



WRAP DISPLAY SUITE

133 - 139 City Road,
Melbourne, Victoria, Australia

OVERVIEW: Display Suite

PROJECT VALUE: \$1M

ROLE: Project Manager, Builder

DESCRIPTION

Wrap as a development was created and designed to emphasize a point of difference.

The architecture of the façade was the hero of the building with a complementary hotel quality lobby. The grand scale of both needed to be captured in the display suite.

To achieve this the high ceilings of the existing warehouse were maintained and the exposed red brick of the heritage facade, internal walls and columns were restored to reflect the end design of the proposed lobby.

The wrap feature of the proposed facade was cleverly introduced and replicated in the display design with a false ceiling constructed to the shape of the immense blades. The quality of workmanship of the build was closely supervised and managed to ensure the quality was of high standard Baracon demands from any of its developments.

A budget of \$350,000 was stretched to include extensive on site branding including a city skyline and light box, multiple wall panels, a mock up bathroom and kitchen while at the same time maintaining a high level of quality.

Wrap proceeded to successfully sell all 300 apartments and 2 retail spaces.