



Wrap

Wrap is a mixed-use apartment development at Southbank, on Melbourne's inner-southern edge where the Hoddle Grid meets the Yarra and the residential towers of Southbank Boulevard. The building holds 300 apartments above two retail tenancies, carries a value of \$175 million, and was completed in 2018. The apartment stack sits above a street-level retail base of two tenancies, with the residential entry held separate from the shopfronts, and the residential component is the larger of the two uses by floor area. The governing constraint is one of scale and separation. Three hundred apartments and two retail tenancies share a single structure, and each component requires its own access, services, fire compartmentation and handover regime before practical completion can be certified.

Coordinating those regimes across a building of this height is the work that determines whether the programme holds. Baracon's role was sales and marketing and project superintendent. The sales and marketing appointment covered the release strategy, the pricing schedule and the display suite that carried the campaign; the superintendent appointment covered contract administration, progress certification, the assessment of variations and the close-out of defects. It sits with Elysium, Dominion and Watergate in Baracon's Southbank and Docklands work, and it is the largest Southbank apartment project the practice has certified by apartment count.

PROJECT LOCATION

Southbank, VIC

PROJECT YEAR

2018

STATUS

Completed

BARACON'S ROLE

Sales & Marketing and Project Superintendent