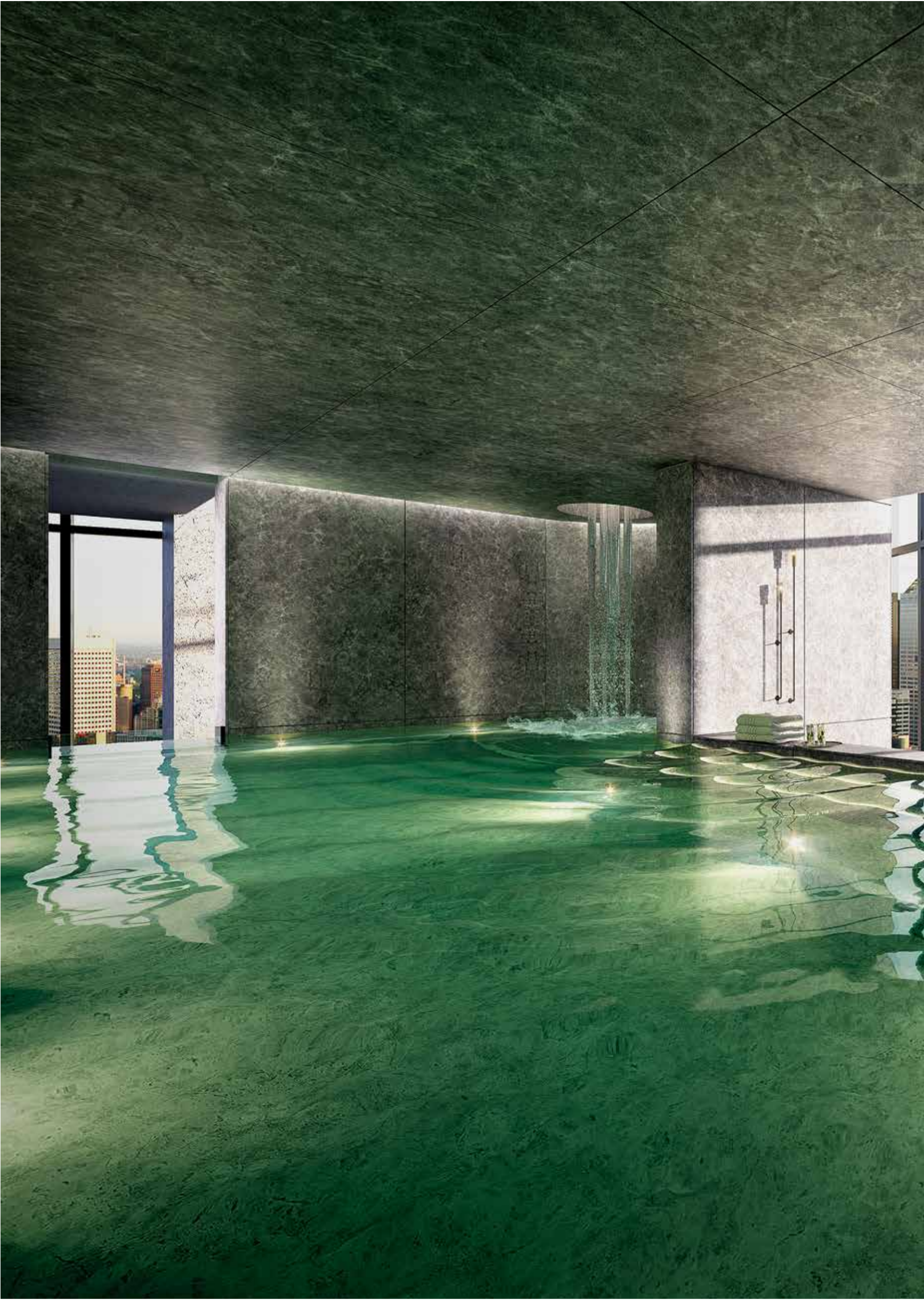


High Rise pool and lounge



High Rise lounge





High Rise pool



Level 69-78

Queens Residences

Level 53-68

High Rise

Level 07-50

City Rise

Podium level 03-04

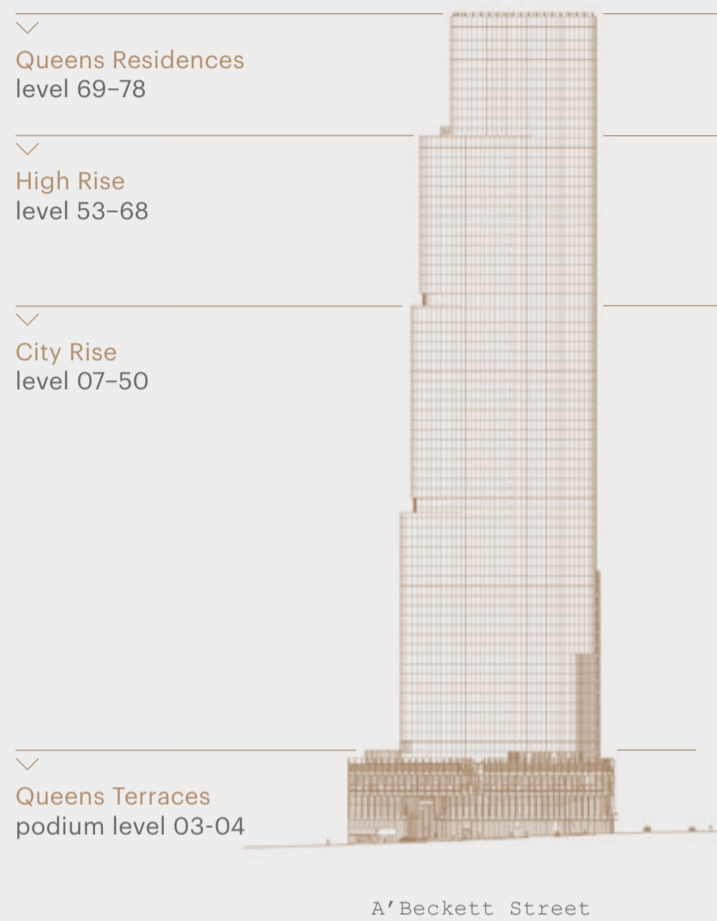
Queens Terraces

Tower One

Queens Place

1





Your place of choice

In addition to offering one, two and three-bedroom apartments in a range of floorplans, Queens Place Tower One offers you a choice of finish levels, amenity and view opportunities.

Its split-level Queens Terraces and City Rise apartments set the benchmark, with their meticulous planning, fine craftsmanship and quality appliances. Residents will have their own ground floor lobby and enjoy access to extensive communal facilities on podium levels three, four and five.

The High Rise apartments are realised with an even greater emphasis on styling and space, comfort and luxury. While on the uppermost floors, the expansive and sublimely appointed Queens Residences will reward owners with the ultimate in urban sophistication across a selection of penthouses and sub penthouses.

Queens Residences and High Rise residents also benefit from the convenience of a private entry lobby and, in addition to the facilities on levels three to five, receive exclusive access to the premium resident amenities of levels 51 and 52.



Queens Residences Penthouse kitchen, dining and living

From the front door to the furthestmost corner, every square centimetre of your Queens Place apartment will be crafted to create a home at once familiar and welcoming, but like the architectural envelope from which it draws inspiration, deeply and unmistakably individual.





