

**Avenue.**  
By *Fridcorp*<sup>TM</sup>

CNR CHAPEL ST & ALEXANDRA AVE, SOUTH YARRA  
[AVENUEAPARTMENTS.COM.AU](http://AVENUEAPARTMENTS.COM.AU)



**Avenue.**  
By *Fridcorp*™

**“TO LIVE IS THE  
RAREST THING IN  
THE WORLD. MOST  
PEOPLE EXIST,  
THAT IS ALL.”**

OSCAR WILDE

# INTRODUCING AVENUE

BY FRIDCORP

Avenue is about great things coming together.

It's where two of Melbourne's most prominent landmarks intersect – Chapel Street, the famous boulevard of sophisticated shopping and dining, and the Yarra River, the city's original inspiration and continued life force.

It's also where three of the most recognised design teams in attainable luxury collaborate; Fridcorp, the developer, Elenberg Fraser, the architect and Hecker Guthrie, the interior designer. After the incredible success of previous projects, elm and lilli, all creative roads now lead to Avenue, our most exciting collaboration yet.

Avenue is about standing out from the crowd.

South Yarra is known for its active mix of elegance and cool, and that has been our driving inspiration. We've designed spaces not only to be lived in, but to be envied. Defined rooms, unique views, personal touches and progressive design throughout – Avenue continues our tradition of delivering developments with intelligence and style.

Avenue is at one of Melbourne's most prestigious locations and its most visible sites. It is destined to become a landmark building on the riverfront. In years to come as cars, bikes, trams and boats pass by and people look upon it, their reaction will all be the same: I wish I lived there.



**“AVENUE LITERALLY TAKES ON THE QUALITIES OF THE SURROUNDING ENVIRONMENT. THIS IS A DISCRETE AND LUXURIOUS ARCHITECTURE FOR THE SOPHISTICATED URBAN DWELLER WHO WANTS A DEEPER CONNECTION WITH THE SURROUNDING NATURAL WORLD.”**

**CALLUM FRASER,  
ELENBERG FRASER**



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Avenue puts you on the path to everything great about Melbourne. Walk one way and you're in vibrant Chapel Street, the city's most fashionable strip of boutiques, cafes, restaurants, bars and clubs.

Walk the other way and follow the picturesque Yarra River through the best of Melbourne's inner city living. Breathe the fresh air and unwind in the lush greenery of the Royal Botanic Gardens. Feel the roar of the crowd at sporting matches in the world famous MCG or the newly developed AAMI Stadium. Experience international headline acts in packed stadium gigs at Rod Laver Arena.



