

44

Greeves



# 44 Greeves

## Developed by Outline

## Introduction

Greeves Street runs through the heart of Fitzroy connecting the thriving hubs of Brunswick Street and Smith Street. It exudes the casual warmth and relaxed pace of one of Melbourne's most beloved and diverse suburbs. Coffee flows in the street beneath plane trees and native gums, between reclaimed industrial buildings and heritage homes.

44 Greeves is the location for seven unique architecturally designed three-bedroom homes, situating themselves in this environment with charming ease and relaxed sophistication. Conceived by Outline Projects and designed by Object Subject Architecture, the dwellings embrace the history and character of the neighbourhood, working within an intimate scale and introducing bespoke handmade interior finishes.

The location is deceptively tranquil given that it is only steps from the bustle of Brunswick Street. 44 Greeves is amply serviced by public transport, schools and public parks, and Fitzroy's enviable array of retail stores, cafés, bars and restaurants are readily accessible.

The exterior of 44 Greeves retains and refurbishes the existing heritage façade. The redbrick building sets the tone for the masonry ground level. Above this brickwork, metal cladding and adjustable perforated metal screens allow for variable levels of light and privacy, transforming the building's appearance throughout the day and year in relation to the changing seasons and environment.

Each home consists of three bedrooms and three bathrooms and is accessed via a secure individual entry. They each also come equipped with a private garage and rooftop entertaining area with direct access from the kitchen. A warm material palette runs throughout the homes. Kitchens are composed of timber veneer cabinetry, terrazzo and stone bench tops and steel detailing. Custom handmade corrugated ceramic tiles by Anchor Ceramics feature in the kitchen. The local studio's ceramic wall lights and hooks feature in the entry to each home.

Kitchens are equipped with luxury appliances by Gaggenau and integrated refrigerators by Fisher & Paykel. Soft oak timber floorboards run throughout living areas and each bedroom is carpeted. Bathrooms feature terrazzo tiles and a handmade Anchor Ceramics pendant light features in the master ensuite. The finest quality materials and craftsmanship provide moments of interest throughout and will mature over time and deepen with use, reflecting the charming heritage of the location. A range of additional upgrades are available allowing for each home to uniquely define itself.

The building at 44 Greeves gently places itself within its location – carefully considered and subtly adorned with a depth of character and amenity befitting the heart of Fitzroy.

## OUTLINE

# 1

# Residence

GREEVES ST FRONTAGE. ARTIST IMPRESSION.



EXHIBITION STREET FRONTAGE. ARTIST IMPRESSION.



ROOFTOP TERRACE. ARTIST IMPRESSION.





TOWNHOUSE 2-7, LEVEL 1, MASTER ENSUITE. ARTIST IMPRESSION.



TOWNHOUSE 2-7, LEVEL 2, KITCHEN. ARTIST IMPRESSION.



TOWNHOUSE 1, LEVEL 1, LIVING ROOM. ARTIST IMPRESSION.





