



GEORGE

STREET





BEN WHITE, Property Developer

## Brought to you by trusted property developer, Ben White.

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With upward of 25 years experience in the property industry, Ben White has collaborated with a number of acclaimed property groups including Cbus Property, Salta Property Group, Vicinity Centres, LK Property, Stockland and many more, throughout Melbourne, Canberra and London.

He has contributed to some of our country's most significant developments including Collins Arch, featuring over 230 apartments combined with the W Hotel, along with Capital Grand South Yarra, Vogue South Yarra, The Emporium, Freshwater Place and Kingston Foreshore.

Ben carries an intricate understanding of building design and sustainable development, and is passionate about delivering quality regeneration in the built environment. George Street reflects his commitment to timeless yet innovative projects that enrich neighbourhoods and the lives of those who reside there.





WENDY BERGMAN, Interior Designer & Director

## Curated by the award-winning team at Bergman & Co.

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Bergman & Co. are renowned for their exciting designs in some of Melbourne's most popular restaurants and bars. Working across hospitality, residential, commercial and retail projects, Bergman & Co.'s style is inspired by international travel, and underpinned by environmental consciousness and innovation.

Award-winning director Wendy Bergman, alongside her experienced team, collaborates with local artists, craftsmen and designers to create unique and bespoke spaces that enhance people's experiences.



POODLE BAR, Gertrude St Fitzroy | ARMITAGE JONES, Little Bourke St Melbourne



CHANCERY LANE, Little Collins St Melbourne



JUNYI & FITZROY LTD, V-ZUG Appliances

## Innovative appliances crafted by the industry leading manufacturers at V-ZUG.

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For more than 100 years, V-ZUG have made it their mission to make everyday life easier through high-quality, innovative household appliances. Whether they are cooking, washing dishes or doing laundry, people who expect their appliances to deliver more than just the basics need look no further than V-ZUG. As the Swiss market leader, they live by Swiss values – and make it possible for people all over the world to experience these with simple, individual solutions that provide lifelong inspiration and delight.

This is what is meant by “Swiss perfection for your home”. Residents of George Street will enjoy a range of V-ZUG appliances, which provide homes with a sleek aesthetic whilst elevating the daily routine.











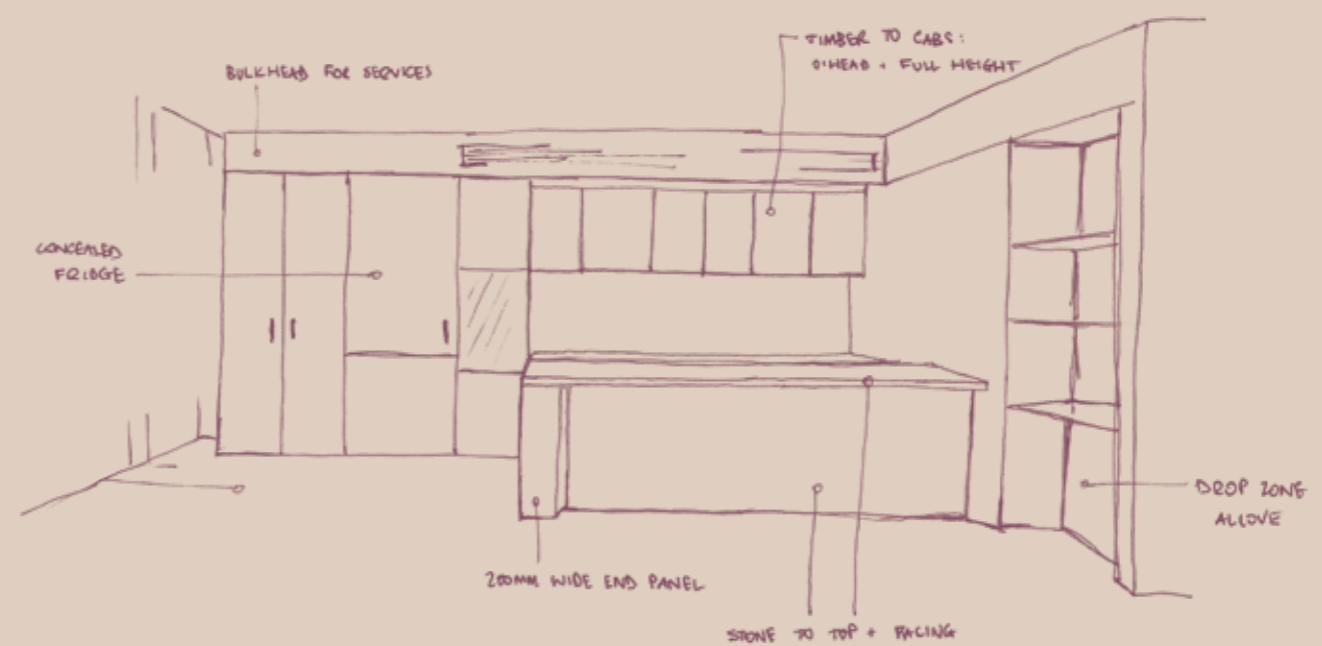






## KITCHEN & DINING

“At the heart of each apartment is a monolithic terrazzo island bench; a striking sculpted design element around which living and entertaining activities can intuitively occur. Deep timber accents and warm grey cabinetry provide a sleek counter balance; a refined material pairing to stand the test of time.”