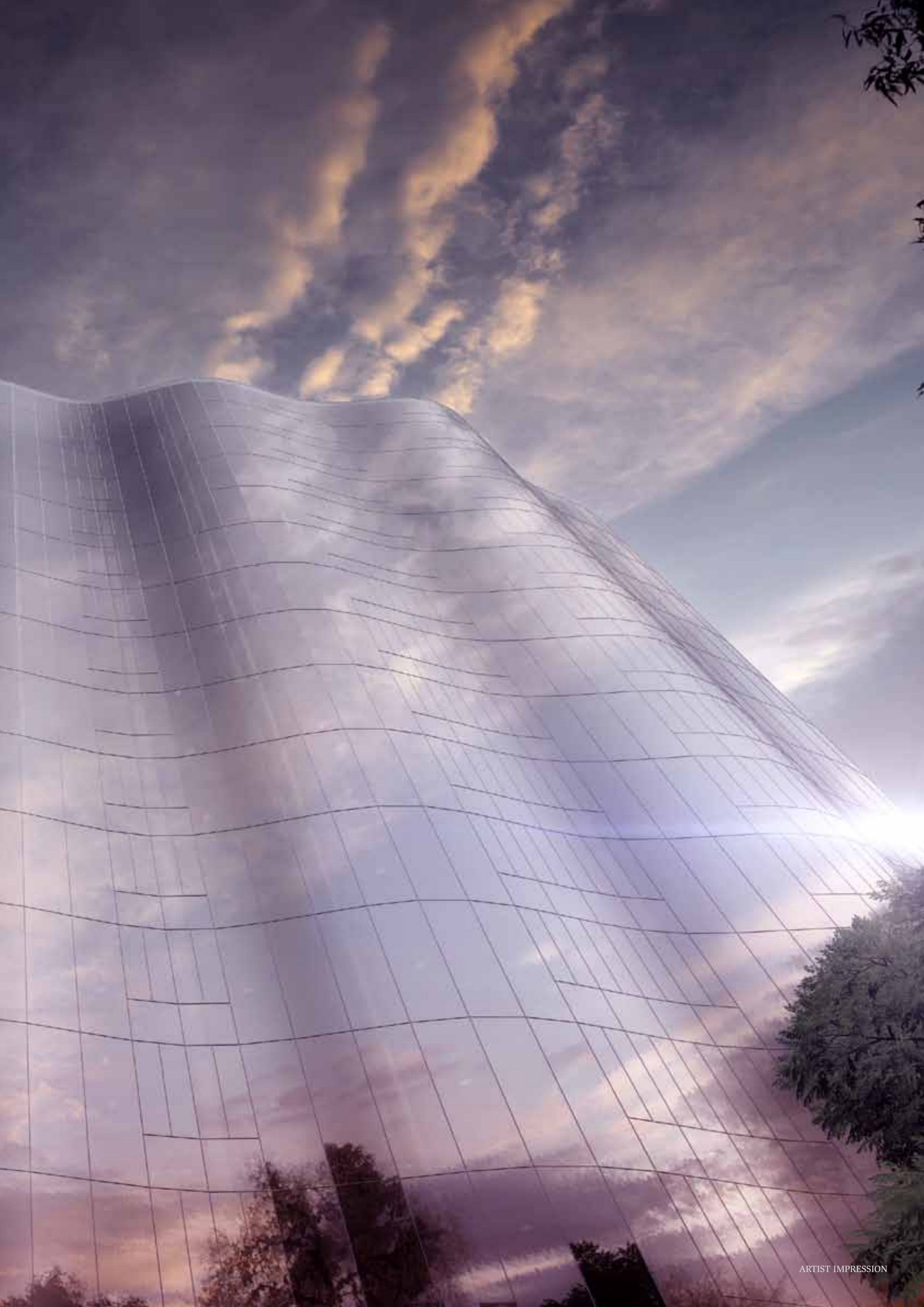
Pass the river's historic boatsheds and you're in the middle of the celebrated arts precinct with theatre, opera, galleries and the beating heart of Melbourne, Federation Square. Turn down St Kilda Road, the iconic tree-lined boulevard that's home to international corporations, and it's only a quick tram ride to the beach. Or explore the CBD itself, a bustling grid of towering skyscrapers and cobbled laneways. Keep following the river and you're in the dynamic entertainment hubs of Southbank and Docklands.



“AVENUE IS A LIQUID ARCHITECTURE THAT BRINGS THE  
NATURAL WORLD OF THE YARRA RIVER TO CHAPEL STREET.  
THE BUILDING RISES GRACEFULLY FROM THE PROMINENT  
CORNER LOCATION, BENDING AND DEFLECTING ITS SURFACE  
TO CAPTURE THE SURROUNDING CANOPY OF TREES AND  
CLOUDS IN THE SKY WITHIN ITS CURTAIN GLASS WALLS.”

CALLUM FRASER,  
ELENBERG FRASER





### ARCHITECTURE

Avenue's soft, pillowing curtain walls create elongated bay windows that afford multiple views out of the apartments, up and down the river corridor. This reflective, sinuous architecture wraps around all surfaces to create a sculptural form. It is fluid and yet it is solid, reflective and transmissive, creating private environments with expansive outlooks.

The apartments have been created with full height glass walls to the perimeter of all rooms. Contemporary luxury is about amenity; natural light and ventilation, clear open spaces, privacy, quality and permanence. The design responds to the parkland setting of Alexandra Avenue and the Yarra River environs, with its bushy trees and unimpeded views.



“OUR LONG, ON-GOING COLLABORATION WITH FRIDCORP  
AND ELENBERG FRASER THROUGH ELM AND LILLI  
ENABLES MORE IDEAS TO BE EXPLORED AND REFINED.  
AVENUE IS THE RESULT OF THIS PROCESS.”

