



365 Lt Collins Display Suite

365 Lt Collins Display Suite is the marketing suite for the apartment development at 365 Little Collins Street in the Melbourne CBD, fitted into the building it was selling. The project was valued at \$150,000. The suite comprised the display apartment, the finishes and appliance selections, the model and the sales office — the full apparatus of an off-the-plan campaign assembled inside an existing CBD floor. Its purpose was to let buyers stand in a full-size apartment before the building above them existed. The constraint was the budget and the tenancy. At \$150,000 the fitout had to be built from standard components and borrowed light, installed in a leased space and removable at the end of the campaign, while still reading as a finished apartment to a buyer. The suite was dismantled at the end of the campaign, and the tenancy returned to the landlord in its original condition. Baracon's role was project management and builder. The appointment covered the design coordination, the fitout trade package, the joinery and the installation of the display material, with Baracon carrying both the management and the construction of the suite. The suite was valued at \$150,000 and forms part of the display-suite work Baracon delivered for its own apartment projects, where the marketing room is built by the same team that will build the building.

PROJECT LOCATION

Melbourne CBD, VIC

STATUS

Completed

BARACON'S ROLE

Project Management and
Builder