# 2

# Anchor Ceramics

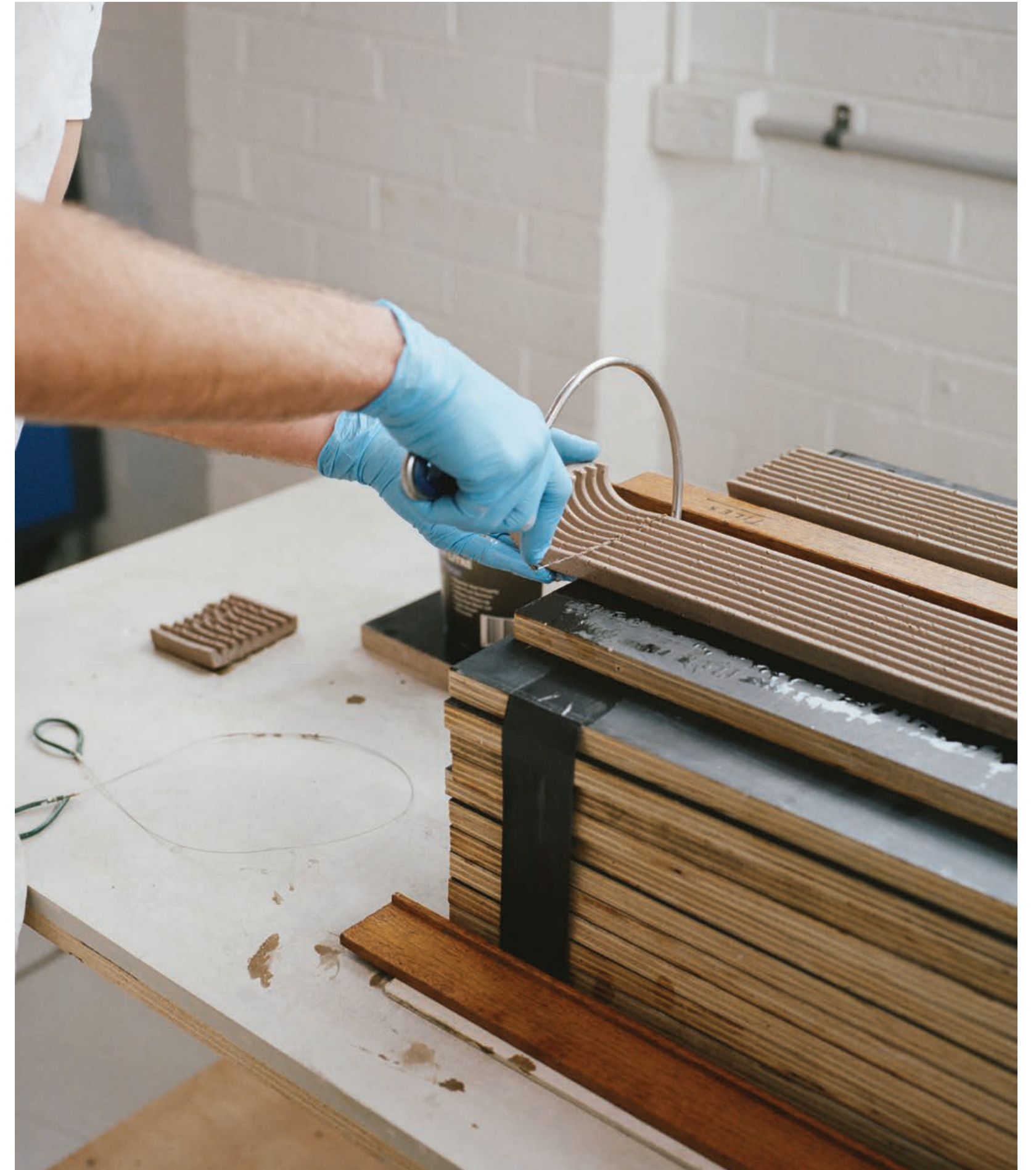
## Anchor Ceramics

Based in Melbourne's north, Anchor Ceramics is a design studio that produces handmade ceramic lighting, tile, outdoor and hardware products. The practice emphasises considered design, high quality, and a celebration of the love and care that comes from making by hand. The subtle variations found in objects made by hand are evident from fitting to fitting, and from tile to tile. These small differences give each piece its own unique character and draw attention to the rich history and sensory joy of handmade goods.

Anchor Ceramics is providing ceramic lighting, tiles, and wall hooks to the seven homes at 44 Greeves. The tiles and layouts have been customised in response to the spaces designed by Object Subject Architecture.

Anchor Ceramic's tiles have been specially developed within the studio in Melbourne using a combination of traditional techniques and contemporary design thinking. These products are refined handmade forms created using various stoneware clay bodies. Taking full advantage of traditional cutting and glazing techniques, each step of the tile production is undertaken by hand; each finished tile is a unique object, rich with subtle variations. The tiles and lighting aim to offer a meaningful human experience at a residential level. They are the products of a practice that puts the needs of people at the centre of design solutions.