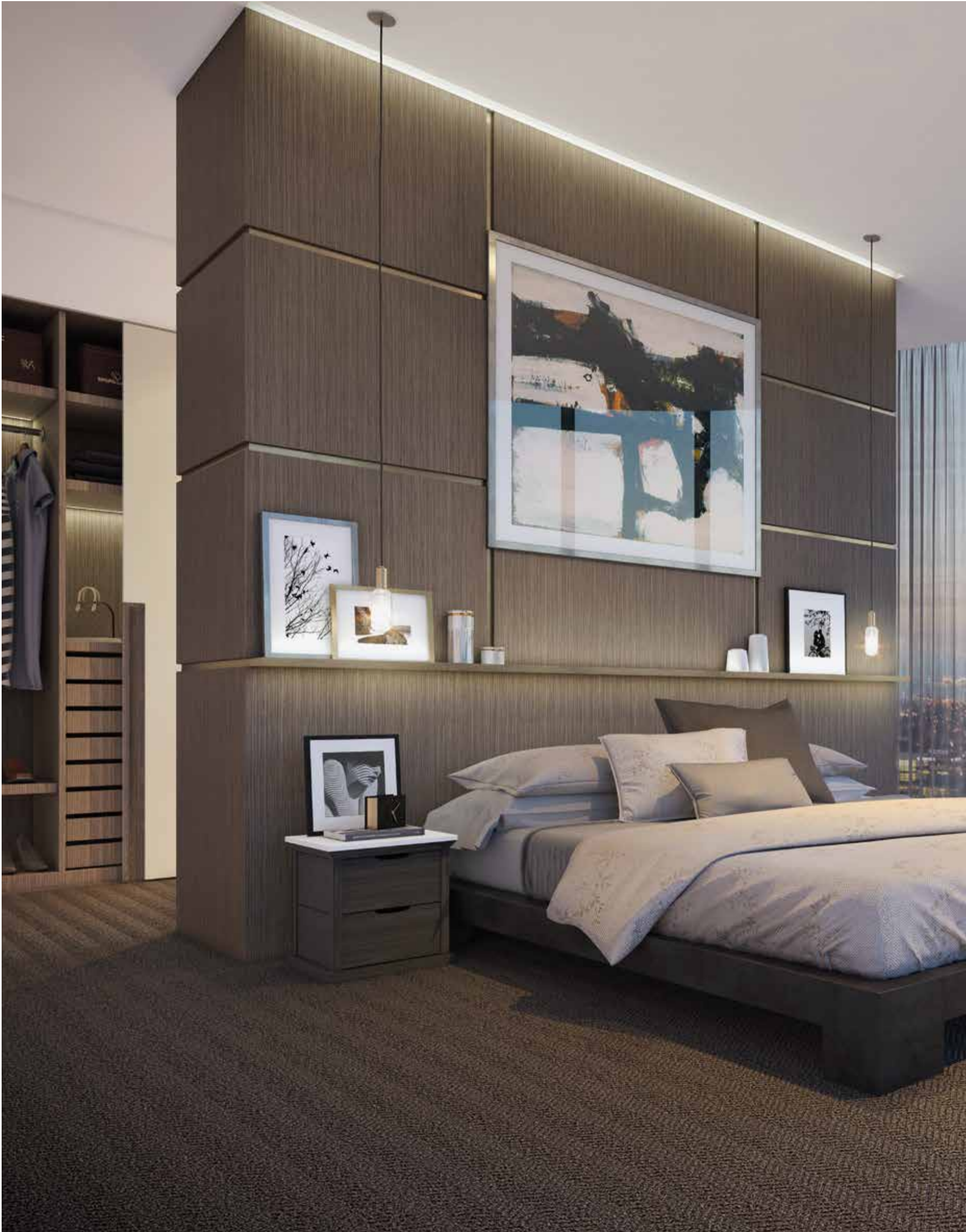
Tower One

Queens Place

58

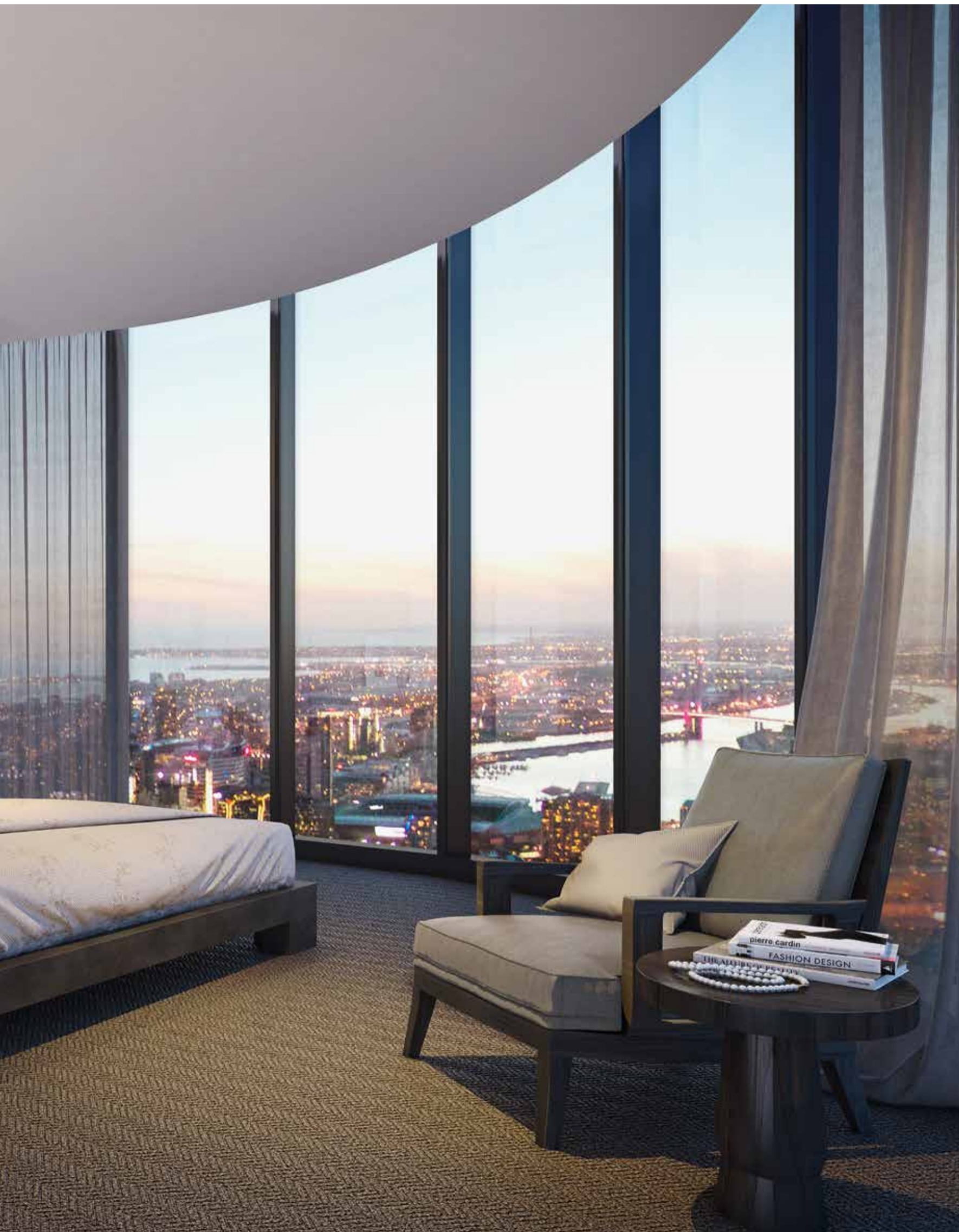
Queens Residences Penthouse living





Queens Residences Penthouse bedroom

By blurring the lines between traditional apartment zones, each apartment heightens your sense of space, while providing the right amount of storage for the right items, in exactly the right place.





Queens Residences Penthouse bathroom

The interiors are a mixture of bold ideas and subtle touches that combine to accentuate views where appropriate, but equally ensure opportunities for private sanctuary.





Tower One

Queens Place

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Queens Residences living, warm scheme

Each apartment is designed holistically; planned not from a checklist of fittings and finishes, but by considering first its position and orientation, envisaging how you will live in it and how it connects within and beyond its boundaries, and then equipping it for the needs and nuances of a contemporary inner city lifestyle.





Queens Residences kitchen, cool scheme

Queens Residences are crisply detailed to create a timeless, quiet elegance using your choice of 'cool' or 'warm' contemporary colour palette.



