



REFLECTIONS

NORTH MELBOURNE

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Introduction

Reflections is a *unique opportunity* to own a lifestyle in the heart of the highly sought after suburb of North Melbourne. At its core, Reflections is about quality, whether that be in the residences themselves, or in the quality of life they offer. We are all searching for a lifestyle that truly reflects who we are.

Discover perfectly
balanced *parkside living*
in one of Melbourne's
most private & charming
inner suburbs.



Reflecting the best of Melbourne

University
High School

North Melbourne
Primary School

Flagstaff
Gardens

Albert Park Lake

North Melbourne
Recreation Centre

Royal
Melbourne
Hospital

Royal
Children's
Hospital

Eureka
Skydeck
/Tower

Gardiner Reserve

Docklands

Melbourne Star

Queen
Victoria
Market

Crown Entertainment Complex

Port Phillip Bay

University
of Melbourne

RMIT
University

Melbourne CBD

Etihad
Stadium





The Building

A city laid out before you. From its sheltered location amongst the tree lined streets of North Melbourne, Reflections gazes out across the *majestic city skyline*, into the distance. It is a unique position, befitting of such a truly special building.



Reflections is a collection of residences that epitomises the idea of sophisticated, contemporary living.

Externally the architecture of the building is smooth and sleek, but with an element of playfulness, that is both endearing and unique. The curves that combine to shape each balcony frame the outlook to neighbouring Gardiner Reserve, while also creating an individual sense of place for each residence as no two shapes are the same.

However, it is the spectacular reflective nature of the building's exterior that really sets it apart from all others. The mirrored surface captures the surrounding landscape and reflects it back on the world, creating a façade that moves with the rhythm of the seasons.



Artist impression

The Vision

“Reflections is a project that is far more than your standard apartment building. We wanted to go further than that. We wanted to explore the idea of truly integrating the building into the fabric of the North Melbourne landscape. It is such a diverse and unique community.”