PAUL HECKER,  
HECKER GUTHRIE





## INTERIORS

Hecker Guthrie creates beautiful interiors with personality. For Avenue they present a classic Scandinavian palette with a twist. Featuring smartly designed interiors with all white joinery, grey/blonde timber floors and rich, grey carpet, there is a real sense of 'proper rooms' throughout the defined living spaces. This is a solid and inspiring platform to create a home.







ARTIST IMPRESSION

**SIMPLY PUT,  
THIS IS ONE  
OF THE BEST  
SPOTS ON  
MELBOURNE'S  
MAP**

**CORNER CHAPEL STREET &  
ALEXANDRA AVENUE, SOUTH YARRA**



A riverfront setting with panoramic views of the Botanic Gardens and the CBD, your street address is on the city's most exclusive shopping, dining and entertainment strip. Follow the river right into town, or explore the high life of South Yarra, Prahran, Toorak, Richmond and St Kilda.

Melbourne is justifiably called the world's most livable city, and this tightly held pocket of South Yarra is where you'll find the very best living.

With Chapel Street literally at the door, your world opens onto an inspiring mix of high end fashion boutiques and a spoiled-for-choice string of restaurants, cafes, clubs and bars.



**THIS TIGHTLY  
HELD POCKET  
OF SOUTH  
YARRA IS  
WHERE  
YOU'LL FIND  
THE VERY  
BEST LIVING**





Pick up all your fresh, gourmet ingredients from the bustling Prahran Market within easy walking (or tramping) distance. In the morning, walk or ride along the river, a picture-postcard corridor into town past the spectacular Royal Botanic Gardens.

South Yarra, and its neighbours Toorak and Prahran, do not shy away from their affluent reputation. Expansive parklands, gorgeous homes, sophisticated shopping, finest dining – this is the good life.



“IN THE PAST  
ELENBERG R  
HECKER GUY  
DELIVERED  
PROJECTS TH  
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PRIME LOCA  
INDIVIDUA  
LIFESTYLE  
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DEVELOPMENT BY

# FRIDCORP

**PROGRESSIVE ARCHITECTURE,  
SOPHISTICATED INTERIORS  
AND DISTINCTIVE DESIGN.**



Fridcorp has an enviable reputation as one of Melbourne's most design-focused property developers, renowned for creating spaces with personality, intelligence and beauty. Each development responds to its immediate environment and reflects a passion for modern living.

Progressive architecture, sophisticated interiors and distinctive design are consistently achieved in every Fridcorp project through collaboration with some of Australia's most innovative architects, interior designers and artists. Each Fridcorp project delivers a unique personality and style, and always matches the individual needs of today's buyers.

Fridcorp has the rare ability to identify emerging markets and create residential developments that will provide long-term investment potential and growth for both the investor and the discerning owner-occupier.

To date, Fridcorp has developed and constructed projects valued at over \$700 million.



elm  
Melbourne, Australia



### ELM

The elm development by Fridcorp draws inspiration from its adjacent tree-lined boulevard of St Kilda Road, on a prime site that was once home to a Melbourne television icon. Exuding a sophisticated style and beauty, elm features subtle, layered architecture, elements of art within the interiors and a podium level recreation deck.