As with the architecture of these townhouses, the ceramics have been designed to create a tactile experience that is both seen and felt. Form, space, light, texture and colour have been fundamental considerations in situating these pieces within the built environment of 44 Greeves.



ANCHOR CERAMICS STUDIO, 12420 WALL HOOK, STONEWARE AND CHARCOAL GLAZE.



ANCHOR CERAMICS STUDIO, MAKING THE 100 CORRUGATED SERIES STONEWARE TILES.



ANCHOR CERAMICS STUDIO, 12420 WALL HOOK, STONEWARE AND CHARCOAL GLAZE.



ANCHOR CERAMICS STUDIO, 100 CORRUGATED SERIES TILES ON KILN TILE SETTERS.





3

Fitzroy

## Location

Fitzroy features prominently in Melbourne's imagination. It is one of the city's earliest suburbs and its aboriginal history, working class roots, industrial heritage and cultrual richness have in recent decades seen it evolve into a vibrant residential and commercial hub.

Before white settlement, the Wurundjeri people lived, worked and looked after the land in the area where Fitzroy now stands. Fitzroy's aboriginal community to this day maintain a strong bond with the land. Following white settlement, the arrival of various immigrant communities over two centuries has further cultivated one of Melbourne's most culturally and socially diverse suburbs.

Fitzroy sits on the north-eastern shoulder of the CBD, cushioned by gardens, scored several ways by public transport and dotted with heritage relics of its past. Brunswick Street, Gertrude Street, Smith Street and Johnston Street loop around its beating heart, which is in itself the spiritual centre of the inner northern suburbs. Contemporary and heritage residential dwellings sit among reclaimed light industrial buildings. The streetscape, on main thoroughfares and in the suburb's quiet backstreets, are lined with trees, schools, cafes, pubs, and parks. The suburb is constantly evolving but remains a lively social centre known, consistently through its many variations, for its relaxed charm.

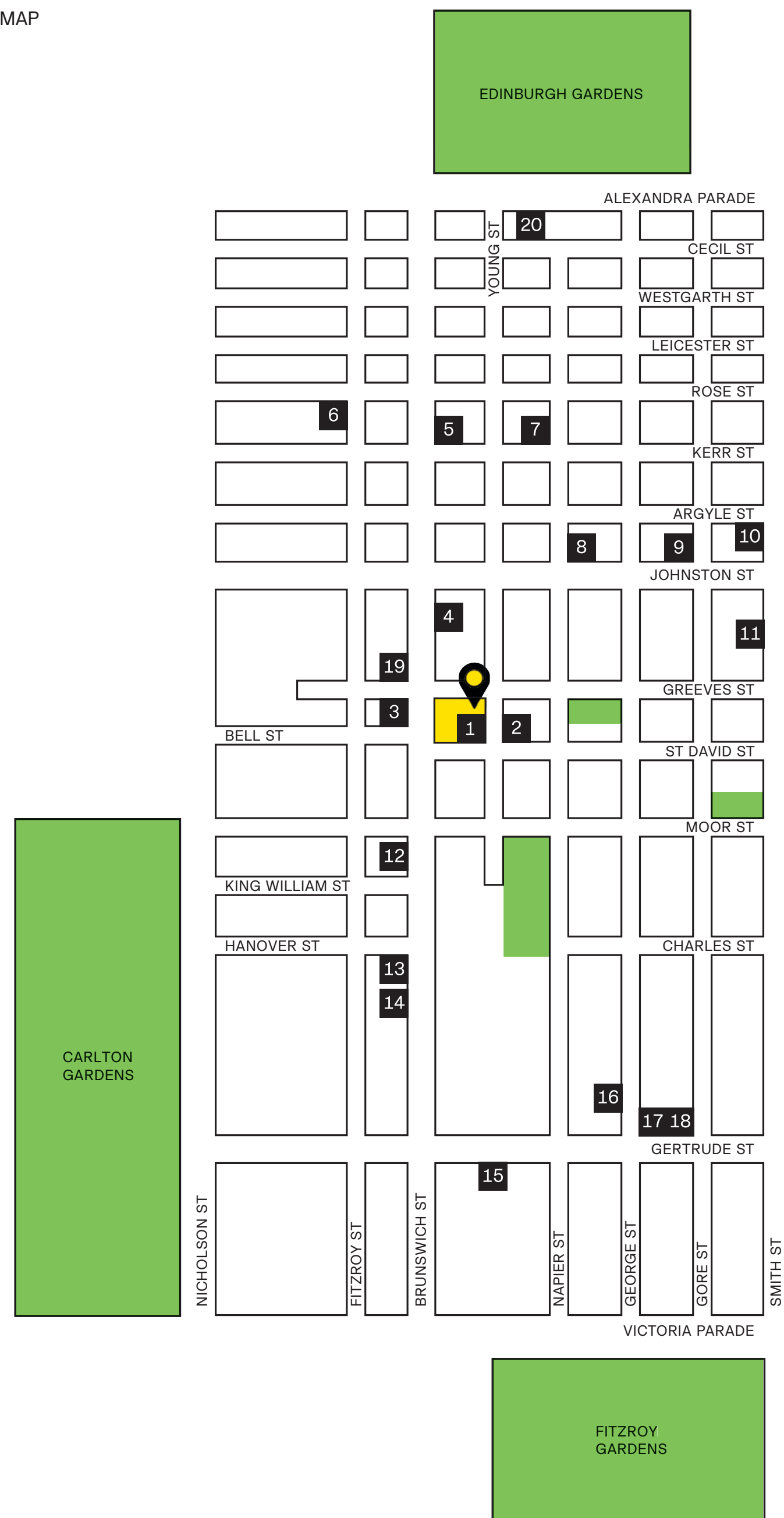
The community is known for the variety of its offering. A day can quickly disappear in savouring this offering: borscht for lunch at Babka, an exhibition at the Centre for

