

ILLURA

87-101 RODEN STREET

www.illura.com.au





Nothing inspires more than
the beauty found in nature.

ILLURA – A NEW BREED OF RESIDENCE

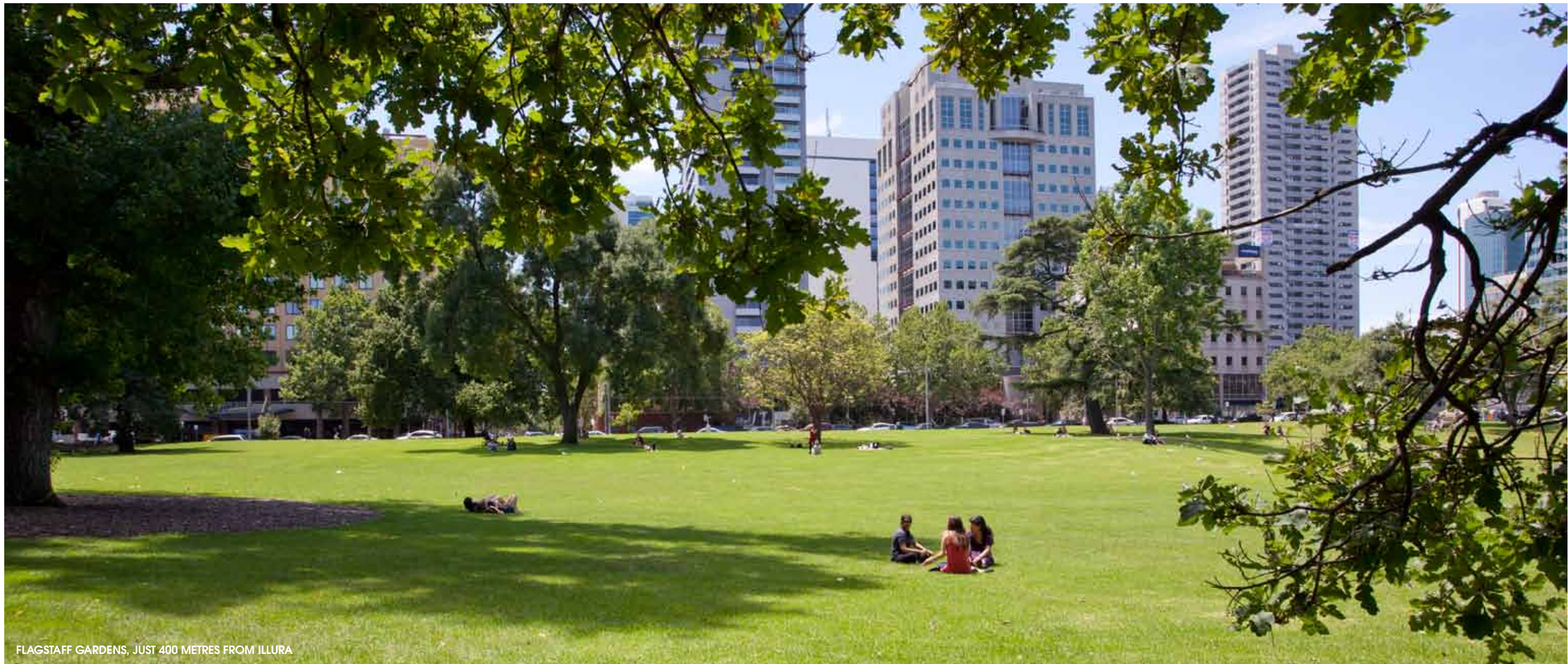
Melbourne. Boasting more gardens than most cities in the world. Like nature every city has an ongoing story of regeneration and growth; Melbourne is no exception. It has a dynamic history of rejuvenating space, injecting it with new life and creating an urban landscape most suited to how we live today.

Illura - the next stage in Melbourne's residential evolution. Using nature as its key influence, Illura features organically shaped balconies and stunning landscaped elements; monumental vertical gardens with native grasses and plants that soar three storeys above you.