Ian Briggs

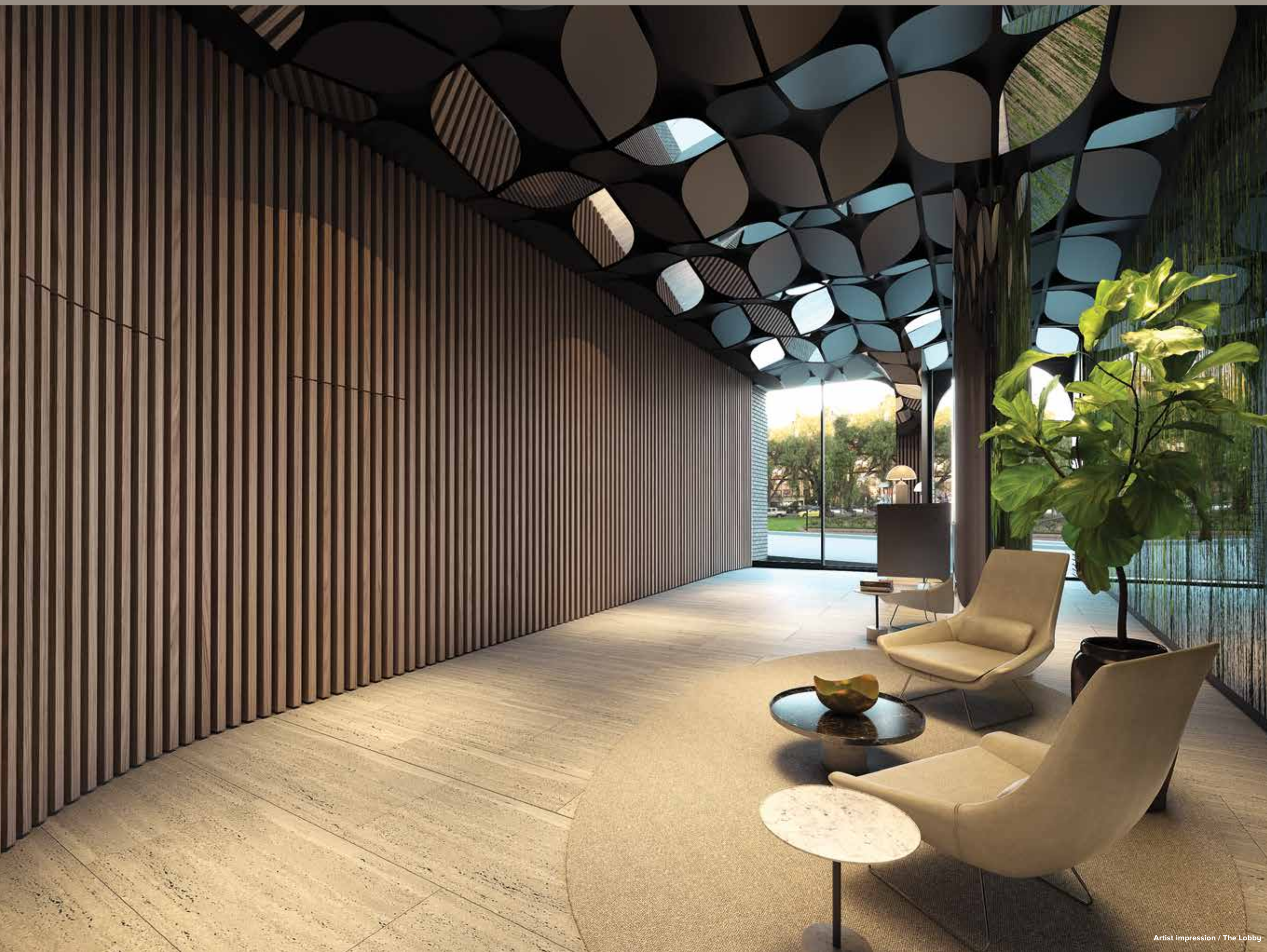
Director | Plus Architecture

We believe that the reflective nature of the façade is instrumental in uniting the building with the environment. A lot of developments are cited as mirroring their surrounds, but Reflections really does. It creates a connection that is deep and profound, so that over time as the area evolves, Reflections will move with it, forever connected.

Capitalising on this spectacular external design, we have looked to continue the notions of quality, individuality and style throughout the building. An impressive suite of resident amenity has been included to enhance the lifestyle experience within the building, while the apartments themselves have been meticulously crafted to offer versatility and elegance in every detail.

A jewel hidden amongst the trees, Reflections is connected to so much, but enjoys a level of *privacy & tranquility* that is unrivalled.





Artist impression / The Lobby

The moment you arrive at Reflections, a sophisticated tone is set. The impressive lobby is designed to be minimal, yet still feels inviting. Reflective panels line the high ceiling, echoing the architectural shapes of the façade, while an undulating wall of timber draws you into the space, leading you toward the elevators at the rear of the space.

Available 6 days per week, the concierge service will further enhance the convenience and luxurious nature of life at Reflections. The range of services that the concierge will offer is comprehensive, ranging from receiving deliveries, organising transport, restaurant reservations and event tickets to co-ordinating housekeeping, dry cleaning and valet parking services if required. It's about peace of mind and the freedom that comes with knowing everything is taken care of.

Reflections will also offer an app for all purchasers to download. This app will keep owners informed of all progress during the construction process and eventually evolve into an owners corporation management tool once the building is complete. Access important information whenever and wherever you require. It's just another way that Reflections will enhance everyday life.

A Grand Entrance

As the building steps back on level 4, it reveals an expansive residents' garden that gazes out across the treetops to the CBD skyline. Artfully composed by the renowned Jack Merlo Design, the garden features large expanses of grassed space, lush garden beds, covered dining areas and large, circular bench seats, ideal for gathering with friends and basking in the sunset.

Private garden



Artist impression / Resident garden

Interiors



Artist impression / Living room

Living Spaces

The residences at Reflections come in a diverse range of configurations, ideal for all manner of needs and wants. They boast generous open plan spaces that flow effortlessly from one room to the next and out on to the balcony.


All residences are available in two distinct colour palettes, each with their own individual charm. Timber floors and joinery give the residences a natural feel, which when combined with abundant natural light, creates a warmth that envelopes those within.

