

Holme: <sup>1</sup>·A place where the story begins. <sup>2</sup>·Where time passes more slowly. <sup>3</sup>·A place where I'm always inspired. <sup>4</sup>·A place to land at the end of the day. <sup>5</sup>·The place where I'm truly myself. <sup>6</sup>·That sense of peace that you are in the right place. <sup>7</sup>·Where friends come together. <sup>8</sup>·A place for reflection and story. <sup>9</sup>·A place to launch a journey. <sup>10</sup>·A place to share. <sup>11</sup>·Where my heart beats strongest.









# 1. A place where the story begins.

Holme – a small island, bordered by an estuary, stream or otherwise active body of water; an islet close to land; a site of permanence amidst an environment of movement and flow.

Positioned on a rare island site in Collingwood – bordered by Cambridge, Derby, Langridge and Wellington Streets – Holme is the embodiment of this definition. A sanctuary in the midst of activity – a place both connected and apart – it is a unique building in this dynamic and historically rich suburb. Set back from Collingwood’s array of dining, coffee, art and cultural activity, and positioned on the cusp of the East Melbourne, Fitzroy and the Melbourne CBD, Holme offers a new quality of experience,

design and living in an unparalleled location.

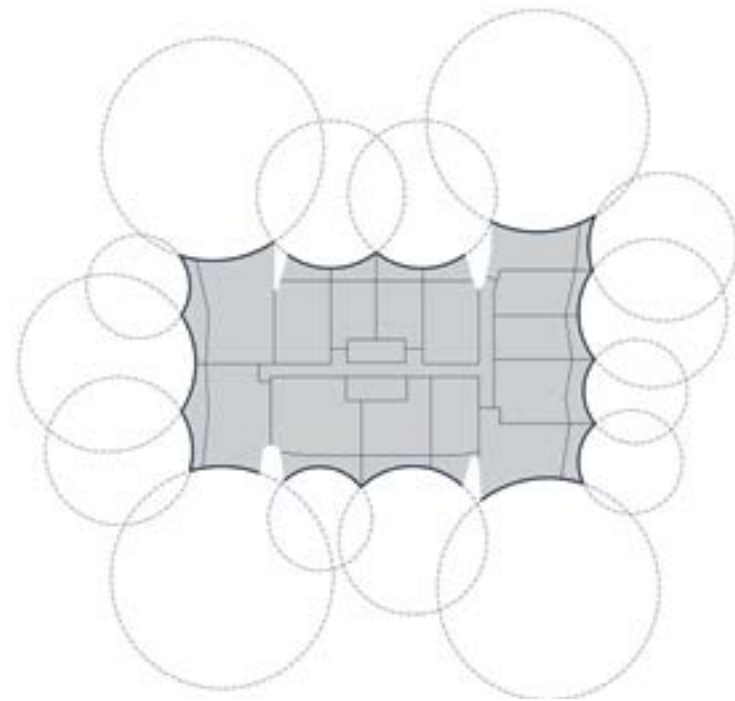
Cbus Property and John Wardle Architects’ vision for the project was to create an iconic landmark that would do justice to the location, all the while elevating the notion of apartment living in Melbourne. It’s an idea that Holme will realise by drawing on a language of exemplary design, robust materials and a genuine integrity of build, rather than that of flamboyance or ostentation.

Rising from its curved 1920s façade – echoing and offsetting its built environs – Holme is at once sensitive to and atypical of its place in this post-industrial suburb. It is striking but quietly spoken, conversing with the street as much as it forges a new iconography of its own.





## 2. Where time passes more slowly.



The notion of presence can't be underplayed when considering John Wardle Architects' remarkable design for Holme.

JWA's work not only forges a powerful and singular identity for the building, but as all great structures should, offers three distinct layers of perspective: from a distance, where we can appreciate a building's silhouette and its setting; from the mid-ground, where we can observe the surroundings and the ways in which the building dips into the fabric of the street; and from up close, where a true sense of the feel, texture, grain and more experiential qualities of the built form is realised.