Contemporary Photography, a bunch of seasonal flowers from Vasette and a 12" record from Polyester Records, a stroll through Fitzroy Gardens, oysters and wine at Bar Marion and a nightcap at Amarillo.

Fitzroy is defined by its rich history, unassuming but unrivalled amenity and diverse cultural offering. And the pubs. So many pubs.

- 1 44 GREEVES
- 2 THE RAINBOW HOTEL
- 3 GORMAN
- 4 KLOKE
- 5 BABKA BAKERY
- 6 INDUSTRY BEANS
- 7 NAPIER QUARTER
- 8 GREAT DANE
- 9 MARK TUCKEY
- 10 CHE EYEWEAR
- 11 MODERN TIMES/20TH CENTURY
- 12 ALPHA 60
- 13 AMARILLO
- 14 THONET
- 15 GERTRUDE ST
- 16 THIRD DRAWER DOWN
- 17 ARCHIE'S ALL DAY
- 18 BUILDERS ARMS/RICKY & PINKY

## FITZROY MAP



FITZROY TOWN HALL, 201 NAPIER ST, FITZROY

EDINBURGH GARDENS, ALFRED CRES, FITZROY NORTH



CORNER OF MOOR ST AND GORE ST, FITZROY



GORE ST, FITZROY





ROYAL EXHIBITION BUILDING, 9 NICHOLSON ST, CARLTON



MODERN TIMES, 311 SMITH ST, FITZROY

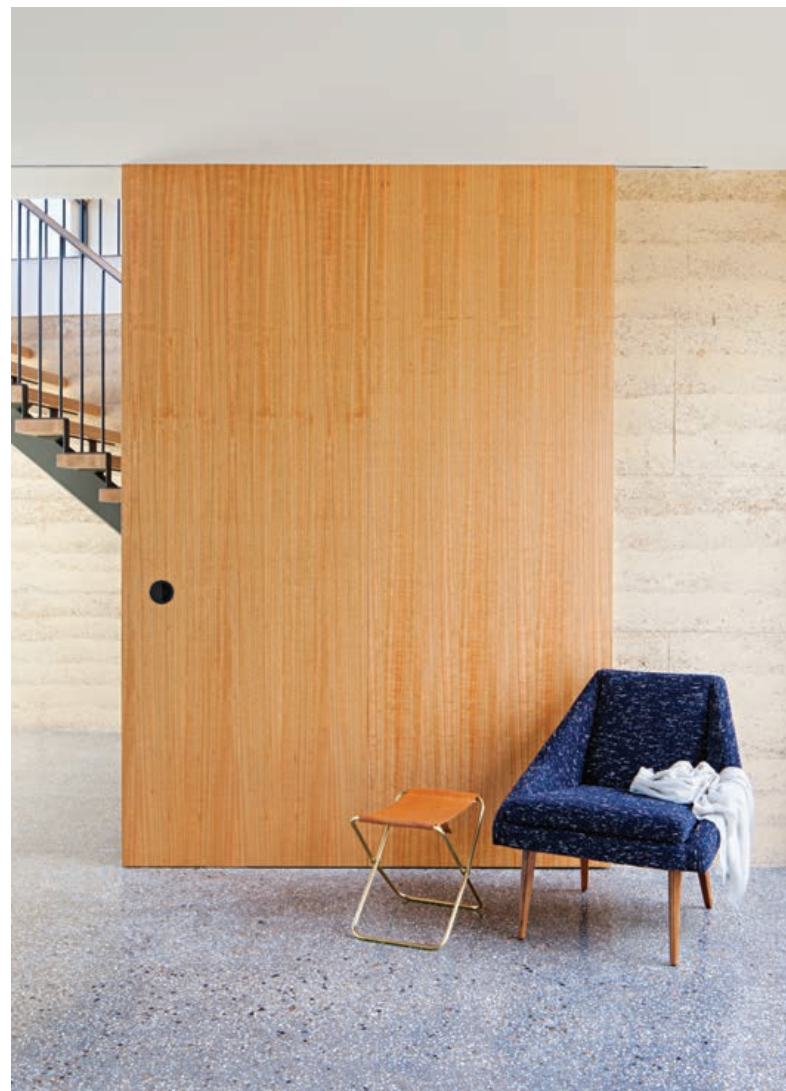




Developed by Outline

Outline is a property developer determined to deliver projects of enduring value. We aim to inspire the imagination and encourage collaboration at every stage of the development process. From the finest of details to the broadest context of space and location – from the technical to the visionary – consideration is applied in equal measure to ensure quality on every level. This approach is as important to those who choose to invest as it is to those who wish to occupy. Because it is this sense of scale, this commitment to balance, that will allow us to consistently produce projects of excellence.