Gourmet Kitchen



Artist impression / Kitchen / Light scheme

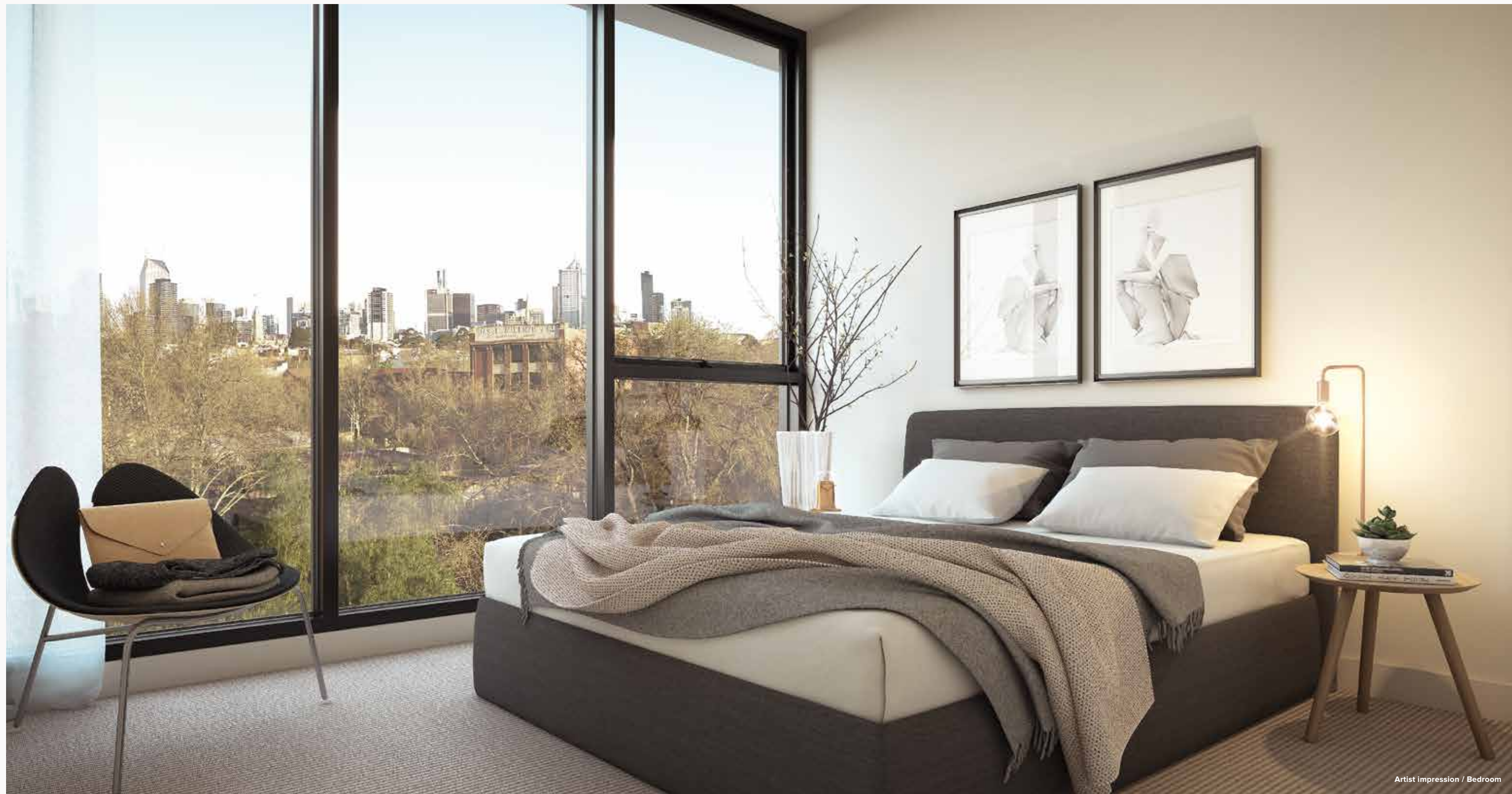
Function and design exist harmoniously in the kitchens at Reflections. Each space has been considered to deliver the highest levels of quality. Stone bench tops, splashbacks and large expanses of timber create an environment that is textural and luxurious. Miele appliances bring a subtle European touch, while options for integrated fridges enhance the already seamless look. These are spaces to gather and create.



Your home is a reflection
of who you are. A place
to live, *celebrate & create*
lasting memories.

Elegant Bedrooms

The bedrooms at Reflections are havens of privacy and calm. Expansive windows allow light to flood the spaces, keeping them fresh and bright, whilst rich carpet provides an indulgent feel. The neutral, yet contrasting colour palette ensures a level of refined sophistication that encourages residents to imprint their individual style.



Artist impression / Bedroom



Artist impression / Bathroom / Light scheme

Refined Bathrooms

In the bathroom, a minimalist aesthetic has been applied to maximise space. The beige tones of the floor and wall tiles and addition of select timber elements, ensures the space does not feel cold, but instead comes across as quite radiant.

Sleek, bold lines keep the look simple and modern, but it is the heightened attention to detail, like the mirrors, specifically shaped to reflect the external form of the building, that elevate the design to a new level.



Location



Royal Exhibition building



Auction rooms

Voted the world's most *liveable city* for a fifth consecutive year, Melbourne has well and truly positioned itself on the international stage.