This multifaceted dynamic is essential to our reading of Holme. The building's formal, contextual and material qualities are each incredibly rich in their level of research, detail and sensitivity. The elegant tower, marked by radial curvatures and indents, draws inspiration from the

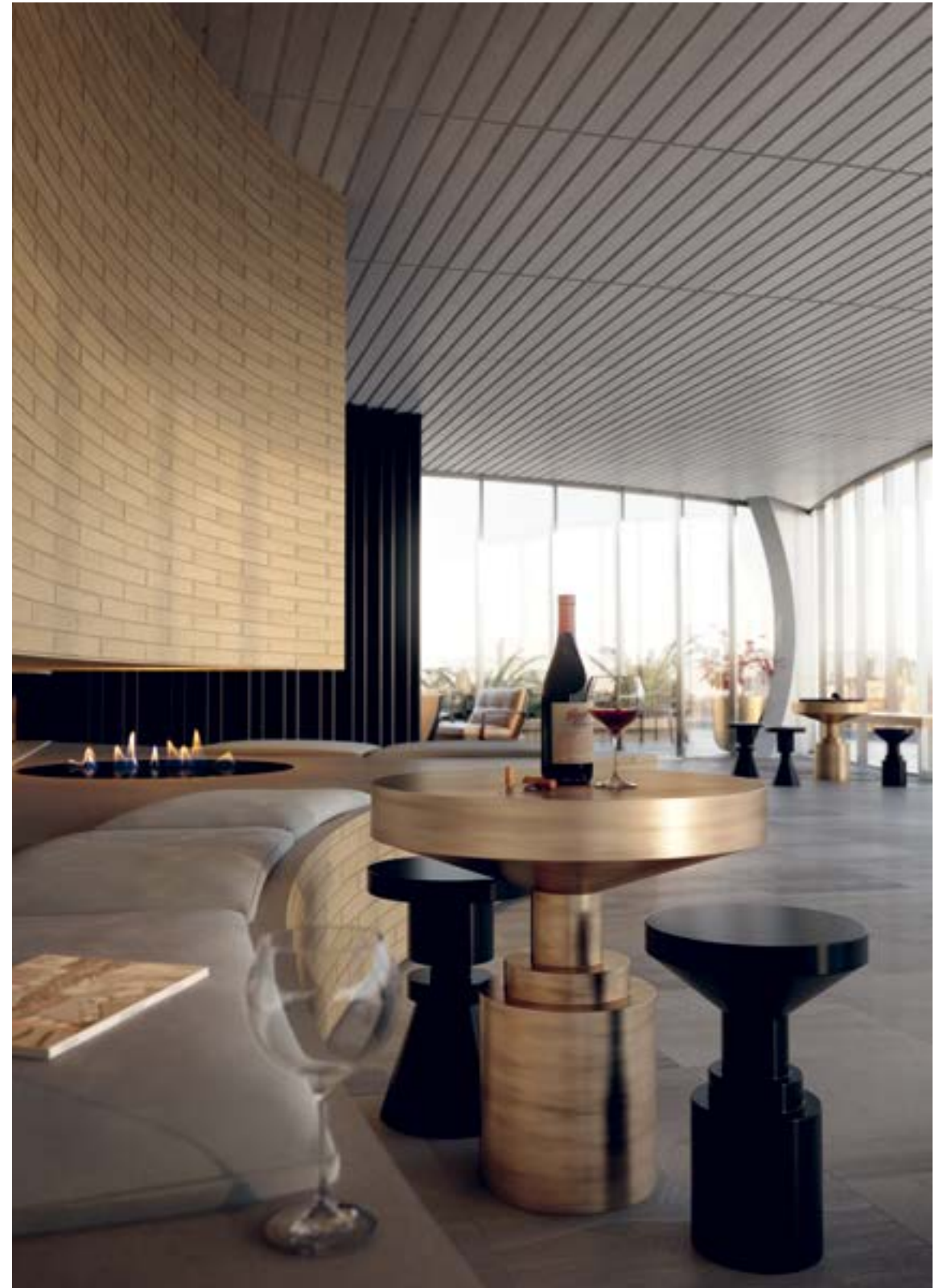
vast grain silos that characterised Collingwood's industrial history. Referencing the remnant negative space between cylindrical silo forms, the building echoes the past while adding a striking, singular gesture to the existing architectural landscape.

