SXY2 - Display Suite

SXY2 - Display Suite is the marketing suite for the SXY2 apartment development on Claremont Street in South Yarra, built to carry the campaign for the 56-apartment building. The project was valued at $1 million and completed in 2015. The suite comprised a full-size display apartment with the specified finishes, a model of the building and a sales office, so that buyers could see the apartment and the outlook before the tower above them was built. The governing constraint is the address. Claremont Street is a narrow South Yarra street with limited footpath and parking, and a display suite that has to receive the public for months needs an entrance, a waiting area and a loading arrangement that do not obstruct the residents next door. The suite opened before the tower's construction started, so the finishes had to be specified and installed ahead of the building contract. 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 South Yarra campaign through its release and was removed once the tower was complete. It precedes the SXY2 tower itself, which Baracon delivered as sales and marketing and project superintendent, and it sits with the display suites built for SXY, Wrap and Trinity.

PROJECT LOCATION
South Yarra, VIC

PROJECT YEAR
2015

STATUS
Completed

BARACON'S ROLE
Project Management and Builder