elm  
Melbourne, Australia

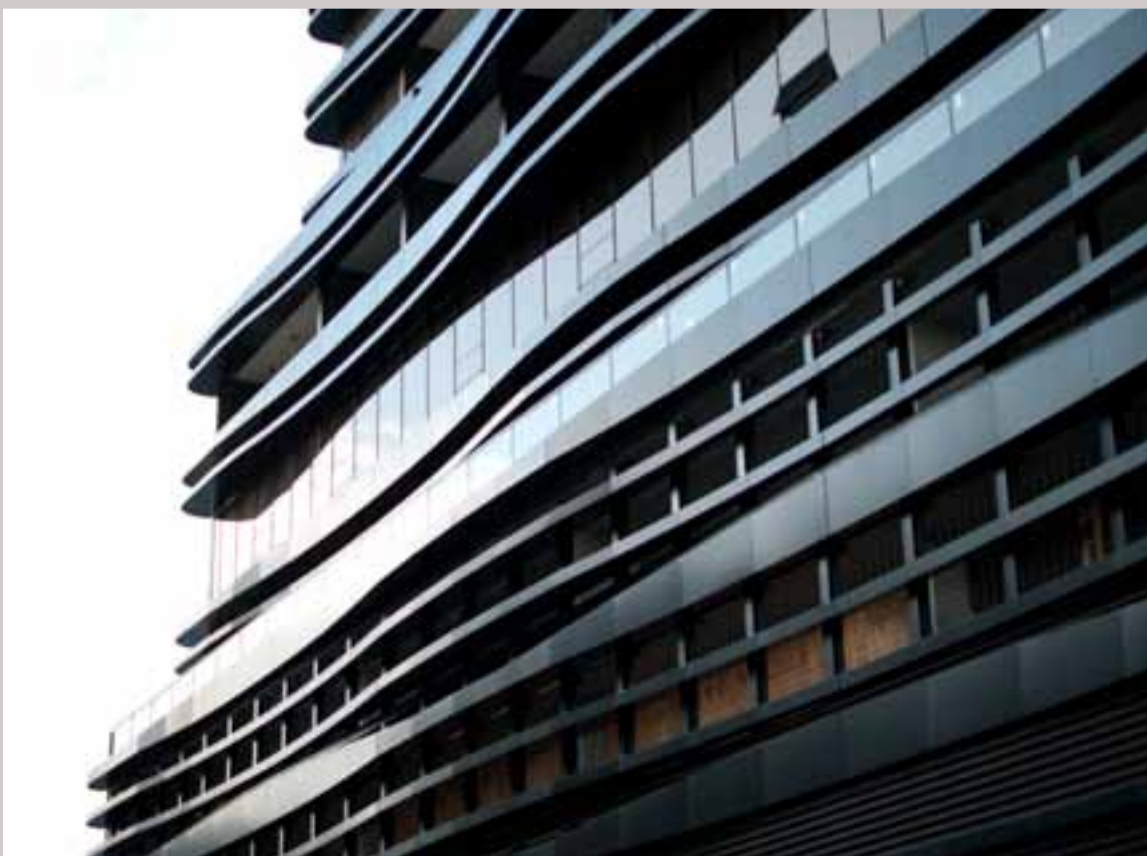
lilli  
Melbourne, Australia



### LILLI

Fridcorp's lilli development takes its cue from the pulsating life and culture that surrounds it, crafting a strong, contemporary identity with simplicity and longevity. The materials and architectural forms flow from the interior to the exterior, reinforcing the connection between each apartment and the surrounding South Yarra precinct.

lilli  
Melbourne, Australia



**UNIQUE,  
RECOGNISABLE  
AND  
SOPHISTICATED**



INTERIORS BY  
**HECKER  
GUTHRIE**



The studio of Hecker Guthrie is a multi-disciplinary practice driven by the principles of authenticity, consideration and enthusiasm. The studio's approach is to create a unique identity for each project, and an authenticity 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 craftspeople.

Under the direction of Paul Hecker and Hamish Guthrie, the studio draws on the foundations and design principles that have been developed over more than a decade of practice.

Each design is informed by expertise in integrating interiors, building, objects and gardens. Hecker Guthrie understands the profound relationship that all of these disciplines have on creating cohesive, honest and authentic spaces.

Hecker Guthrie's style is unique, recognisable and sophisticated. Strong planning and an understanding of the pragmatics of design achieve this balance, while choices of materials and finishes promise to outlive trends and fashion.

ARCHITECTURE BY

**ELENBERG  
FRASER**







Elenberg Fraser is a new generation architecture firm that revolutionises the way architecture is practiced. Combining the creativity of a design studio with the outcome-orientation of a commercial firm, Elenberg Fraser has proven that design-driven and market-driven are not opposed to each other. In fact high design value and commercial success follow on from one another.

Everyone in this progressive workplace uses their professional skills to the best of their ability in order to protect the interests of all stakeholders in the built environment. Driving each project is a real sense of pride in the result, and an awareness of the effect that our buildings have on the city, the inhabitants and the environment.

In a landscape where everything tends towards similarity, Elenberg Fraser projects stand in relief. They eschew the notion of a house style and avoid generalising across projects. Elenberg Fraser consistently delivers high design value that realises commercial objectives and raises the bar in architecture through constant innovation.

**“BE YOURSELF; EVERYONE  
ELSE IS ALREADY TAKEN.”**

**OSCAR WILDE**