The building's presence at street level is equally as rich, with the 1920s industrial façade maintained and accompanied by an intricate exploration in brickwork, which come together to form the building's podium. With each of the four street frontages revealing something of a different texture, tonality and grain, the podium creates a juxtaposition and compliment to the tower above. It is at once respectful and ambitious, grounding itself in the landscape and history, while lofting upward to cast a sophisticated new vision.

Holme is destined to become an icon in this historical Collingwood neighbourhood.









### 3. A place where I'm always inspired.

One of Melbourne's oldest suburbs and original sites of labour and industry, Collingwood is a place marked by its continual redefinition – a quality that, today, places it at the heart of Melbourne's diverse culinary, art and design scenes, and makes it such an appealing place to call home.

A rare island site at the suburb's leafy southernmost extremity, it is Holme's concurrent proximity to and distance from the lively cultural precincts of Smith, Gertrude and Brunswick Streets that make it such a desirable place to live. Bordered by wide, tree-lined streets, heritage buildings and old industrial architecture, Holme is a short stroll from East Melbourne, the Fitzroy and Carlton Gardens, the Melbourne sports precinct and the "Paris End" of Collins Street, offering a contemporary lifestyle elevated by its diversity.

From fine dining options including Andrew McConnell's Cutler & Co., the convenience and camaraderie of Smith Street Alimentari and the vibrant Hong Kong-style open kitchen of Ricky & Pinky at the Builders Arms Hotel, to award-winning cocktail bars such as The Everleigh, the area's culinary diversity and sophistication is unparalleled in Melbourne.

Collingwood's active visual arts and cultural scene, meanwhile, anchors itself to leading galleries and institutions such as Gertrude Contemporary, Centre for Contemporary Photography, Sutton Gallery and This Is No Fantasy, while dynamic artist-run initiatives offer new, untested perspectives on art and culture.

A diverse community of design and architectural firms, fashion labels, furniture makers and retail offerings also call Collingwood home, making it one of the city's most prominent and exciting cultural precincts.





CHILDREN'S ARM







One of Melbourne's oldest suburbs and original sites of labour and industry. A place marked by continual redefinition at the heart of Melbourne's diverse culinary, art and design culture.

**DINING**

- 01. Casa Ciuccio
- 02. Marion
- 03. Cutler & Co
- 04. Belles Hot Chicken
- 05. Añada
- 06. Ricky & Pinky
- 07. Builders Arms
- 08. Ladro
- 09. Enoteca
- 10. Rockwell and Sons
- 11. Saint Crispin
- 12. Hell of the North
- 13. Siglo
- 14. The European

**CAFES**

- 15. De Clieu
- 16. Archie's all day
- 17. Mina No le
- 18. Proud Mary
- 19. Aunty Pegs
- 20. Smith Steet Alimentari
- 21. Spring Street Grocer

**FASHION**

- 22. Pickings and Parry
- 23. The Standard Store
- 24. Bruce
- 25. Megan Park
- 26. Handsom
- 27. Double Monk
- 28. Left
- 29. Somebuddy Loves You

**GALLERIES**

- 30. This Is No Fantasy
- 31. Gertrude Contemporary
- 32. Australian Print Workshop
- 33. Princess Theatre
- 34. Her Majesty's Theatre

**INTERIORS / FURNITURE**

- 35. Aesop
- 36. Angelucci 20th Century
- 37. tokyobike
- 38. Modern Times

**PRODUCE**

- 39. Blackhearts & Sparrows
- 40. Meat Smith
- 41. Hinoki Japanese Pantry
- 42. City Wine Shop