Designed by award winning architects Elenberg Fraser, Illura offers you unparalleled sophistication incorporating the privacy, luxury and standards that you expect from a world-class development.

Illura, Western City Centre Melbourne. A new breed of residence – an urban design oasis.





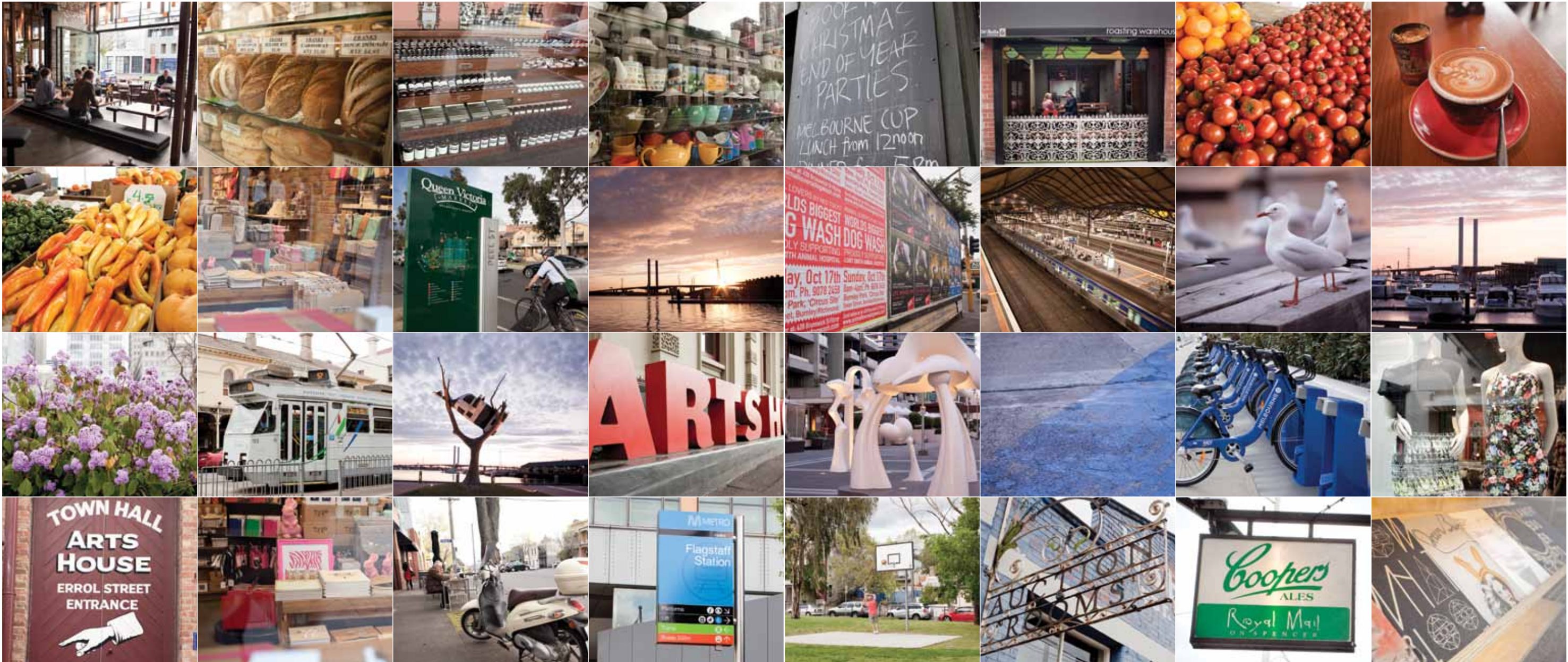
FLAGSTAFF GARDENS, JUST 400 METRES FROM ILLURA

WESTERN CITY CENTRE

Illura perches in an enviable location to the west of Melbourne's spectacular city skyline. The dramatic combination of skyscrapers, towers and sports stadia offer a vibrant backdrop to your life.

