Wrap - Display Suite

Wrap - Display Suite is the marketing suite for the Wrap apartment development in Southbank, built to carry the campaign for the 300-apartment building. The project was valued at $1 million and completed in 2014. The suite comprised a full-size display apartment with the specified finishes, a model of the tower and a sales office, so that buyers could see the apartment and the Southbank outlook before the building was complete. The governing constraint is the standard and the timing. A display suite for a 300-apartment campaign has to read as the finished building, with the joinery, stone and tapware that will be procured for construction, and it has to open on a date fixed by the marketing programme rather than the building contract. 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 its delivery. The suite carried the Southbank campaign through its release and was dismantled once the tower was complete. It precedes the tower itself, which Baracon delivered as sales and marketing and project superintendent, and it sits with the display suites built for Chevron, Trinity and SXY2.

PROJECT LOCATION
Melbourne, VIC

PROJECT YEAR
2014

STATUS
Completed

BARACON'S ROLE
Project Management and Builder