**SUPERMARKETS**

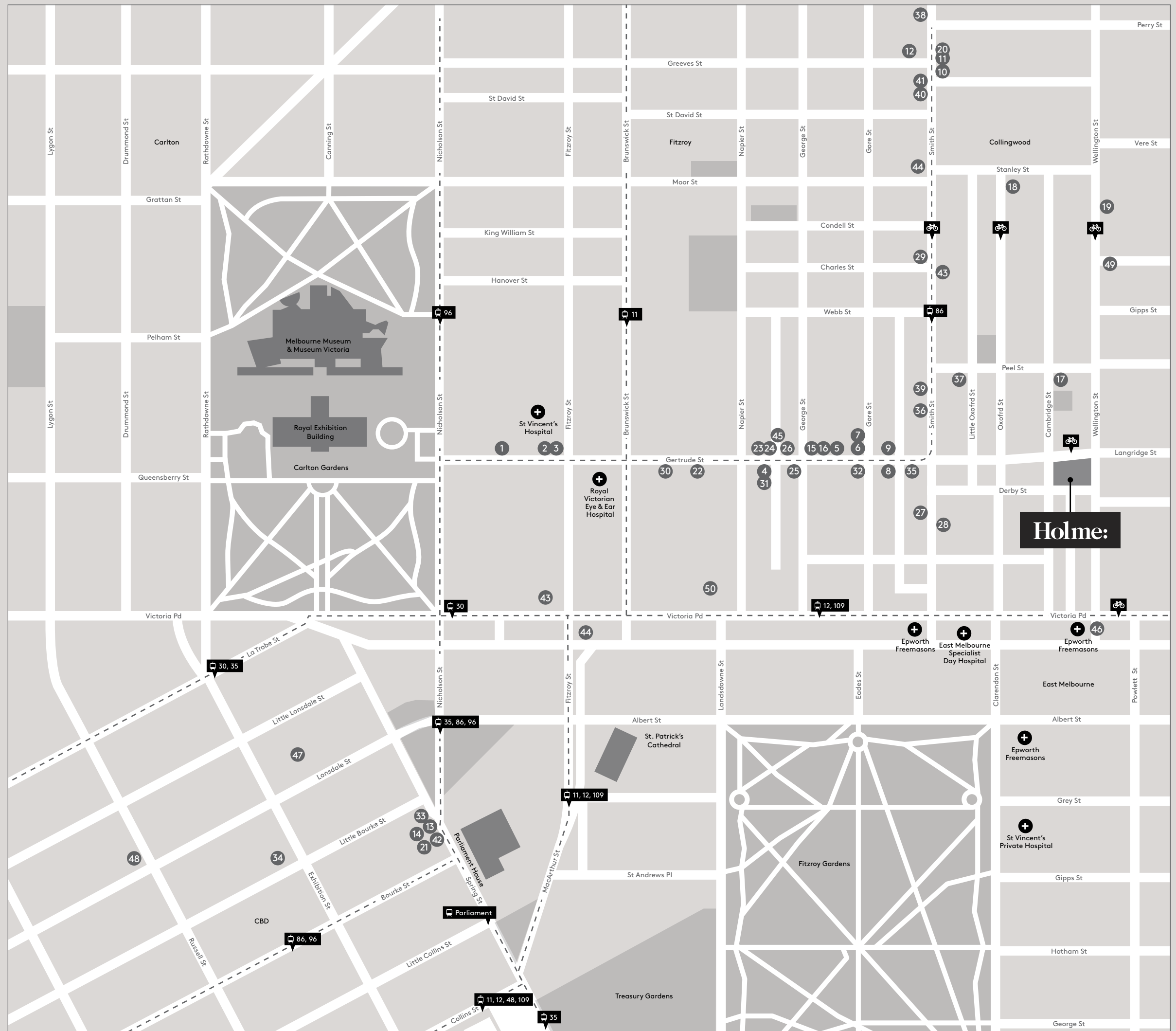
- 43. Coles Collingwood
- 44. Woolworths Collingwood
- 45. FoodWorks
- 46. IGA East Melbourne

**HEALTH / FITNESS**

- 47. Genesis Fitness
- 48. Fitness First QV
- 49. Anytime Fitness
- 50. Melbourne Studio Gym

**TRANSPORT**

-  Tram Routes
-  Train Stations
-  On-Road Bicycle Paths







Port Phillip Bay

The Yarra River

Melbourne CBD

Royal Botanical Gardens

Carlton Gardens

Fitzroy Gardens

Victoria Parade

Gertrude Street

Wellington Street

Langridge Street

Smith Street

Holme:

## 4. A place to land at the end of the day.

The residences at the heart of Holme will elevate our experience of apartment living. The one, two and three bedroom residences afford sanctuary and privacy.

While the island site offers each of the building's four flanks its own unique vista, the sizeable interior spaces draw on a material palette of stone, concrete and hardwood to create practical, comfortable and generous settings in which to make a home.

Holme's residences are simple in their bearings, eschewing glossiness and ostentation for amenity of space and quality of material. The features are subtle and muted, though resonant. Hardwearing looped wool carpets offset smoked oak floorboards, while brushed

stainless steel tapware complements reconstituted stone bench tops, scalloped woodwork and joinery.