Queens Residences kitchen, warm scheme



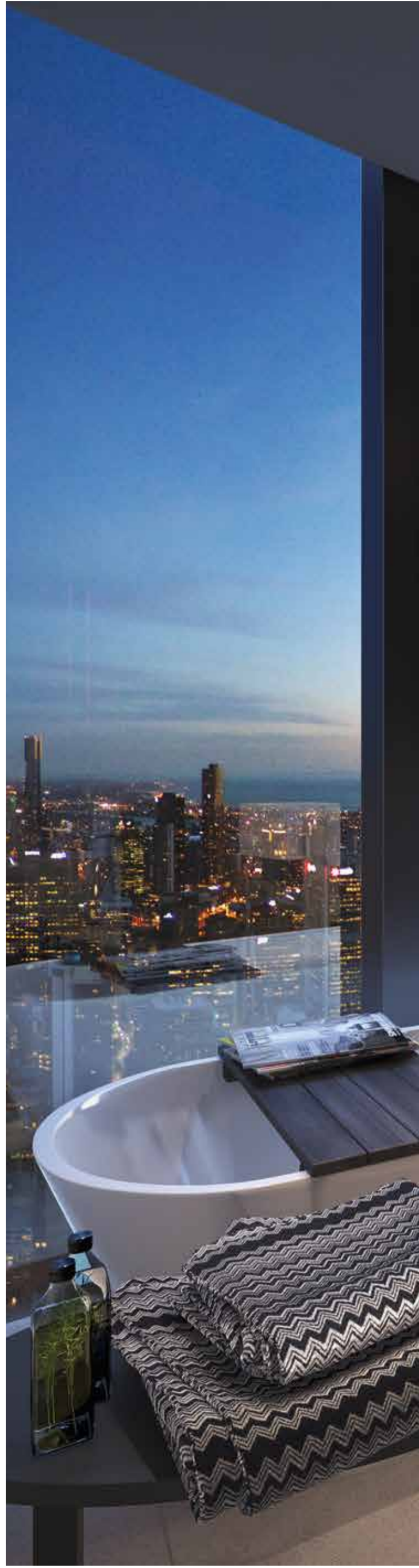
Tower One

Queens Place

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Queens Residences bedroom









High Rise kitchen and dining, light scheme





High Rise kitchen and dining (south facing apartment)



High Rise bathroom, light scheme

High Rise

Similar to the apartments of the Queens Residences levels, your High Rise apartment will be finished in your choice of light or dark colour palette, according to your preference.