Ideally situated on Roden Street between King and Spencer Streets, these superbly designed one and two bedroom homes offer a convenient base to work, study and play due to their proximity to the CBD and educational facilities such as Melbourne University, RMIT, State Library of Victoria and VCA. They also enhance your stock of that most precious commodity: time.

No stressful city-bound commutes are required here. City destinations are a short tram, train, bike ride or walk away. Use your time to savour the diversity and dynamism of this rapidly flourishing neighbourhood.



WITHIN YOUR REACH

When you're this close to the action, work, study and play are all an easy walk away. For Melburnians, effortlessly combining art, food, shopping and sport is a way of life. Illura puts you at the centre of it all.

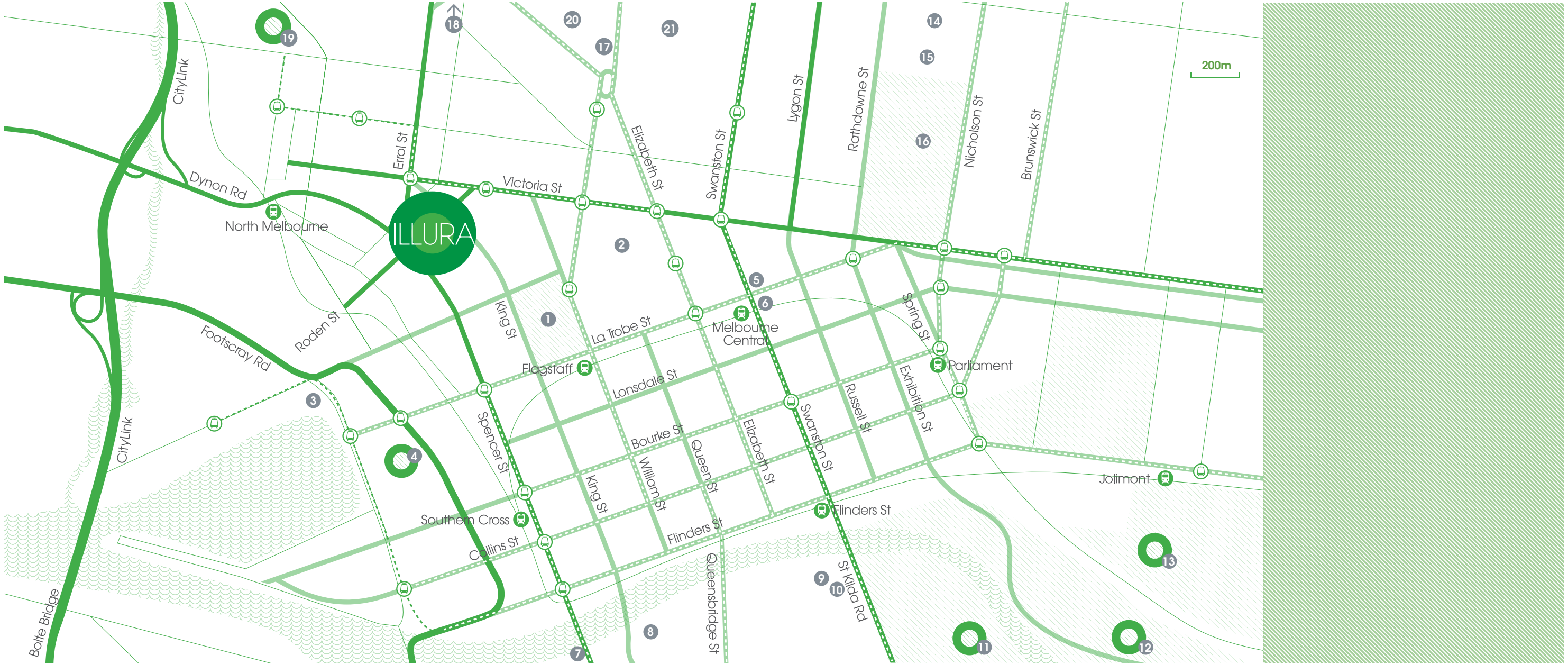
DINING – FEED THE SENSES
Savour an enormous variety of culinary pleasures. Less than five minutes away is Melbourne's newest precinct Docklands. Here you can sit back and enjoy sparkling waterfront views or breathtaking sunsets at award-winning restaurants, stylish bars or hip cafes. Alternatively head to the CBD; book ahead at any one of an enormous array of one, two or three hat restaurants or take a stroll and find the next hot spot down one of Melbourne's thriving laneways.