University of Melbourne

Culture, education, entertainment, sport, dining, shopping and much more; Melbourne has it all. The suburb of North Melbourne resides just on the edge of the CBD, ideally placed to take advantage of both the iconic destinations and local secrets, that make the city of Melbourne so special.

Melbourne's Finest



Joe Taylor



Chanel



Market Lane Coffee



Cafés

1. Auction Rooms
2. Twenty & Six Espresso
3. Code Black Coffee
4. 5 Lire
5. Beatrix Café
6. Roller Door Café

Restaurants

7. Sosta Cucina
8. Town Hall Hotel
9. Agraba
10. Babu Burger
11. Metropolitan Hotel
12. Little Richard's
13. Akita
14. Middlefish

Bars

15. Prudence
16. Joe Taylor
17. Banter Wine Bar
18. 3 Crowns Hotel

Shopping

19. Errol Street / Shopping Precinct
20. Queen Victoria Market
21. Melbourne Central
22. Bourke Street Mall
23. Emporium
24. Collins Street / Fashion Boutiques
25. QV
26. DFO Spencer Street
27. Future Woolworths Supermarket

Arts & Entertainment

28. Newmarket Studios
29. The Comics Lounge
30. Arts House
31. Festival Hall

Education

32. University of Melbourne
33. RMIT
34. North Melbourne Primary School
35. University High School

Health

36. Royal Children's Hospital
37. Royal Melbourne Hospital
38. Royal Women's Hospital
39. Melbourne Private Hospital

Key

- Water Parkland Tram Bus Train line



Gardiner Reserve

Melbourne is home to many spectacular parks and gardens, earning a reputation as “the garden state.” The Royal Botanic Gardens, Flagstaff Gardens and Birrarung Marr, along the banks of the mighty Yarra River, are some of the city’s most well known destinations.

In North Melbourne, nature is entwined beautifully with the urban landscape to create a perfectly balanced atmosphere. Gardiner Reserve is located directly opposite Reflections, providing not only a serene outlook, but also secluding the building from the hustle and bustle of the city beyond.

Hospitals



The Royal Melbourne Hospital

The Royal Melbourne Hospital
300 Grattan Street, Parkville

The Royal Women's Hospital
20 Flemington Road, Parkville

The Royal Children's Hospital
50 Flemington Road, Parkville

Melbourne Private Hospital
Royal Parade, Parkville



The Royal Children's Hospital

Parks



Gardiner Reserve

Gardiner Reserve
North Melbourne

Clayton Reserve
North Melbourne

Royal Park
Parkville

Flagstaff Gardens
West Melbourne



Carlton Gardens

Public Transport



North Melbourne Station

North Melbourne Station
West Melbourne

Tram Route 57 (Nearest stop)
Haines Street / Abbotsford Street North Melbourne

Macaulay Station
North Melbourne

Southern Cross Station
Docklands

Recreation



Melbourne Zoo

North Melbourne Recreation Centre
204 - 206 Arden Street, North Melbourne

North Melbourne Pool
1 Macaulay Road, North Melbourne

Melbourne Zoo
Elliott Avenue, Parkville

Icehouse Docklands
105 Pearl River Road, Docklands



Arden Street Oval



North Melbourne
is a place defined by
*exploration, discovery
& experience.*

Restaurants



Sosta Cucina
12 Errol Street, North Melbourne

Town Hall Hotel
33 Errol Street, North Melbourne

Agraba
63 Errol Street, North Melbourne

Babu Burger
364 Victoria Street, North Melbourne



Metropolitan Hotel
36-42 Courtney Street, North Melbourne

Little Richard's
17 Flemington Road, North Melbourne

Akita
34 Courtney Street, North Melbourne

Middlefish
122-128 Berkeley Street, Carlton



Cafés



Auction Rooms
103-107 Errol Street, North Melbourne

Twenty & Six Espresso
594 Queensberry Street, North Melbourne

Code Black Coffee
119 Howard Street, North Melbourne

Saluministi
8 Atkin Street, North Melbourne



Bars



Prudence
368 Victoria Street, North Melbourne

Joe Taylor
7 Errol Street, North Melbourne

Banter Wine Bar
562 Queensberry Street, North Melbourne

3 Crowns Hotel
365 Victoria Street, West Melbourne

Fresh produce



Queen Victoria Market
Corner of Victoria St and Elizabeth St, Melbourne

Earth & Sky Organics
13 Stawell Street, West Melbourne

Supa IGA
20 - 26 Errol Street, North Melbourne

Foodworks
549 Queensberry Street, North Melbourne

Retail



Quirk and Co
466 Victoria Street, North Melbourne

Cult
680 Elizabeth Street, Melbourne

The Junk Co
583 Elizabeth Street, Melbourne

After Store
99 Therry Street, Melbourne



For those looking to higher education, the internationally regarded University of Melbourne is only a short tram ride away in neighbouring Parkville, while RMIT University boasts a sprawling campus on the north side of the CBD.