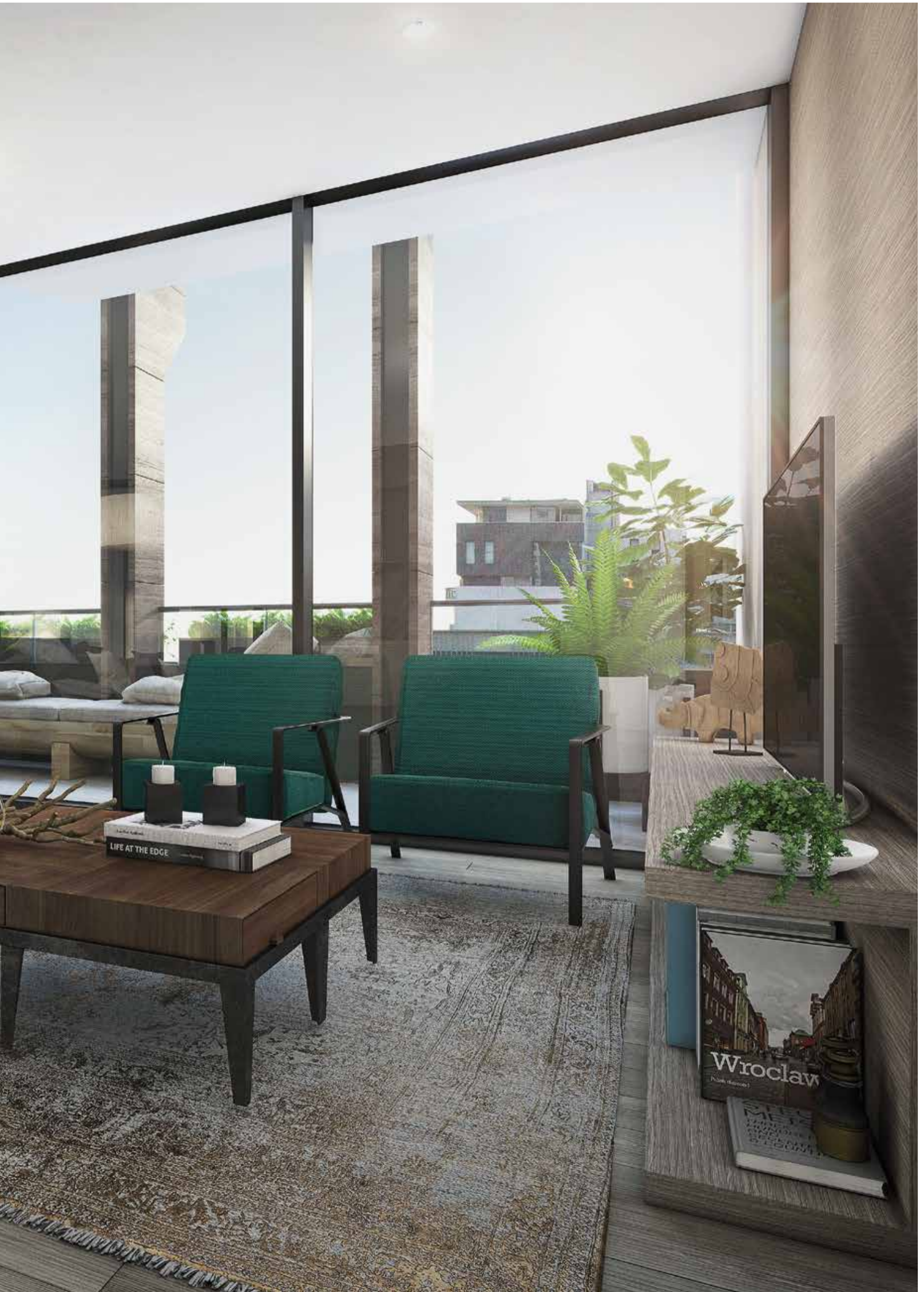


High Rise kitchen, dining and bathroom, dark scheme



Queens Terraces living

The unique and palpable connections between you, your apartment, the precinct and the city beyond—therein lies the beauty of making Queens Place your home.









Tower One

Queens Place

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Exterior view, Queens Street and Lonsdale Street intersection



Putting a World-Class Team in Place

Developer

3L Alliance

Architects in collaboration

Cox Architecture Fender Katsalidis

Interior Design

Hecker Guthrie

For the three principals of developer 3L Alliance, Queens Place represents an opportunity to celebrate and enrich, the city that has so long been their home—both through the contribution it makes to Melbourne with its mixed uses, public spaces and laneway connections, and the many lifestyle advantages its residents will enjoy.

To ensure the site's full potential could be realised, submissions were sought from a shortlist of Melbourne-based architects of world renown. The design concepts presented by Cox Architecture and Fender Katsalidis Architects proved irresistible, and ultimately, inseparable. So much so, 3L Alliance invited the firms to work on the project collaboratively. And collaborate, they have.

From the initial joint design workshop onwards, the two have worked as one. Each possesses tremendous knowledge of public realm and tall building architecture, but approaches the task of design from differing perspectives. The result has been a rich dialogue of ever-evolving ideas, with outcomes that have at times surprised, and invariably surpassed all expectations.

The appointment of Hecker Guthrie has proven equally successful. Their ability to translate architectural floorplans into welcoming, practical and beautifully realised spaces with a unique sense of place, is unrivalled—and their world-class reputation, thoroughly deserved.

Indeed, if there's a common thread among all consultants engaged in the realisation of Queens Place—from the architects and interior designers, to the project managers and engineers, it is their elite professional standing.

Find the best people, and bring them together—that's the 3L Alliance philosophy, and how they're achieving the best outcome for Melbourne, and all those who will live at, work at or visit Queens Place.

Patrick Ness

Design Director, Cox Architecture

Cox Architecture is one of the largest multi-disciplinary architectural practices in Australasia, with more than 400 staff working across the globe on projects of international significance.

