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# ASPIRE

MELBOURNE

[ASPIREMELBOURNE.COM.AU](http://ASPIREMELBOURNE.COM.AU)

CNR KING & LITTLE LONSDALE ST



A reflection of the city's past;  
a foretelling of its future.

Here, an elegantly curved tower soars  
above Flagstaff Gardens — a sculptural  
new landmark that evokes both a golden  
epoch of the past, and an exhilarating  
new chapter.

ICD Property proudly introduces  
**Aspire Melbourne.**



CNR KING & LITTLE LONSDALE ST, MELBOURNE 3000



“THE ELEGANT AND SINUOUS FORM OF  
ASPIRE MELBOURNE REFLECTS THE EVER-CHANGING  
CHARACTER OF THE CITY AND ANNOUNCES  
A NEW ICONIC CENTRE FOR MELBOURNE'S  
GRAND WEST END.”

— CALLUM FRASER, ELENBERG FRASER

THE PICTURESQUE GARDENS  
PRESENT AN IRRESISTIBLE  
REFERENCE FOR OUR DESIGN.  
WE WERE INTRIGUED BY THE IDEA  
OF THE TOWER AS A FLAGSTAFF FOR  
CONTEMPORARY MELBOURNE.  
IT BECOMES A LANDMARK WITHIN  
THE PARK PRECINCT YET PROVIDES  
AN ELEGANT BACKDROP TO  
MULTIPLE VISTAS FROM WITHIN  
THE GARDENS.

— CALLUM FRASER, ELENBERG FRASER



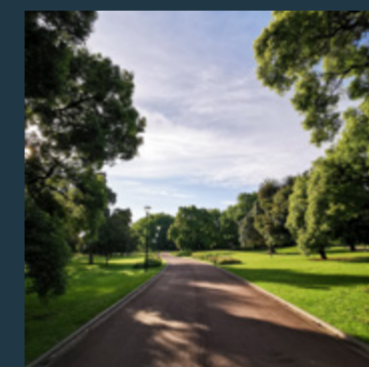


## A SINGULAR LOCATION

Aspire Melbourne is positioned at the heart of Australia's most vibrant city, where the unrivalled entertainment and culture of Melbourne offer an exciting and sophisticated playground day and night.

### Melbourne.

RETAIL	EDUCATION	ARTS & CULTURE	MEDICAL	SPORT
01 Coles	10 Newman College	16 Athenaeum Theatre	27 Royal Children's Hospital	35 Rod Laver Arena
02 Woolworths	11 Queen's College	17 Melbourne City Baths	28 Royal Melbourne Hospital	36 Hisense Arena
03 QV Centre	12 Ormond College	18 IMAX Theatre	29 Royal Women's Hospital	37 AAMI Park
04 Greek Quarter	13 Trinity College	19 Nova Cinema	30 Eye and Ear Hospital	38 Marvel Stadium
05 Chinatown	14 The University High School	20 The Ian Potter Centre: NGV Australia	31 St Vincent's Hospital	
06 H&M	15 Haileybury	21 Regent Theatre		
07 David Jones		22 Princess Theatre	<b>LEGAL</b>	<b>LUXURY HOTELS</b>
08 Myer		23 Hamer Hall	32 Supreme Court	39 Ritz Carlton
09 Luxury Brands Collins Street		24 Australian Centre for Contemporary Art	33 County Court	40 Shangri La
		25 Hoyts Cinema	34 Magistrates Court	41 W Hotel
		26 ACMI		



Whether looking for elegant retail, superb dining, captivating art and performances, or grand gardens, everything can be found in abundance within walking distance. The stately Flagstaff Gardens is the picturesque front garden for Aspire Melbourne, and an extensive array of luxury shopping nearby means the perfect ensemble is moments from home.

Melbourne's arts precinct pulsates with culture and events year round, offering everything from visual art and film to theatre, dance and musical productions. Crown Casino provides an entertainment and indulgence hub—but with plenty of activities for families.

The Queen Victoria Market is filled with fresh produce and delicious treats, and runs night markets throughout selective months.

