



Chevron - Display Suite

Chevron - Display Suite is the marketing suite for the Chevron apartment development at 519 St Kilda Road in Melbourne, built to carry the campaign for the 300-apartment building. The project was valued at \$1 million and completed in 2018. The suite comprised a full-size display apartment, the finishes and appliance selections, a scale model of the building and a sales office. Its purpose was to let buyers stand inside a finished apartment on St Kilda Road before the tower above them was built. The governing constraint is the standard. A display suite for a 300-apartment campaign has to read as the finished building, so the joinery, the stone, the tapware and the lighting are the same specifications that will be procured for construction — and the suite has to be open to the public on a date fixed by the marketing programme. The suite was built inside a tenancy on St Kilda Road and opened before the tower's construction started on the site 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 the programme. The suite carried the St Kilda Road campaign through its release and was removed once the tower was complete. It precedes the tower itself, which Baracon delivered as project superintendent, and it sits with the display suites built for Wrap, SXY2, Trinity and 365 Little Collins Street.

PROJECT LOCATION

Melbourne, VIC

PROJECT YEAR

2018

STATUS

Completed

BARACON'S ROLE

Project Management and
Builder