



CHEVRON DISPLAY SUITE

519 St Kilda Road,
Melbourne, Victoria, Australia

OVERVIEW: Display Suite

PROJECT VALUE: \$1M

ROLE: Project Manager, Builder

DESCRIPTION

With a name synonymous with style and class the Chevron project needed an impressive display and marketing suite. Prospective buyers weren't disappointed when Baracon unveiled one of Melbourne's most impressive displays.

With a large area to work with (The Chevron Building) Baracon Construction worked with the Architects Peddle Thorp and Landscape Architects Rick Eckersley to provide a space to impress.

A glass box was added to the Chevron building with a large internal landscaped area (representative of the future Chevron Green between the towers)

A copy of a portion of the lobby and two mock up pods of each kitchen and bathroom type were featured. The virtual display walls areas and a large space provide a backdrop to the impressive Chevron model.

Colliers as marketing agents also worked very closely with the team and three signs up rooms and meeting/lounge spaces were also built in. Kitchenette and bathroom facilities were also a necessary inclusion.

The project was launched to much fanfare by Danni Minogue and a host of Melbourne's who's who list. Importantly the display was highly successful in signing up the necessary pre commitment sales level required for full project funding to flow.

The display was built over a two month period with kitchen and bathroom pods pre manufactured off-site.