INITIAL DESIGN SKETCH BY BERGMAN & CO., KITCHEN

TCHEN, Artist Impression





















BEDROOM, Artist Impression



ENSUITE, Artist Impression









## BATHROOM & ENSUITES

“The bathrooms are designed with equal consideration. Speckled terrazzo flooring is contrasted by soft mosaic tiles shrouding the shower niche, giving a gentle sense of tactility and grain. Floating cabinetry, accent lighting and an elegant, freestanding bath create a calming and refined feel, while increasing the sense of space.”



INITIAL DESIGN SKETCHES BY BERGMAN & CO, BATHROOM













#### FITZROY LIFESTYLE

Bursting at the seams with culture, character and creativity, Fitzroy is the oldest suburb in Melbourne – as well as the most progressive. Speckled with lively main streets, leafy side streets and public gardens galore, this thriving inner-city hub is defined by an independent spirit, warm community charm and distinctly urban edge.

Here, experience our city at its most vibrant – with plenty of space to breathe when you need it.

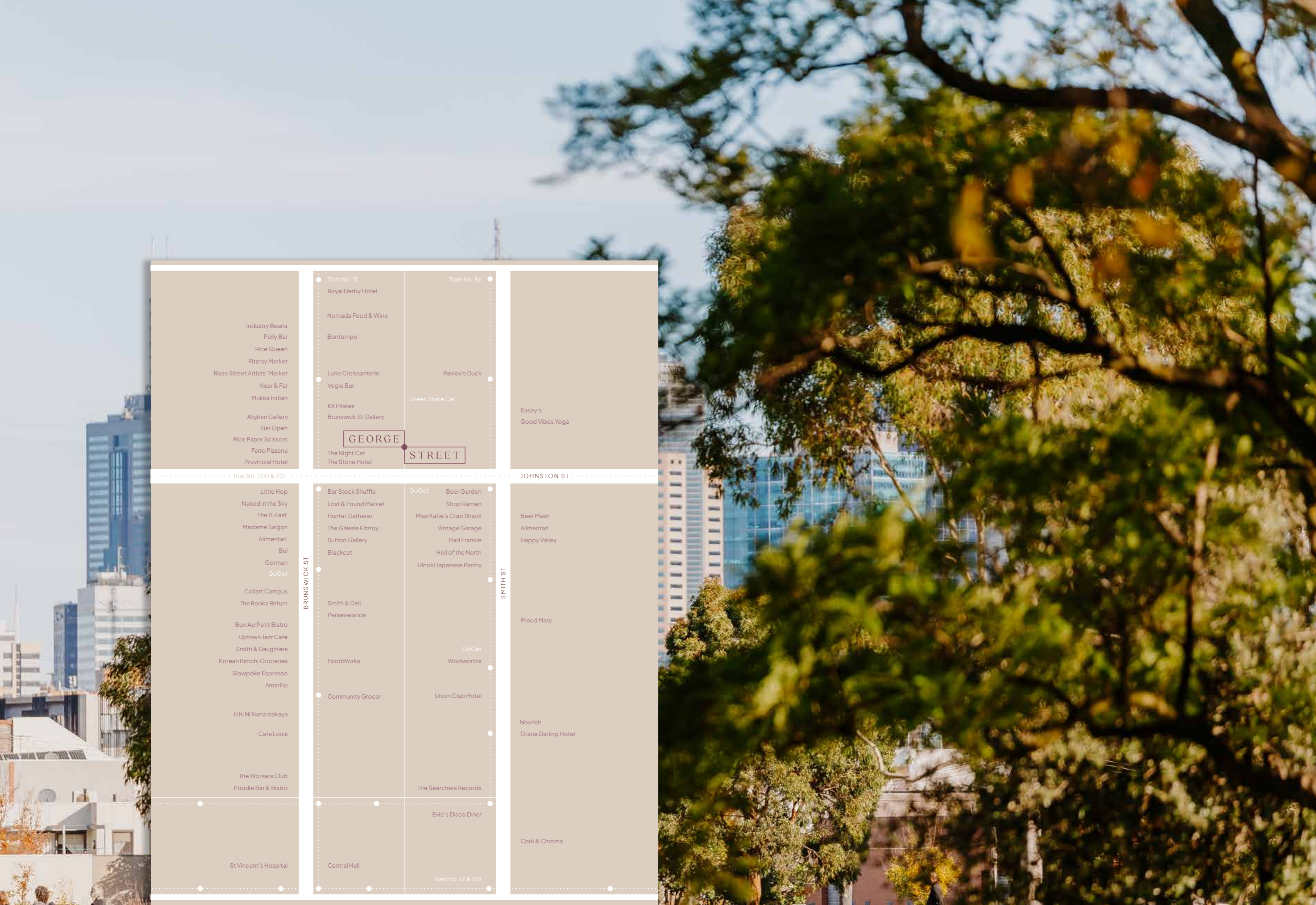




#### AT YOUR DOORSTEP

Encompassed by Brunswick Street, Smith Street and Johnston Street, residents will enjoy convenience and connectivity in spades. From stylish eateries and independent grocers to cutting-edge boutiques and homewares stores, whatever it is you need, it's within moments of your doorstep. For those with a penchant for the outdoors, there's ample opportunities for recreation in your locale – whether it's tennis at Edinburgh Gardens, a dip in the Fitzroy Pool or a bike ride along the Yarra.

