

Hadid-designed apartments for St Kilda Road

Michael Bleby

UEM Sunrise engaged architect Zaha Hadid for a \$330 million Melbourne apartment project at the start of 2016. While Dame Zaha, a Pritzker Prize-winning designer, worked on the St Kilda Road project before she died unexpectedly in April that year, her involvement helped get planning approval for the project.

UEM used the fact it was one of her last buildings to support its application for a different plan to the 208-unit development previously drawn up for the site by ARM Architecture, UEM director Raymond Cheah said.

"That was one of the reasons why we got the planning approval because [it is a] signature piece and also one of the last iconic masterpieces designed by Zaha Hadid," Mr Cheah told *The Australian Financial Review*.

"We wanted something that Zaha put to the table in Melbourne that talks

about Australia. Melbourne is very famous for the waves and the sand. So we have the primary wave that culminates to the apex where the penthouses are and forms the monumental wave.

Mayfair, the 158-unit development on Melbourne's premier boulevard and where prices range from \$823,000 to \$13.1 million, is the next development in the growing range of apartments targeting wealthy local downsizers.

Five lifts run up the 21-storey building, meaning residents will only have to share the elevator with one or two other people on the same floor as they travel up from the basement, which comes with a car-stacker. The facade will be cast in solid aluminium, rather than cladding.

But the project also highlights a risk for architecture firms linked very closely to one person. Succession planning is an issue in all professional services and design is no different. In Mayfair, at least, buyers of the apart-

ments can spend an extra \$500,000 on buying Zaha Hadid-designed furniture, such as lounges, tables, lighting, island benches and panelling.

"It's not that much more, actually," Mr Cheah said. "Because they are mostly fabricated in Melbourne. If we had to import from the UK, [it would be] different."

Construction is due to begin in the first half of next year, meaning the building will be completed ahead of the other Zaha Hadid-designed building planned for Melbourne, Landream's residential and hotel on 600 Collins Street, slated to hold Australia's first Mandarin Oriental Hotel.

UEM will continue to use Zaha Hadid Architects, now headed by Dame Zaha's former business partner Patrik Schumacher.

"We're getting them to design another project in Kuala Lumpur, a master plan of about 14 acres of mixed development," Mr Cheah said.



UEM Sunrise's Mayfair development on St Kilda Road, designed by Zaha Hadid.

WELL POSITIONED AND FLEXIBLE ASSETS WITH VALUE ADD STRATEGIES

- Two high quality and modern buildings with large flexible floor plates
- Market Income (fully let) \$6,629,735 *
- Total NLA of 15,608 sqm - (8,484 sqm and 7,124 sqm)
- AAA rated government tenants
- Strong suburban location
- 360 degree views of the Sydney basin
- Well positioned to benefit from major infrastructure projects in the Northern Suburbs
- Convenient transport links

