



SXY DISPLAY SUITE

27 - 29 Claremont Street,
South Yarra, Victoria, Australia

OVERVIEW: Display & Marketing Suite

PROJECT VALUE: \$1M

ROLE: Project Manager, Builder

DESCRIPTION

Breaking new ground in an area traditionally shunned for residential development can be hard work, although you wouldn't think that now of the high density Forest Hill Precinct in South Yarra.

SXY was one of the first building in the area and was on the site of the famous Tetley Tea building adjacent to the well known Yeast Factory of South Yarra.

In order to make the appropriate impression the SXY display was grand. It was a stand-alone building on the Claremont Street side of the site and contained lounge and sign up area, large display wall spaces, a mock up bathroom and kitchen as well as area for model display.

The full glass frontage meant both during the day and at night when lite up the display beamed its offering to the outside world.

The display picked up on many offering's South Yarra area had with city views and close connection to the Botanical Garden and Fawkner Park. The interiors with its loose fittings were completed by the Baracon team right down to towels and soaps in the bathroom.

On opening night red carpet was laid out into the street with a mass of celebrities attending and resultant fanfare in gossip columns the next day...very chic very South Yarra.

For those wondering SXY stand for South Yarra, eXciting, eXhilarating, and eXquisite, etc.