

365 Lt Collins

365 Little Collins Street sits in the mid-block of Little Collins Street between Elizabeth and Queen Streets, a laneway-scale street of office lobbies, cafes and retail frontage that runs parallel to Collins Street through the western CBD. The project is a display suite at that address, delivered in 2005 with Henderson Architects as architect. A display suite is a temporary building inside a permanent one: a marketing room, a model, a finishes library and a sales office fitted into existing floor space, built to be opened to the public and then removed. The governing constraint is that everything has to be reversible. The suite occupies a leased tenancy, so services, partitions and finishes are installed so they can be taken out without damage to the base building, and the fitout has to be complete and operating to a marketing date that is set before the apartment campaign opens. The suite also had to be open for inspection while the building above it remained in use, which set the hours for noisy trades and deliveries. Baracon's role on the project was project management. The appointment covered the fitout procurement, the coordination of the model and display contractors, and the programme that brought the suite to opening. The display suite was delivered in 2005. It belongs to the group of marketing suites Baracon built for its apartment campaigns across Melbourne, each one a short-life building made to carry a longer-life sales program.

PROJECT LOCATION
365 Little Collins Street, Melbourne

PROJECT YEAR
2005