Years of experience engender an understanding of the unique nuances of a location. 44 Greeves exercises a keen eye for contemporary living and aesthetics and fine details, expressing the quality and precision of Outline Projects' approach.



Architecture by Object Subject

Object Subject is a practice concerned with the design and delivery of thoughtful, considered and critical architecture. Based in Melbourne and led by directors Michael Barraclough, Dennis Prior and Stephen Bekhor, we approach each project with a sense of curiosity, rigour and enthusiasm. We are sensitive to the ambitions of our clients and work collaboratively to develop creative responses that exceed expectations. We are committed to contemporary design and innovation, and believe architecture has the potential to make a significant contribution to culture and the built environment. Our work spans a range of scales, budgets, and typologies, but is always driven by a pursuit of conceptual and aesthetic depth, which we believe resides in the complex and discursive relationship between buildings (objects) and people (subjects).

IMAGE OBJECT 01, PHILLIP ISLAND RESIDENCE.  
PHOTO BY SHANNON MCGRATH

Developed by

**OUTLINE**

Ceramic Hardware by



**ANCHOR CERAMICS**

Appliances by

**GAGGENAU**

Agency by

**Nelson  
Alexander**

Enquire

Roland Paterson  
Alex Hill  
0419 276 198

[44greeves.com](http://44greeves.com)



## OUTLINE