For tertiary education, a number of Australia's most respected institutions including University of Melbourne and RMIT are all within short distance. And transport to all the surrounding suburbs is simple with two major train stations only a few minutes walk away.

When it comes to the best of city living, there's nowhere better placed



## A STATELY GARDEN

Afternoon picnics are always better with an impressive city view. Mere moments from Aspire Melbourne, Flagstaff Gardens is Melbourne's oldest park and one of the most visited green spaces in the city. With its geographic elevation at the highest point in the CBD, the gardens were selected in 1840 to host the flagstaff signaling system for ships arriving at the port.

Today, stretches of lawn provide the perfect spot for weekend al fresco spreads under the shade of Moreton Bay figs. Avenues of elm trees, eucalypts and rose beds create a lush urban landscape, while a bowling lawn and tennis courts offer outdoor recreation in a serene setting.

## AN ENVIABLE LIFESTYLE

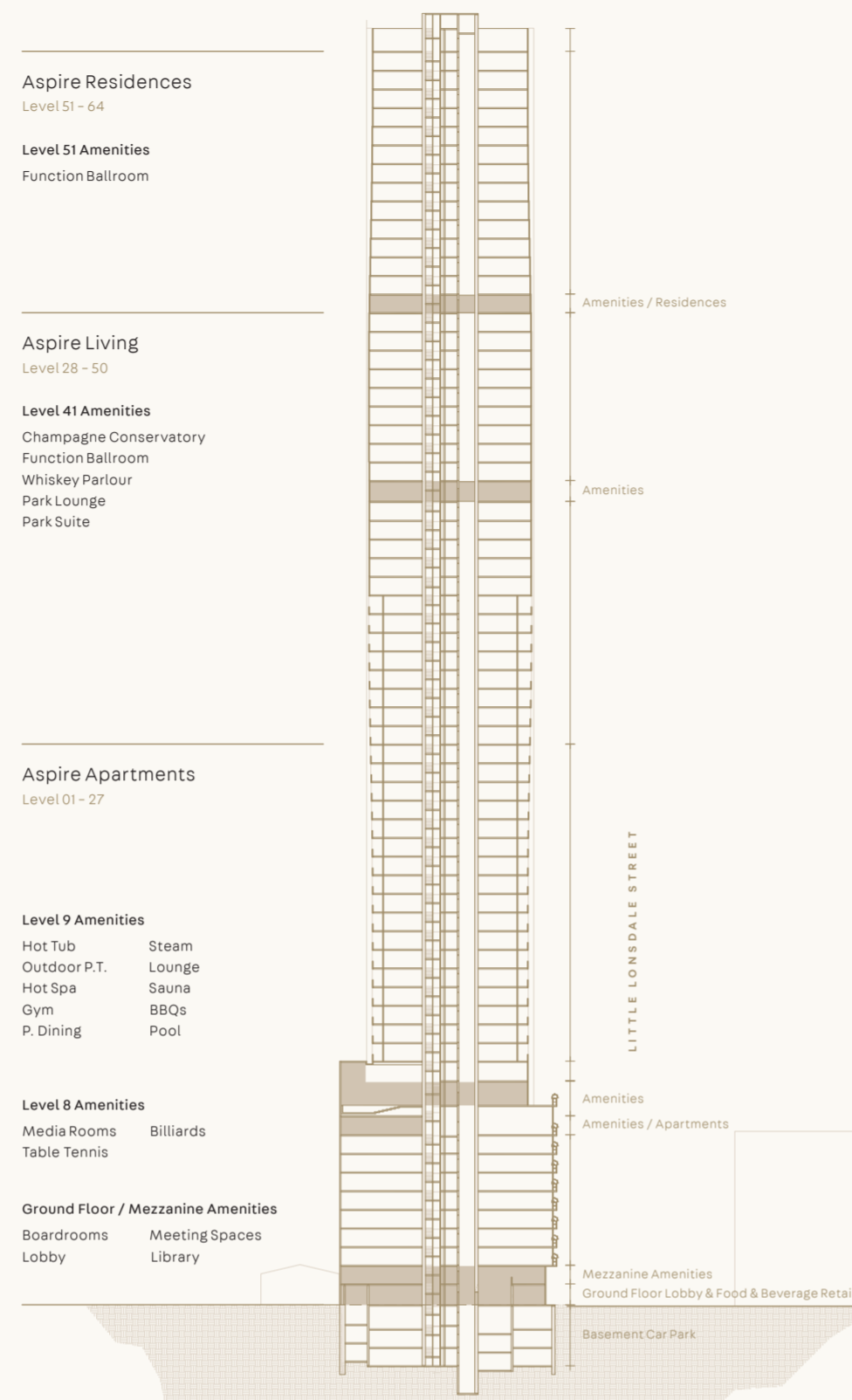
Today's Melbourne is more than its renowned laneways and landmarks. It is a city that excels on the world stage – the Australian capital for food, wine, culture, art and sport in both the heart of the CBD and its inner-city hubs.