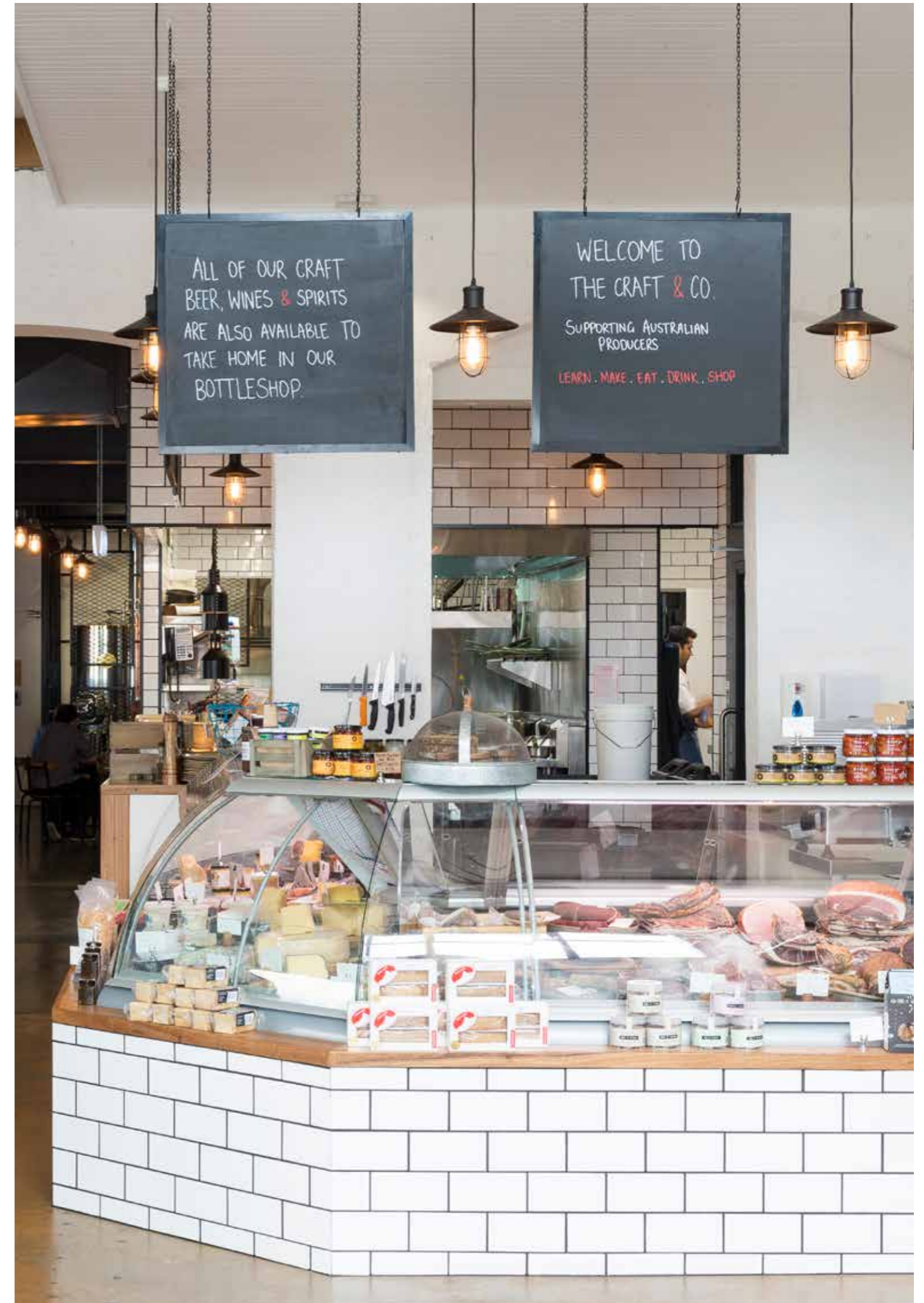




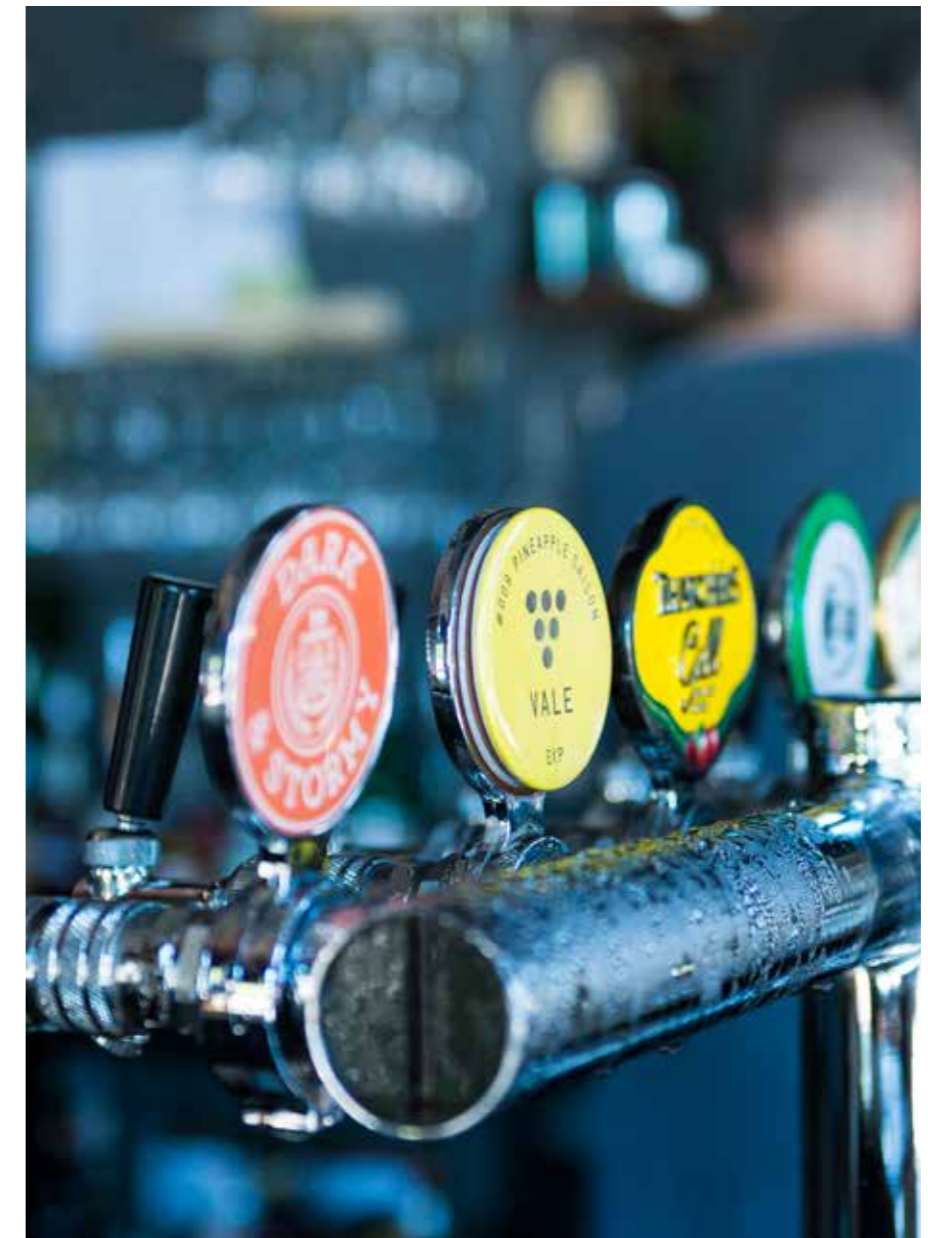




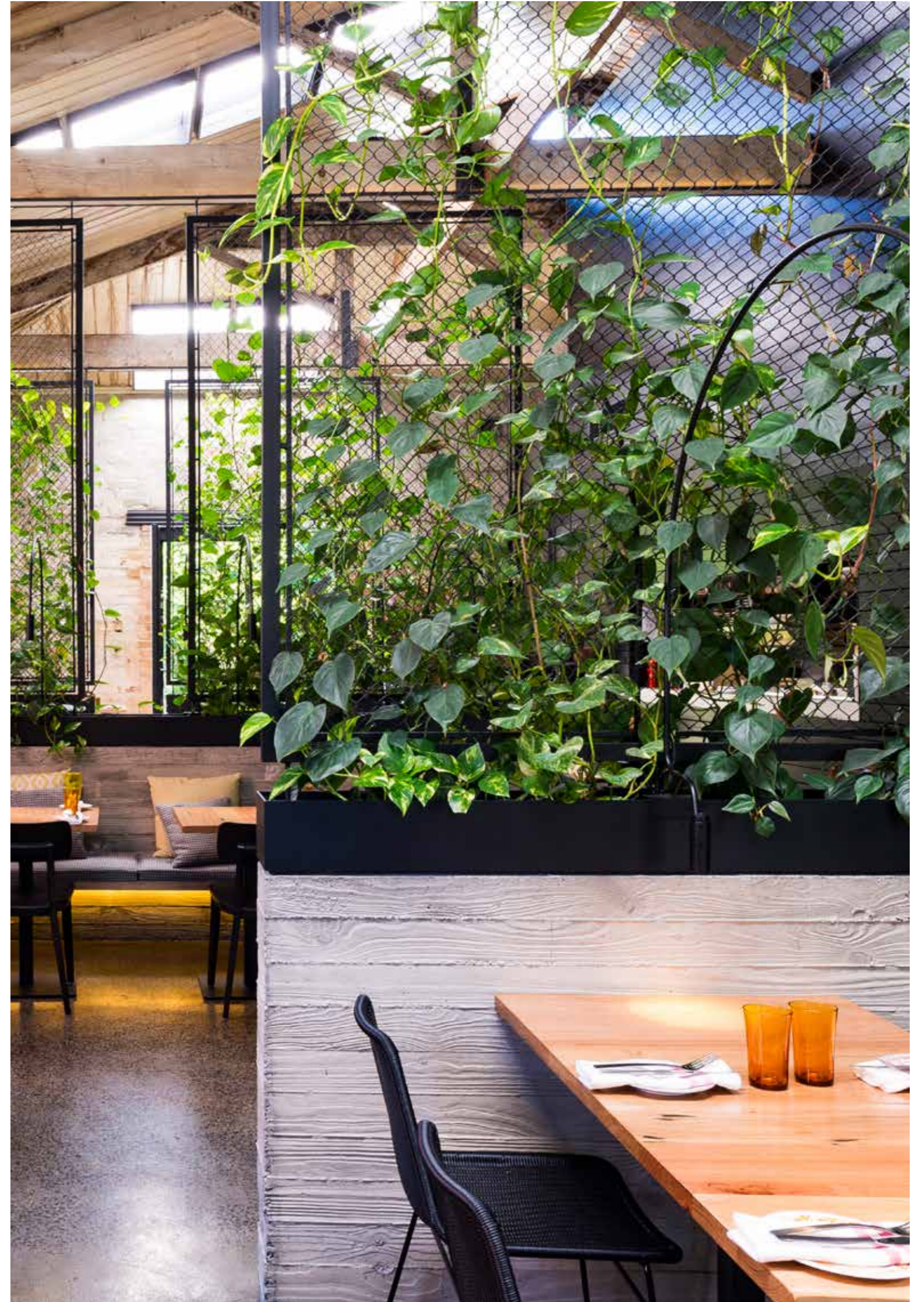




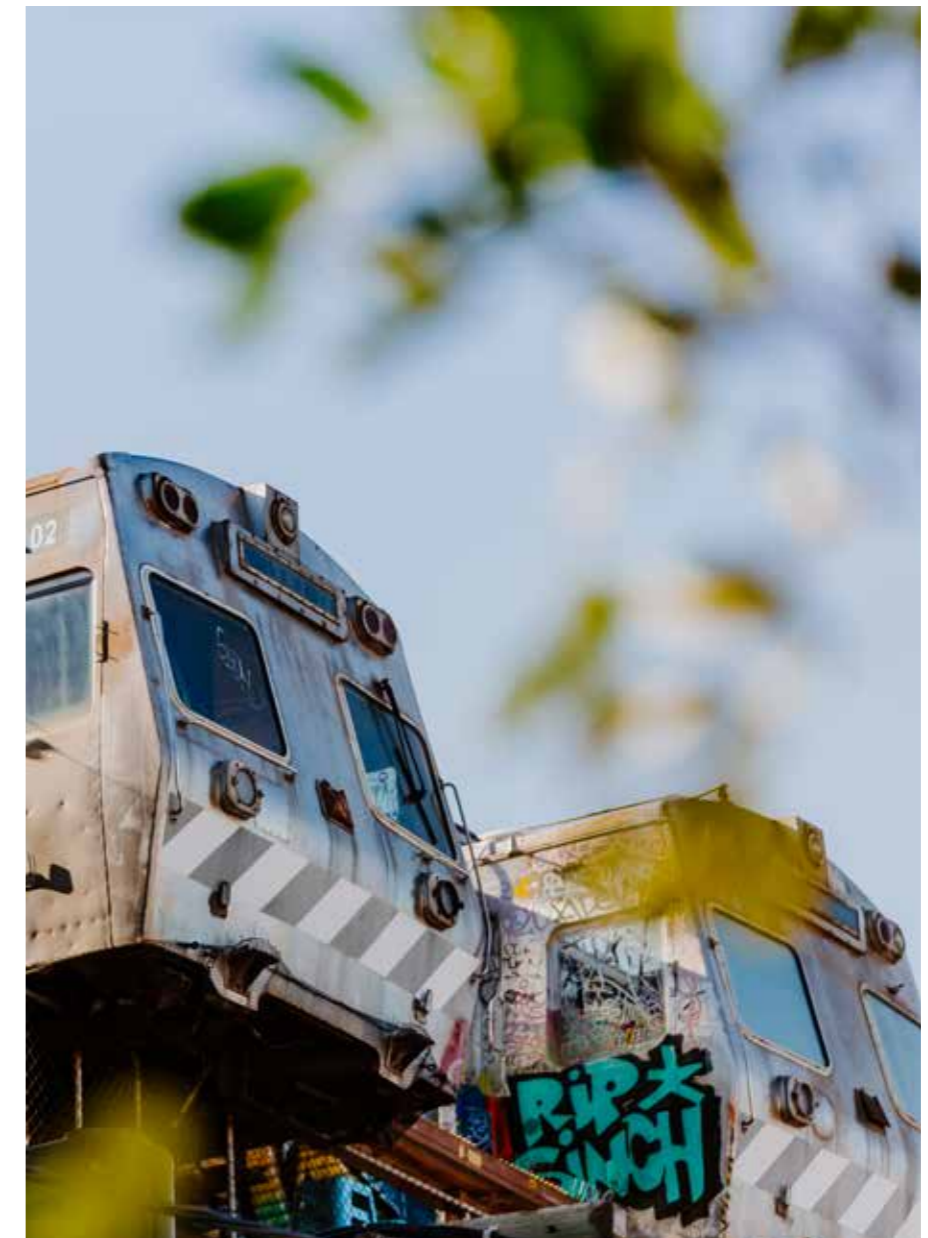




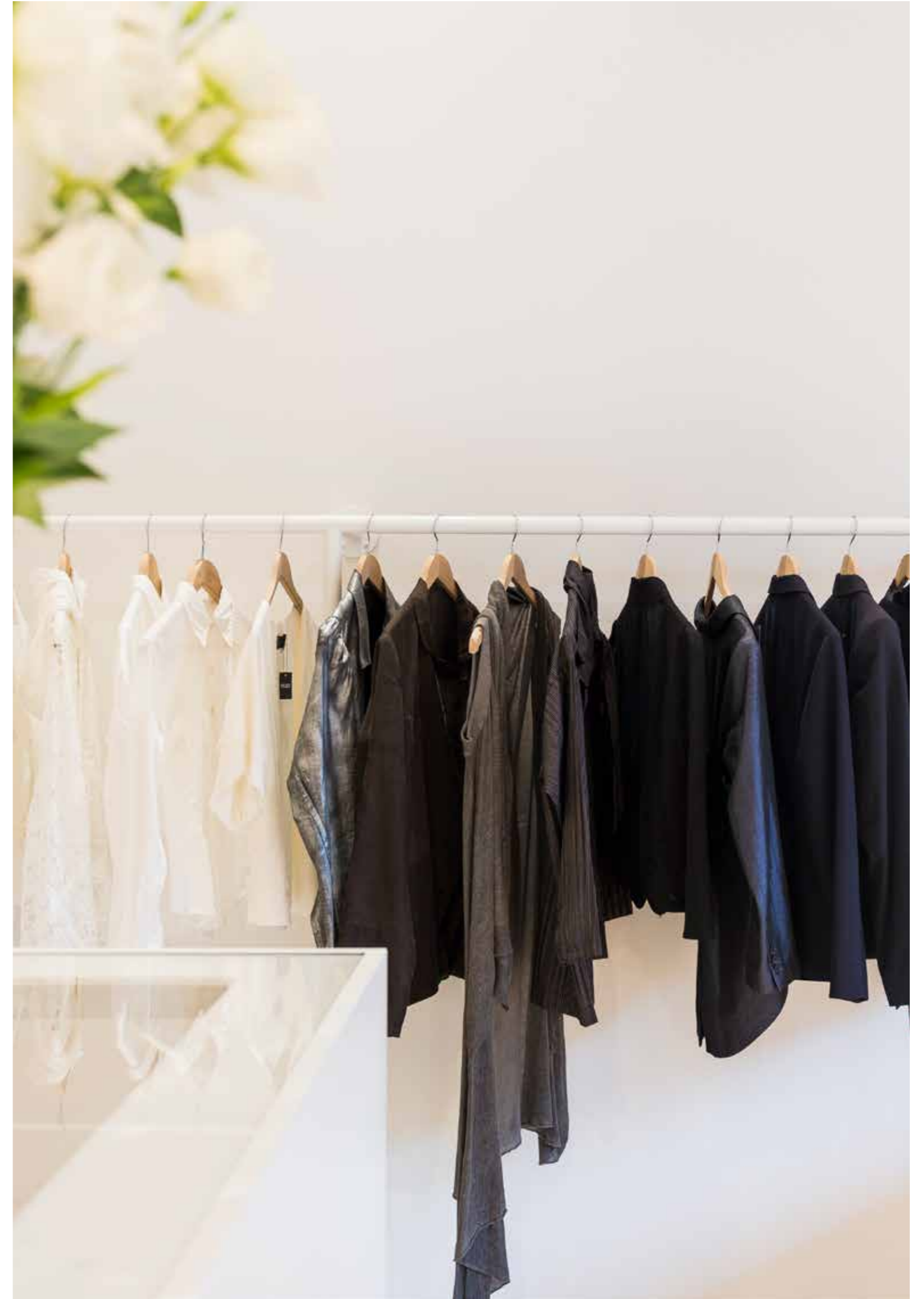








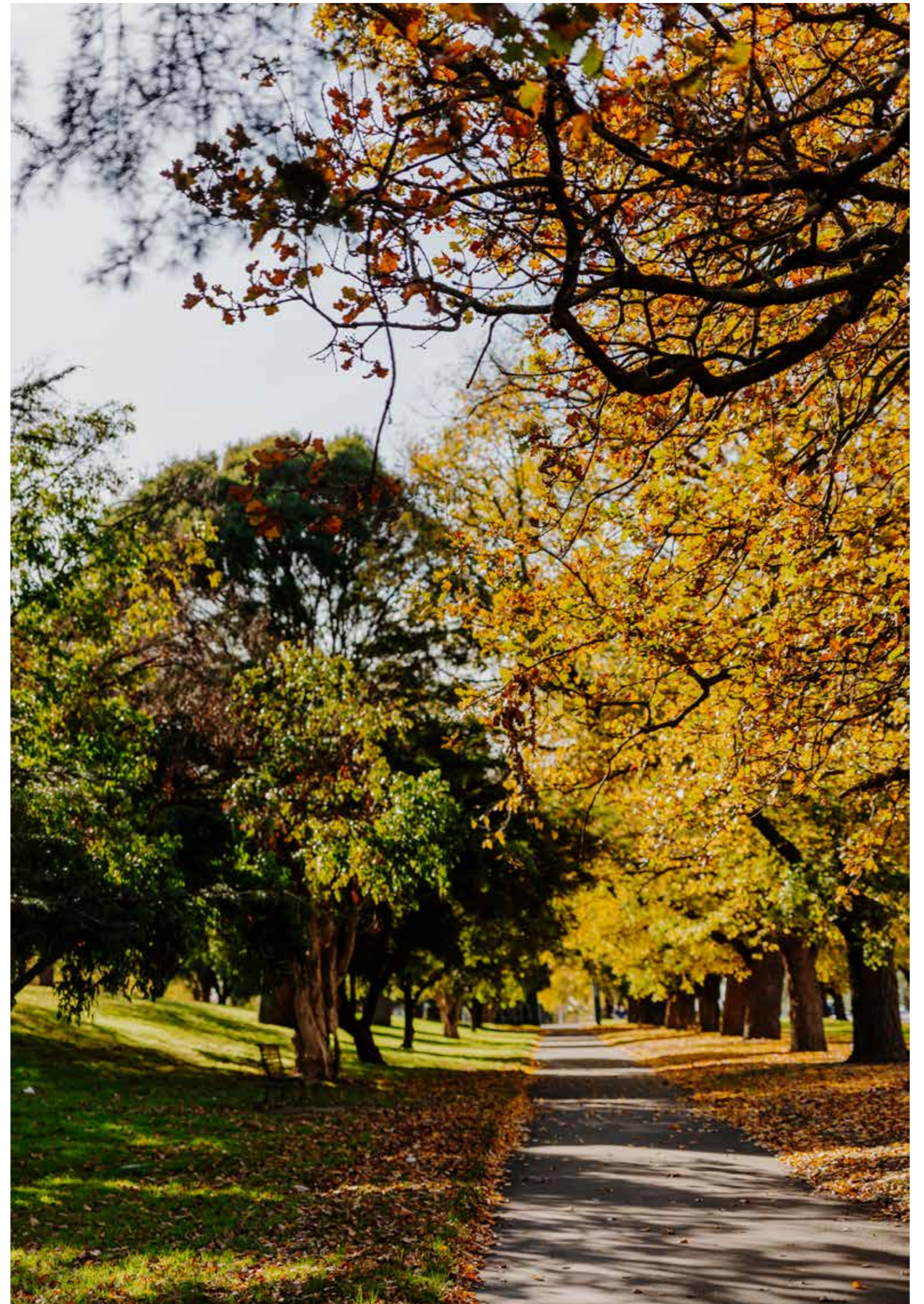








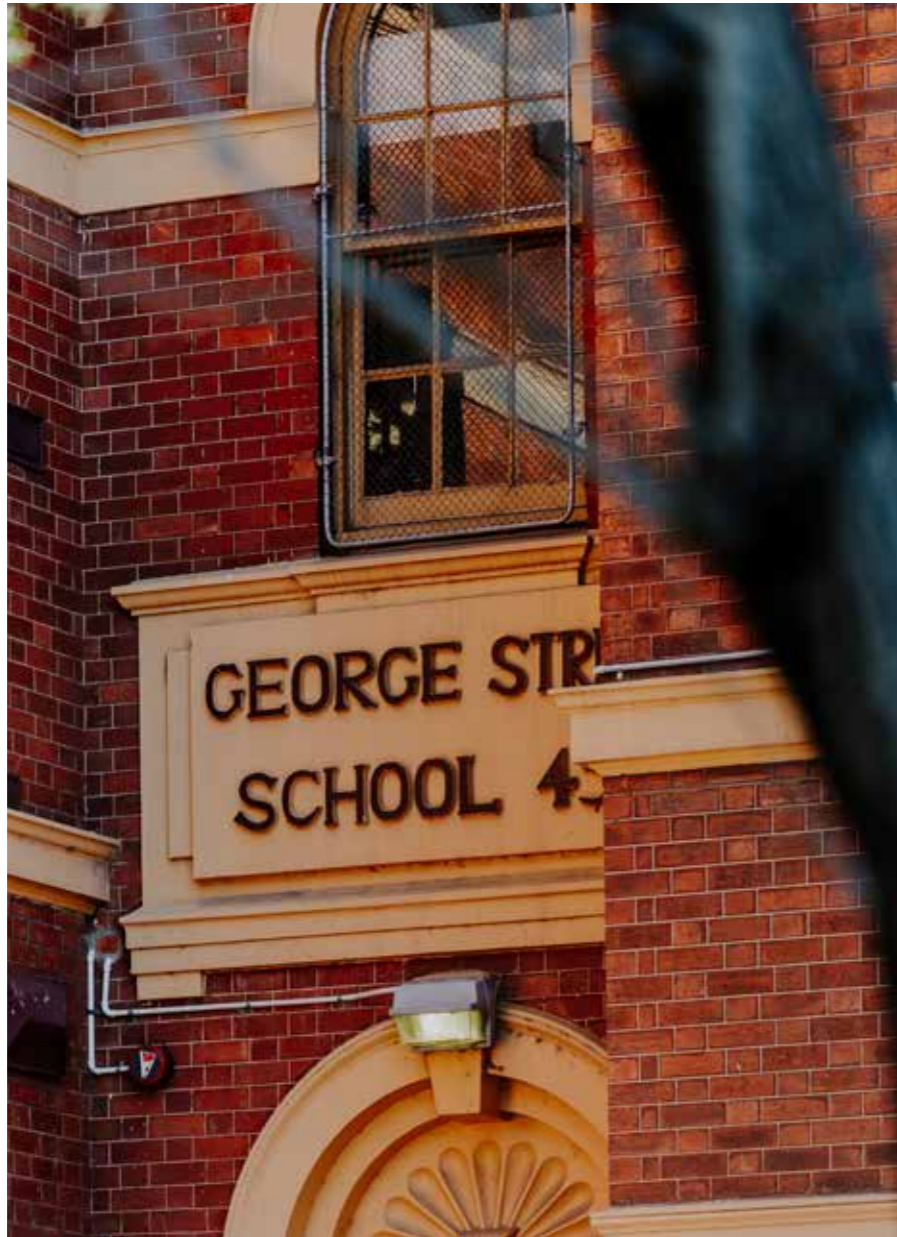








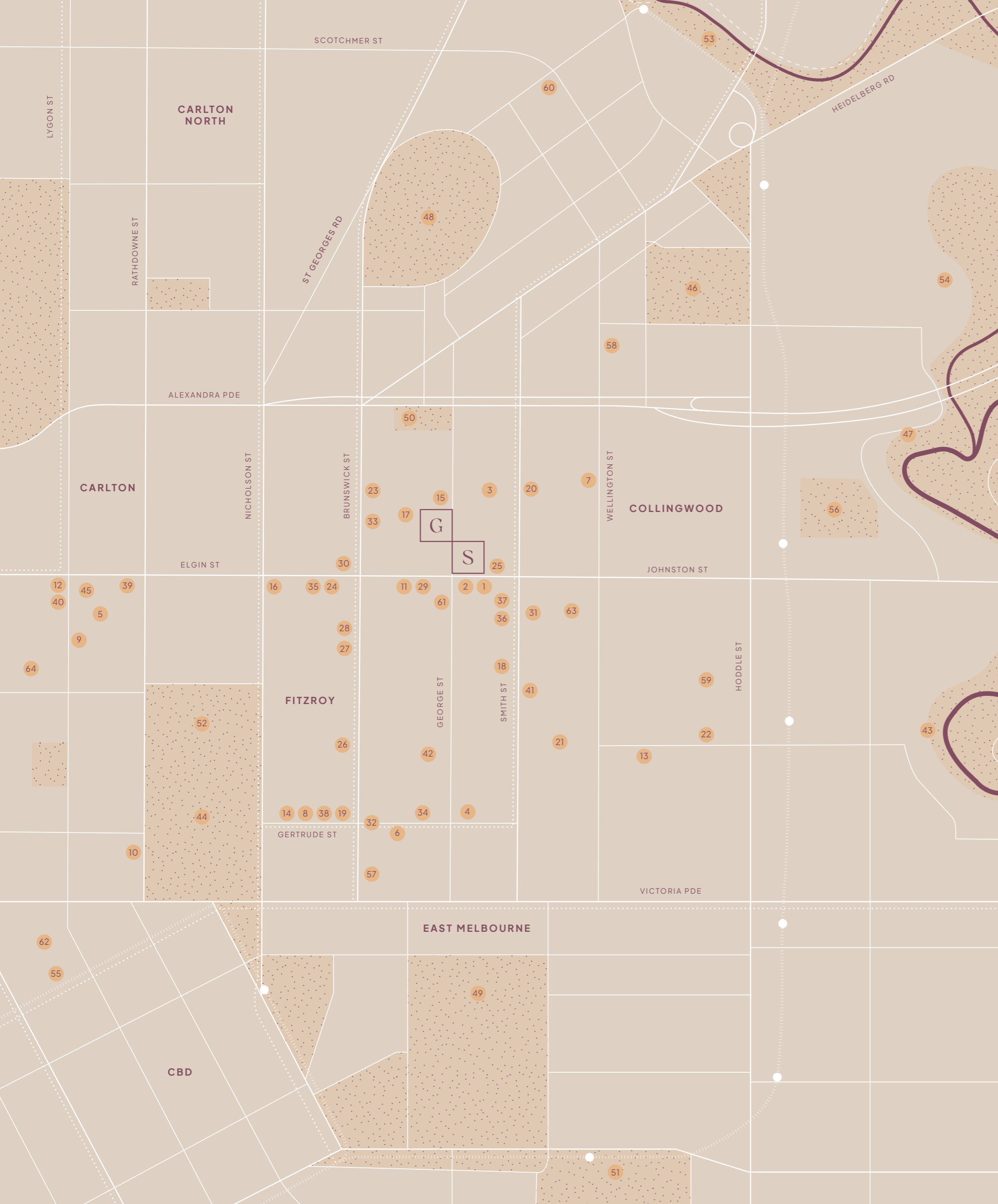












## Wine & Dine

- |                              |                            |
|------------------------------|----------------------------|