The firm focuses on responding to the public role and drawing together the elements of structure, craft, art and nature at each level of design. Its work is driven by place and context. Whether in a natural setting or city environment, the principles of response to site, public life, relationship to the environment and fitness of purpose underpin all their projects.

Experienced in the planning and delivery of world-class projects, Cox understands the scale, build-ability and complexity of today's market, and by cross-pollinating ideas from other typologies, seek to create innovative architecture that pushes boundaries in its commercial place and context.

As Design Director of the firm's Melbourne office, and member of its National Executive Committee Design Panel, Patrick Ness leads the firm's engagement with clients and stakeholders—both in developing the concept design and the design review process—to ensure the successful realisation of the project's ambitions.

Patrick's approach to design aims to enrich civic life and generate sustainable environments, and has resulted in projects such as AAMI Park Melbourne, ILK Apartments, the Adelaide Oval, North Melbourne Rail Station, the Jim Stynes bridge, the University of Melbourne's Eastern Precinct Learning Hub, and the Melbourne City Library.





Karl Fender

Design Director, Fender Katsalidis Architects

Based in Melbourne but working across Australia and internationally, the work of Fender Katsalidis Architects has a unified thread: the intense exploration of the spirit of each place in which they work, and how they can best understand, enhance and invigorate those qualities.

That approach has seen the practice create highly successful large scale precincts like NewActon in Canberra, cultural icons such as MONA in Hobart, and tall landmark buildings such as Melbourne's Eureka Tower and Australia 108—the former being the tallest residential tower in the world at the time of its construction; the latter, becoming the tallest building in the Southern Hemisphere when completed in 2020.

Led by founding director and Design Director, Karl Fender, the firm's commitment to design excellence has been recognised with more than 80 design and industry awards to date.

An advocate of life in the city, where he resides and works, Karl has been active in programs to further opportunities for the enhancement of Melbourne CBD living.

Indeed, with partner Nonda Katsalidis, residential projects like Melbourne Terrace, Republic Tower and 51 Spring Street—all now regarded as iconic buildings—have helped facilitate public acceptance of inner city Melbourne apartment living, and enriched the fabric and vibrancy of Melbourne as it evolved into one of the world's most liveable cities.



Hamish Guthrie

Founding Director, Hecker Guthrie

A multi-disciplinary practice based in Melbourne, the studio of Hecker Guthrie is the evolved and refined version of Hecker Phelan & Guthrie, drawing upon its foundations, and the design philosophy developed over the last decade.

Specialising in the residential, hospitality, retail and commercial sectors, their work is underpinned by the key principles of being authentic, enthusiastic and considered. Executing projects locally and abroad in the areas of interior, building, object and garden design, they understand intimately the profound relationship all these disciplines have on creating cohesive, honest and authentic spaces.

Able to draw upon diverse backgrounds in interior design, architecture, industrial design, furniture design and styling, the firm creates a unique identity for each project; an identity that resonates not only in the design solution, but also in the selection of a natural palette of materials and the sharing of knowledge with crafts persons.