ART – CITY OF CULTURE
It is no secret that Melbourne has it all – art, theatre, dance, comedy, music and a variety of festivals that celebrate each of these magnificent disciplines. A short walk to the north, a thriving arts community awaits you in North Melbourne. Catch a Fringe Festival show beneath the Town Hall's magnificent clock tower, or unearth a masterpiece at the iconic Meat Market, where Melbourne's up and coming designers parade their wares.

SHOPPING – CREATE A FASHION
At Illura, you're ideally placed to explore Melbourne's iconic hidden laneways and historic arcades. This ever-changing tapestry of designer shops, specialist boutiques, vintage stores, factory outlets and department stores makes for an exciting mix of styles. Create a fashion that makes a statement about who you are.

FOOD – GET FRESH
Located just on the other side of the Flagstaff Gardens, the Queen Victoria Market is your personal food store. A Melbourne institution, the Queen Vic is filled to overflowing with seven hectares of fresh local produce, imported gourmet treats and eclectic shopping. The ideal reflection of Melbourne's cosmopolitan make-up it's the perfect place to stock up on essentials or gourmet treats to entertain friends.

SPORT – WHAT'S YOUR GAME?
Melbourne is renowned for taking its love of sport to a whole new level. AFL, tennis, cricket, rugby, and soccer – the list goes on and for many it's more religion than game whether you're playing or spectating. And, at Illura, you're at the heart of competition with Ethiad Stadium, the MCG, Melbourne Park and AAMI Park playing host to some of Australia's greatest sporting events less than a 15 minute walk or tram ride from your door.



-  ILLURA
-  Train Stations
-  Tram Stops
1. Flagstaff Gardens

2. Queen Victoria Market

3. Docklands

4. Etihad Stadium

5. RMIT

6. State Library

7. Melbourne Exhibition Centre

8. Crown Casino Complex

9. Victoria Arts Centre

10. National Gallery of Victoria
11. Sidney Myer Music Bowl

12. Rod Laver Arena

13. Melbourne Cricket Ground

14. Melbourne Museum

15. Royal Exhibition Building

16. Carlton Gardens

17. Royal Melbourne Hospital

18. Royal Childrens Hospital

19. North Melbourne Cricket Ground

20. University High School

21. Melbourne University

ACCESS IS THE KEY

The history of West Melbourne is characterised by its gateway status, a thoroughfare of commerce and humanity. The place where the CBD grid merges into the less formal geography of North Melbourne and the Docklands; it is a symbolic location offering a link between Melbourne’s past, present and future.

Illura offers you the opportunity to live in this much sought after neighbourhood offering easy access to the CBD, Errol Street shops and cafes, Docklands and North Melbourne.

Abundant transport options put the city on your doorstep in minutes. Nearby trams and buses deliver you to the CBD’s north, east, and south in no time, while Flagstaff train station is just a delightful stroll through Melbourne’s oldest park.

There are many attractive propositions about living in West Melbourne, not least of which is its closeness to the city. Illura is sure to enhance that list.



MAKE AN ENTRANCE

Enter the sweeping lobby with its alternating walls of cool green marble and mirrors, and the city's clamour is immediately washed away.

As you cross the threshold from the city, immerse yourself into a space that is both inspired by and evocative of nature at its most serene.