It is also a city that continues to grow—extending beyond the historic Hoddle Grid to embrace its waterfront heritage and its connections with burgeoning precincts.

From the glamour of the theatres and high-end brands of the 'Paris end', to the charming hidden bars and esteemed international restaurants on Hardware Lane, Melbourne is a city with endless charm, character and grace.

Whether residents are in the mood for a morning of shopping, an afternoon high tea, or an evening with the perfect whisky sour, this urban metropolis offers a lifetime of delights.





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## A MAGNIFICENT LANDMARK

With its elegant curvature, Aspire Melbourne is a distinctive and sculptural piece that makes a grand architectural statement on the city skyline. Its scale is vast – emphasising vertical lines while exuding modernist simplicity and elegance.

Aspire Melbourne is immutably tied to its location and heritage. The city's flagstaff was once the most visible monument in Melbourne, and now through an artful execution of design, this striking tower will reflect both the city's past and its future. A new landmark on the city skyline will arise.

Smoothly carved contours emulate the geometry of a flag, with gentle undulations reminiscent of the softness of fabric. Elenberg Fraser's use of a singular material type creates a graceful cohesion that accentuates the bold curves of the design. From every angle, Aspire Melbourne is a true work of art.

### HISTORICAL REVERENCE. CONTEMPORARY DESIGN.

The Aspire Melbourne façade features a bespoke glass material designed to reflect the shifting skies throughout the day. A dichroic silver filter within the glass creates a champagne hue that references the sepia tones of a bygone era. Across the angled curtain wall, this distinctive materiality allows the edged forms to express themselves as an elegant whole; the form and the materiality are perfectly complementary.



### A NATURAL FLOW

While the design of the Aspire Melbourne tower evokes the grandeur of its elevated heritage, the land beneath was once a picturesque composition of lush greenery, earthy terrains, and shimmering water. These natural elements have informed Elenberg Fraser's approach to the design of the podium; conceived as manicured green layers that rise above reflective surfaces.

Large planter boxes bordering the podium level apartment balconies create a sense of respite and sanctuary within the bustling city shrouded in lush landscaping.

“THIS METAPHOR OF THE FLAGSTAFF HAS INSPIRED THE DESIGN OF ASPIRE AS A CONTEMPORARY SCULPTURAL OBJECT. BOOLEAN TECHNIQUES GIVE THE TOWER ITS FORM WITH A FABRIC LIKE SKIN THAT ALMOST BILLOWS SOFTLY IN THE WIND.”

— CALLUM FRASER, ELENBERG FRASER





## A LIFE OF LUXURY

The amenity at Aspire Melbourne is unsurpassed. Across multiple levels, the building is home to everything needed for an exceptional life. An array of private spaces are available to be booked including a grand ballroom for special occasions.

For more intimate gatherings, a champagne conservatory, a whisky lounge, pre-function rooms, and an expansive lounge with captivating views over Flagstaff Gardens provide opulent entertainment spaces.