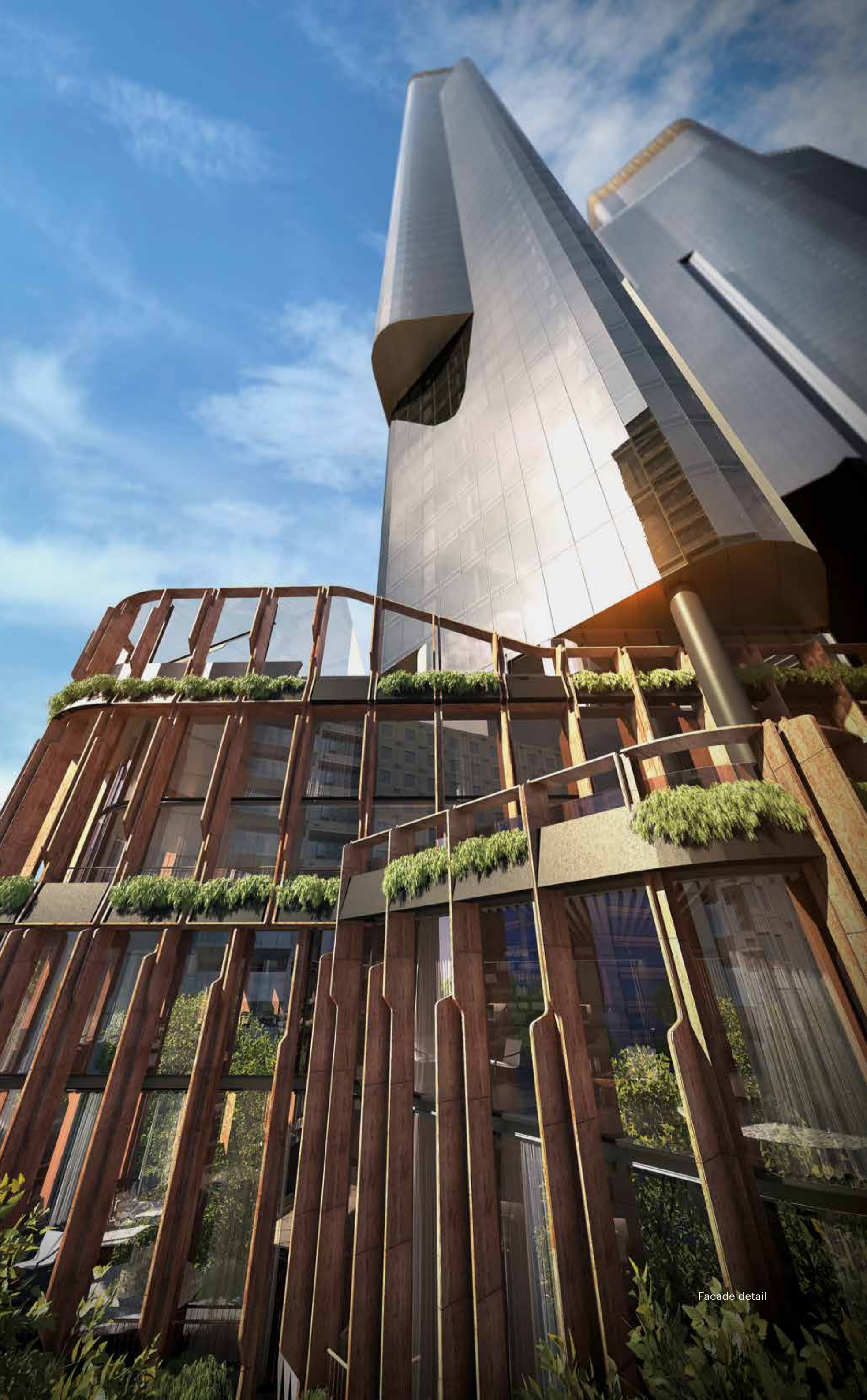
One of the firm's founding directors, Hamish Guthrie, combines a strong architectural and design sensibility, with a calm demeanor that lends itself to a considered approach. He builds trust with his clients, and as a natural collaborator, shares an aesthetic kinship with the artisans who bring a creative energy to many of Hecker Guthrie's projects.

A multi-award winning, highly respected representative of the Australian design community, Hamish is often called upon for public speaking, judging engagements and industry commitments.









Facade detail



A place of true individuality

For a fortunate few, Queens Place will provide more than a landmark city address, and enviable Melbourne lifestyle. It will provide an opportunity to create and own a 'signature' apartment: a home custom-designed from floor to ceiling—inside and out—that reflects and enables your individual passions and pursuits.

Unique in every sense, and situated in positions of prominence across Tower One, these one-off apartments will be as distinctive from beyond, as they are within.

Whatever your interest—be it art or books, cooking, music, horticulture, movies, antiques or something else entirely—those most expert in the relevant field will be sourced, and teamed with our architects, designers and craftspeople to create a residential living concept unlike any other.



Q

www.queensplacemelbourne.com.au


3L ALLIANCE


Colliers
INTERNATIONAL