



Allegra - Display Suite

Allegra - Display Suite is the marketing suite for the Allegra apartment development at Hervey Bay in Queensland, built to carry the sales campaign for the 49-apartment building. The suite was a full-size display apartment with finishes, kitchen and bathroom selections, a model of the building and a sales office, built so that buyers on the Fraser Coast could see the apartment they were buying before construction was complete. The governing constraint is distance and climate. Hervey Bay is three hours north of Brisbane, the trades that build a high-quality display fitout are thin on the ground, and the suite has to hold its finishes in a coastal environment while remaining open to the public for the length of the campaign. The suite was furnished to the same specification as the apartments and remained open through the construction of the building behind it. Baracon's role was project management and builder. The appointment covered the design coordination, the fitout trades and the installation of the display material, with Baracon building the suite as well as managing its delivery. The fitout contract and the display installation were held across the one appointment, from the design coordination to the opening. The suite was valued at \$1 million and forms part of the Allegra project, where Baracon carried sales and marketing, construction and superintendent duties across the building itself.

PROJECT LOCATION

Hervey Bay, QLD

STATUS

Completed

BARACON'S ROLE

Project Management and
Builder