At Aspire Melbourne there are activities to engage minds of all ages, with a table tennis arena, media room, pool hall, games and media suite. A fully equipped gym with an outdoor personal training area, sauna, steam room, and pool provide a focus on wellness within luxurious surrounds. Whether residents are looking to spend time with family and friends, or seeking a private haven for relaxation, Aspire Melbourne has the perfect place.



## A GRACEFUL STORY

Aspire Melbourne's interiors are designed for tomorrow's city, with a selection of next generation homes that offer sanctuary and respite for cosmopolitan urbanites seeking to recharge.

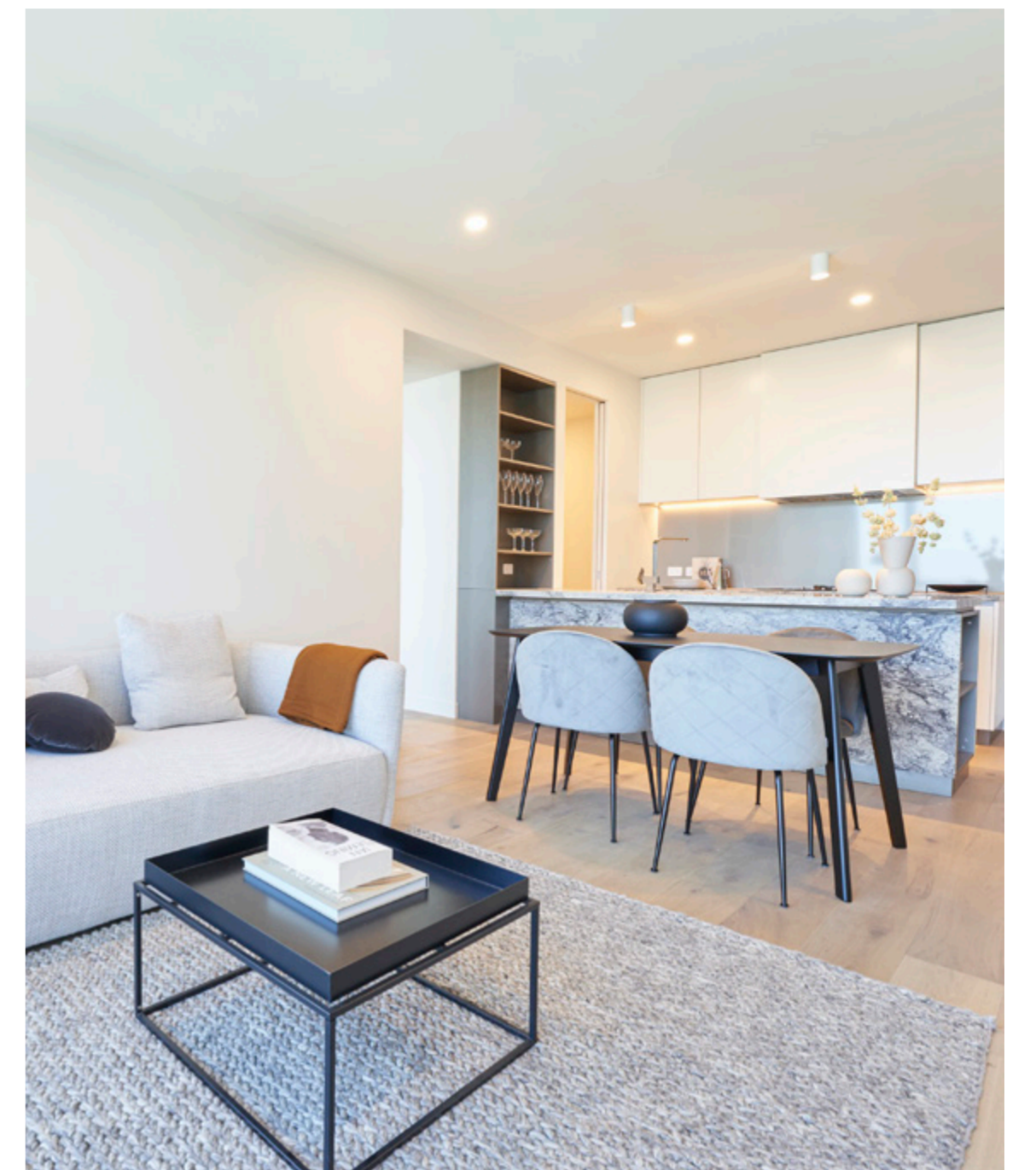


## A BEAUTIFULLY-APPOINTED SANCTUARY

The tower's prime position provides residents with sweeping panorama of the gardens, dynamic outlooks into the bustling city and spectacular vistas across Victoria Harbour into the Yarra River estuary.