The natural colours and curves of the wicker seats and wicker clad columns cocoon and welcome you home.

The timber ceiling creates an unbroken line connecting the front door to the rear lobby, offering a sense of space and arrival.

The overall effect is of entering a lush, temperate forest featuring themes of growth and regeneration.

GREEN YOUR WORLD

Merging outstanding architectural design with a sustainable approach Illura sets a new yardstick for urban greening.

Exceptional designer landscaping by Tract brings native Australia into the heart of the city.

It begins with the dramatic vertical gardens that provide a verdant texture to your living space. Native plantings enhance privacy from the street while bringing the simplicity and freshness of the outdoors in.

The tranquillity continues on balconies skirted by lush planter boxes that are both restful to the eye and sympathetic to the surrounding streetscape.

A wide central walkway teems with greenery. Drifts of tall bamboo provide a backdrop to bedrooms and living rooms looking over the area. Artfully planted, it's as if your apartment has been set adrift amongst a sea of leaves.

Below, a shade garden offers year round beauty, helping you to unwind naturally, in a relaxed and refreshing setting.





BALANCED DESIGN

In nature nothing is wasted, the interdependence of animals and their habitat, the change of seasons offering opportunity for hibernation, work, play and growth; the way water finds the shortest path to the sea. There is an innate intelligence, which actively sustains and thrives in ever adapting circumstances, always striving for balance.

With this in mind we have designed a living space that both utilises the finest natural materials and custom organic elements, allowing the spaces to flow effortlessly from interior to exterior.



ALL THAT IS REQUIRED

Illura's interiors are naturally warm and inviting. Generous room dimensions and a choice of 22 layouts allow you to create an environment that matches your individual style.

A natural palette of timber and stone encourages you to live within the landscape. Full timber joinery is designed to wrap the walls to form ingenious study nooks. Solid charcoal stone smoothly transforms from island counter to dining bench.

Double-glazed full-length windows offer the ultimate in sustainability and privacy. When the mood suits they can open to create a terrace that emerges naturally from your living space.

Everything has been thoughtfully crafted to produce the perfect city retreat.



FORM AND FUNCTION

A place for everything and everything in its place; the adage may be old but it has as much value now as ever and we've used it as a guiding principle in our design.

The result is a continuous and efficient use of area, intelligently maximising the space and allowing for fluid transformation from one zone to another, hence the kitchen merges seamlessly with the dining and living area to create a natural rhythm of energy.

Architecturally designed bathrooms feature custom sanitary ware, concealed plumbing, and generous timber framed vanity including a clever ledge for added storage.



Manhattan Hanson Group
Developer

Two of Australia’s most successful family run property businesses have joined to establish a company dedicated to developing signature residential product in the Melbourne metropolitan area. Their emphasis on well-built, quality, sophisticated homes has seen their developments become highly desirable and much sought after.

Run by Daved Lambert and Harold Handelsman respectively, Manhattan Investment Group and Hanson Development Group have over 40 years combined experience in the industry. This experience has seen them develop successful projects in the residential, land subdivision, commercial and retail sectors. This impressive track record allows them to bring a unique insight to their development strategy.

ELENBERG FRASER

Elenberg Fraser
Architecture & Interiors

Established in 1998, Elenberg Fraser is a new generation architecture practice. A network of architecture, urban development and master planning, the practice brings together a highly skilled work force, a progressive workplace and flat management structure supported by a highly developed digital infrastructure network.

Led by Directors Zahava Elenberg and Callum Fraser, the practice comprises professionally qualified architects and talented recent graduates, ensuring that a unique mix of tested experience and fresh ideas are brought to each project.

Tract

Tract
Landscape

Established in 1972, Tract Consultants has become Australia’s pre-eminent landscape architects, having won more state and national awards than any other firm.

With a professional staff of 70+, Tract’s experience covers a broad range of project types from parklands, infrastructure and urban design, to residential planning and landscaping.

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