Generous floor plans and floor-to-ceiling glazing offer an abundance of space and light. The balconies' feature steel balustrades extend the building's play between elegant forms and robust materials.

It's the small details – the little moments – that help signify the apartments' wider language. These are residences that hinge on the question of how a space can best service someone's ability to be genuinely comfortable, maintain privacy and have a consummate quality of experience. The result is a development that people will be proud to call home.

















## 5. The place where I'm truly myself.

Holme is driven by a core partnership committed to delivering enduring design and exceptional quality. Drawing on the experience of leading developer Cbus Property and the expertise of award-winning architecture office John Wardle Architects, Holme's realisation seeks to forge a legacy for Collingwood's built environment.

John Wardle's name speaks for itself. The architect's eponymous firm has garnered international acclaim off the back of its design acumen, studied use of materials and sensitivity to the specificities and universalities of context and place. JWA's remarkable buildings embrace the fine detail of human occupation and living as articulately as they speak to wider notions of civic space. Based only a few streets away in Collingwood, the firm's depth of knowledge and understanding of the area, its history and its ever-shifting contemporary character is unmatched.

Likewise, Cbus Property possesses an in-depth knowledge and understanding of the built environment. As one of Australia's leading integrated property developers, the company has forged a reputation for its unique projects across residential, commercial and industrial spheres. A subsidiary of Cbus, Australia's national construction industry super fund, the company is known for its uncompromising ethics, governance and commitment to developing some of the country's most significant, desirable and commercially sound buildings and projects.

Cbus Property and JWA have created an exemplary residential address in Holme – a project that will appreciate over time and thoughtfully contribute to Collingwood and the wider architectural and civic landscape.





## Cbus Property

Cbus Property is a wholly owned subsidiary of Cbus, the industry superannuation fund for the construction, building, infrastructure and allied industries. Cbus Property is responsible for some of Australia's most recognisable high-end property developments.

Previous residential projects include 35 Spring Street Melbourne, Herald Living on Flinders Street in Melbourne; 4 Cromwell Road South Yarra and The Warleigh in Brighton. In Sydney, residential developments include Dominion in Darlinghurst, The Residence, Sydney, 88 Alfred Street at Milsons Point (currently under construction), and Breakfast Point, a waterfront suburb of 2550 residences in Canada Bay, Sydney.

In all its projects, Cbus Property is committed to delivering living spaces that are environmentally, financially and socially sustainable.



## John Wardle Architects

John Wardle Architects fosters a collaborative studio environment to excite and develop ideas. The practice challenges itself to produce compelling architecture to an exacting brief.

JWA's approach is to investigate the specific nature of each project and tailor a design response that meets the aspirations of its clients, the characteristics of the site and the detailed requirements of the future occupants.

Major projects must address a range of objectives, from high-level strategic planning to the basic need for lasting accommodation. JWA's understandings of new directions in pedagogy, research and workplace practices have underpinned the success of a range of project types, and they have forged strong and lasting relationships with clients across the spectrum. JWA places a strong emphasis on sustainability and understands that the alignment of all these influences is essential to the success of any project.



## Three Sixty Property Group

Three Sixty Property Group is Australia's largest, privately owned residential development sales and marketing agency. Strategic, dynamic and agile, Three Sixty Property Group are perfectionists.

The diversity of Three Sixty's people and their ideas inspires the innovation that runs through everything they do. Forever tinkering with projects and sales processes, always on the lookout for a better way. Original thinking and diligent, Three Sixty Property Group work with esteemed and reputable developers and architects - and only represent best-in-class projects. It is this that has cemented Three Sixty's reputation as the go-to agency for quality, reliable investments options.



## Studio Round

Round is a design practice that brings together culture, strategy and creativity to transform brands.

In today's marketplace, Round recognises that change is inevitable. By articulating shared strategic vision and designing compelling brands and experiences, Round enables organisations to embrace change and grow.

They do this by discovering needs and opportunities (culture). Understanding the complex and simplifying it (strategy). Making it more human (storytelling and identity) and making it connect (communications).

Round works with people across many different sectors, but all share a common goal: to engage people in more meaningful dialogue and achieve something never previously expected.



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