forms are accessorised with considered materials including metal, stone and timber. Generous island benches ensure effortless meal preparation, and shelving with backed highlights provide celebrated central pieces.

Dramatic split face stone surfaces in the kitchens speak to the focus on nature, while bespoke metal elements reference the precious metals of the gold rush era. Here, simple, functional





## A TRANQUIL HAVEN

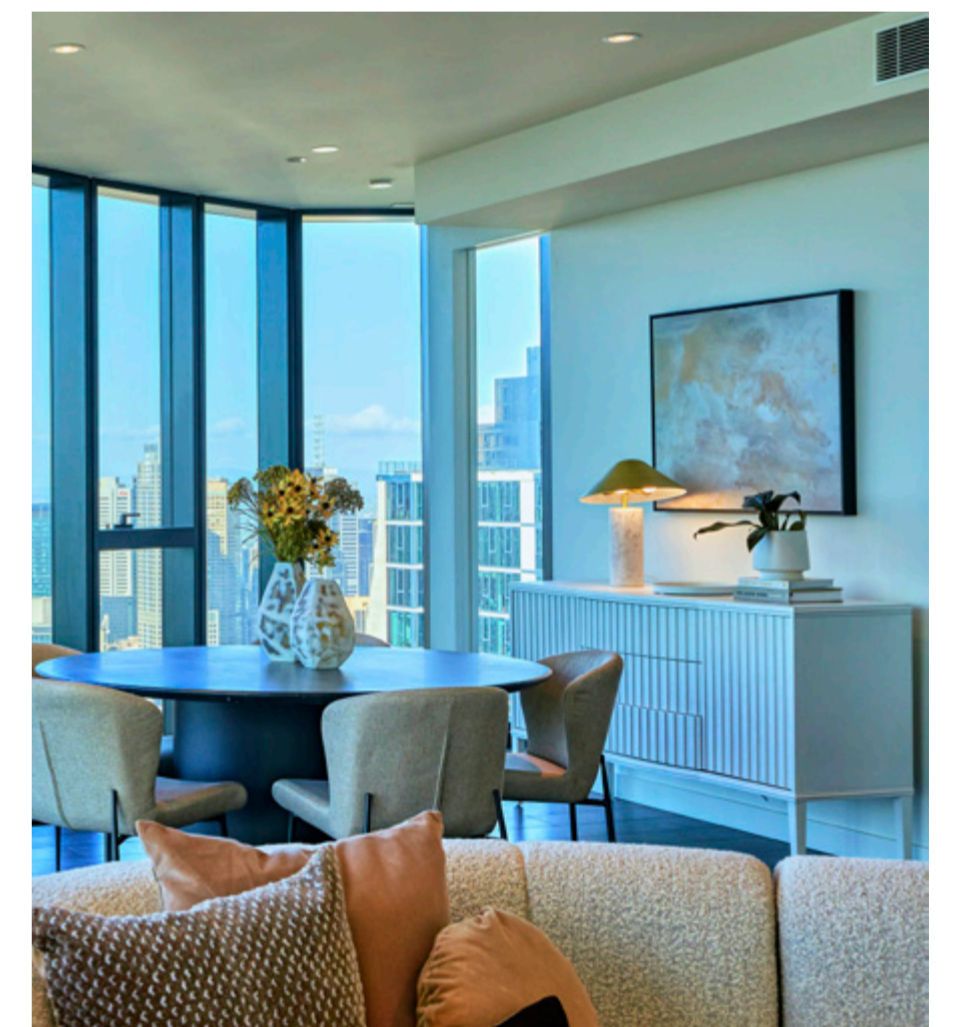
Within each Aspire Melbourne bedroom, a light, restrained colour palette and a natural material selection create a subtleness of design and a sense of calm. Gold accents continue the historical references that flow throughout each residence, and expansive windows maximise views out over the city.