| 1 Addict Food & Coffee       | 13 Le Bon Ton              |
| 2 Bar Liberty                | 14 Marion                  |
| 3 Breakfast Thieves          | 15 Marquis of Lorne        |
| 4 Builders Arms Hotel        | 16 Mile End Bagels         |
| 5 Carlton Wine Room          | 17 Napier Quarter          |
| 6 Charcoal Lane              | 18 Panama Dining Room      |
| 7 Chotto Motto               | 19 Poodle Bar & Bistro     |
| 8 Cutler & Co.               | 20 Red Sparrow Pizza       |
| 9 DOC Pizza & Mozzarella Bar | 21 Rosella                 |
| 10 Epoque                    | 22 Stomping Ground Brewery |
| 11 Fitzroy Town Hall Hotel   | 23 Transformer             |
| 12 Heartattack & Vine        | 24 WaKenbo                 |

## Shopping

- |                                  |                      |
|----------------------------------|----------------------|
| 25 ALDI                          | 34 Handsom           |
| 26 American Vintage Clothing Co  | 35 Limb the Label    |
| 27 Arnsdorf                      | 36 Meatsmith         |
| 28 Assembly Label                | 37 Modern Times      |
| 29 Botanica Collective           | 38 Morning Market    |
| 30 Coles                         | 39 Music Swop Shop   |
| 31 Falco Bakery                  | 40 Readings          |
| 32 Gertrude St Shopping Precinct | 41 Sonsa Markets     |
| 33 Gram Sustainable              | 42 Third Drawer Down |

## Leisure

- |                          |  |
|--------------------------|--|
| 43 Andrews Reserve       | 51 Melbourne Cricket Ground                        |
| 44 Carlton Gardens       | 52 Melbourne Exhibition Building, Melbourne Museum |
| 45 Cinema Nova           | 53 Merri Creek Reserve                             |
| 46 Darling Gardens       | 54 Ramsden Street Oval                             |
| 47 Dight Falls           | 55 State Library                                   |
| 48 Edinburgh Gardens     | 56 Victoria Park                                   |
| 49 Fitzroy Gardens       |  |
| 50 Fitzroy Swimming Pool |  |

## Education

- |                                   |                               |
|-----------------------------------|-------------------------------|
| 57 Australian Catholic University | 61 Fitzroy Primary            |
| 58 Clifton Hill Primary School    | 62 RMIT University            |
| 59 Collingwood College            | 63 St Joseph's Primary School |
| 60 Fitzroy High School            | 64 University of Melbourne    |



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Creative by Earl.St

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		RESIDENCES
FITZROY		STREET
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