Residents of Reflections will be perfectly placed in the heart of some of Melbourne's most prestigious public and private schools. Catering to both primary and secondary school aged children, many are within easy walking distance. The building is also positioned in the highly desirable University High School zone, guaranteeing acceptance into the renowned institution.

Universities



University of Melbourne
Parkville, Melbourne

RMIT University
124 La Trobe Street, Melbourne

Swinburne University
196 Flinders Street, Melbourne

Victoria University
225 King Street, Melbourne



Schools



University High School
77 Story Street, Parkville

St. Aloysius College
31 Curran Street, North Melbourne

North Melbourne Primary School
210 Errol Street, North Melbourne

St. Michael's Primary School
Brougham Street, North Melbourne





Revel Development Group

www.revelsg.com.au

REVEL
DEVELOPMENT GROUP



Alyssia, Brunswick



Albert, Brunswick East

Revel Development Group is a creative fusion of experienced directors with a depth and wealth of knowledge spanning more than 20 years in the industry.

Revel work with the best architects, designers and builders to create uncompromised, quality outcomes for each and every project. From concept to completion we are only accepting of the best locations for our creations ensuring security, future growth and value for our purchasers.

With combined experience having produced well over 1,500 apartments across Melbourne we continue to grow and expand and benefit from our reputation of quality development with a customer focus.

Point Polaris

www.pointpolaris.com.au



Point Polaris provide their clients with industry leading Capital Solutions, Development Advisory and Project Management services. They are currently involved in over \$1bn of property development across the residential, office, retail and aged care sectors. Point Polaris believe in creating places that enrich people's lives and deliver this through careful management and meticulous approach to quality.

Plus Architecture

www.plusarchitecture.com.au



Gravity Tower, Sotuh Melbourne

Plus Architecture is an award-winning, integrated architecture and interior design practice founded in 1997.

Through its thoughtful, well-considered approach, the team's capabilities extend to multi-residential, master-planned, commercial, aged care and mixed use developments.

It is this intersection between design innovation and commercial success that defines the firm, and its architects are constantly striving for design excellence that also adds significant value for the client.

Plus prides itself on the ability to create projects which not only contribute positively to the urban landscapes in which they sit, but that also deliver great commercial outcomes for clients.

With offices in Melbourne, Sydney, Brisbane and New Zealand, Plus is led by its seven Directors and a team of Associates who drive design ingenuity with efficiency and focus, while playing a key role in the constant evolution of our major cities.

Jack Merlo Designs

www.jackmerlodesigns.com.au



Sutherland Road, Armadale

JMD is a boutique firm employing a small team of eight qualified and experienced staff. JMD have vast experience working on high-end residential and commercial developments with some of Australia's leading architects and developers, for example SJB Architects, Jackson Clements Burrows Architects, Rob Mills Architects, Salta Properties, Fridcorp and BPM Construction and Development Group.

JMD have earned a reputation in the industry as a leading landscape design firm and I believe that this can be largely

attributed to the fact that Jack Merlo himself is personally involved in every project they undertake, from concept to completion. Whilst Jack is supported by a small team of qualified landscape architects, designers and draftspersons, the design process is tightly controlled by him personally.

It is this personal involvement that ensures clients that every JMD project ends up with its own individual look or signature. JMD's design approach is customised to each project ensuring that their designs are recognisable but never repeated.

A man and a woman are shown from the chest up, looking out over a cityscape. The woman, on the left, has long dark hair and is wearing a black and white patterned beret and a matching patterned jacket. She is smiling and looking towards the camera. The man, on the right, has long brown hair tied in a bun and is wearing a teal-colored sweater. He is looking off to the side, away from the camera. The background is a blurred cityscape with trees and buildings under a bright sky.

Reflections is a building that will reflect the culture of North Melbourne and the individuality of its residents long into the future. It is now, and will forever be, a *timeless addition* to a vibrant landscape.

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DEVELOPED BY

REVEL
DEVELOPMENT GROUP



Parkside living
at its finest