A place of subtle elegance, each Aspire Melbourne bathroom is defined by a pale palette formed of white tiles and joinery, stone benches and mirror splashbacks. Gold elements continue to weave their way through these spaces designed for peace and relaxation.



## A PLACE OF POISE

Natural materials in warm hues and polished accents weave a rich design narrative inspired by the city's gold rush heritage.





**ICD PROPERTY**

[icdproperty.com.au](http://icdproperty.com.au)

ICD Property is a Melbourne-based developer devoted to delivering exceptional and innovative projects in the residential and commercial property sectors.

Possessing a large local and international network of partners, ICD Property takes pride in its strong history of successful joint ventures with private businesses and Government entities. With projects across Australia and New Zealand, ICD Property has a current total pipeline value of \$2.3 billion. Specialising in luxury high-rise towers located in central city and surrounding areas, as well as land subdivisions in high growth neighbourhoods.

ICD Property's goal is to create beautifully designed buildings that positively contribute to their surrounding community and the lives of those who interact with the building. Combining cutting-edge designs with state-of-the-art finishes, each ICD project represents a legacy that will stand the test of time.

**MAXCAP**

[maxcapgroup.com.au](http://maxcapgroup.com.au)

MaxCap has a distinguished track record and is widely considered Australia's leading real estate debt and investment specialist.

The team has deep expertise across the property finance spectrum having originated loans across the full capital stack including first and second mortgages, preferential debt and equity. To assist in the successful delivery of projects, they have carefully constructed their investment platform, which includes a skilled team of investment, risk, legal, and operational professionals across offices in Melbourne, Sydney, Brisbane and Perth.

**COLLIERS INTERNATIONAL**

[colliers.com.au](http://colliers.com.au)

Colliers International is an industry leading global real estate company and provides a full range of real estate services to property owners, investors, developers and occupiers. We are consistently ranked by the International Association of Outsourcing Professionals among The Global Outsourcing 100 top businesses and the World's Best Outsourcing Advisors.

Here in Melbourne, we are a market leader in off the plan apartment sales and have sold over \$5.5billion of property over the past 24 months.

Our experience and expertise in setting, launching and selling out residential property projects from the largest multi staged mixed use developments right down to the boutique that require their own special expertise, is unparalleled.

**SINCLAIR BROOK**

[sinclairbrook.com.au](http://sinclairbrook.com.au)

Sinclair Brook is a specialist real estate development group that provides development management, project management, advisory and construction management services. At the heart of Sinclair Brook is a commitment to genuine partnership and a passion for creating and delivering quality projects.

We have a team of highly experienced and highly regarded professionals in their respective fields, with expertise in acquisitions, structured property finance, construction, real estate development and project management.

This expertise, coupled with trusted relationships with private investors, major developers, construction firms, financial institutions and designers, has allowed us to develop innovative approaches to forming, enhancing, structuring and delivering over \$6 billion in real estate development projects since our inception in 2002.

**ELENBERG FRASER****ELENBERG FRASER**

[elenbergfraser.com](http://elenbergfraser.com)

Elenberg Fraser – not your average architecture firm.

An integrated design practice operating across the Asia-Pacific region, our buildings prove that good design leads to economic, social and cultural benefits.

The outcome is sensory—architecture that people can feel, not just see. Architecture that makes people think, acknowledging the origins of architecture and its plethora of influences, both ancient and modern.

Through interrogation, invention and collaboration we produce experiential spaces that demand reaction.

Elenberg Fraser. Feel the difference.

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