

CELEBRATING QUINTESSENTIAL MODERN AUSTRALIAN DESIGN, WELCOME TO HOME, A NEW WAY OF LUXURY LIVING EXCLUSIVELY FOR RENTERS.

Inspired by the service and luxury of some of the world's great hotels, Melbourne's first premium build-to-rent (BTR) apartment community – *Home Southbank* – has recently opened its doors, and with it introducing an unprecedented commitment to Australian design, craftsmanship and artistry.

Taking cue from Manhattan's High Line and Meat Packing districts, the delivery of *Home Southbank* was led by award winning architectural firm **Bates Smart**, who were selected based on their extensive experience in Australian residential projects and premium hotels, to deliver the architecture and interior design. The concept was further brought to life in collaboration with **Home's in-house Design team** led by Design Director, Pete Panetta and Design Manager, Tamara Bird; as well as local makers and creators, including renowned stylist **Ruth Welsby**. *Home Southbank* is a first of its kind for Melbourne.

With over 1500 sqm of communal spaces throughout the building that are both warm, lived-in and impeccably curated at once, the resulting aesthetic is 'laid back Australian luxury', setting a new benchmark in a building that has been designed exclusively for renters.

Featuring 403 thoughtfully appointed, luxury one, two and three-bedroom apartments across 59 levels in the heart of the bustling City Road precinct, *Home Southbank* boasts a firm focus on amenity, community, sustainability, and exemplary local craftsmanship to nurture the wellbeing of residents and to support their busy lifestyles.

The Architecture

The building's exterior facade celebrates its industrial heritage within a slender, contemporary glass tower, offering sweeping views of the city no matter the viewpoint.

"The tower's elegant proportions allowed us to focus our efforts on designing a building that respects the character of the area and surrounding properties, but also celebrates the uniqueness of the design. The slenderness of the building creates calm, ordered architecture that deliberately contrasts with some of Southbank's busier architecture," said **Bates Smart director, Julian Anderson**.

"At the same time, its podium integrates materials, textures and character found in surrounding neighbourhood structures, including the Kings Way overpass and local brick warehouses, to make it part of the neighbourhood's street-level fabric.

Inside

"Inside, we placed special emphasis on designing amenities that are accessible to all residents. They're located at the top of the building, so that everybody can share the best views and premier space. This floor becomes a magnet for all residents and helps to create a strong community, one of the fundamental aspirations of all BTR projects," Julian added.

Throughout each thoughtful space sits a rich tapestry of handpicked quality Australian furniture, individually curated by stylist Welsby and *Home's* in-house design team, creating an atmosphere of contemporary sophistication and luxury that is representative of the *Home* brand.

Warm tones, textures and hand-crafted homewares sit beside signature furniture pieces by coveted Australian brands Jardan, Grazia and Co., En Gold, Tait, Anaca, Zuster and more. Each room has been curated to feel inviting and cozy; spaces where residents feel welcome to take off their shoes and curl up by the fire to read a book or enjoy a drink with friends while taking in the sweeping views.



The Importance of Design At Home

Head of Home, Christian Grahame said that *Home* had taken a considered approach to Australian design in a way that was as unique and inviting as the spaces themselves, with the aim to extend the connection and experience of residents to beyond each apartment's four walls.

"After spending several years curating every detail of *Home*'s premium living experience – collaborating with globally minded team of experts - it's exciting to finally be welcoming Melburnians to their new *Home*," Christian said.

"*Home* is Australian city living for now, and for the future. Celebrating the power and beauty of quintessentially modern Australian design, our quality homes invite residents to relax and be immersed in laid-back luxury," he added.

"How buildings are designed effect how we feel and behave while enhancing how we live," Christian said.

"At *Home*, we have put the customer at the front of our design process and carefully considered how they feel in the spaces – whether it is a quiet nook, or a place to feel productive, a place to invite others, or soak in views, it's all about comfort, giving a greater sense of wellbeing and joy in our spaces – well thought-out, liveable spaces that inspire our residents."

For Southbank, that meant drawing from the industrial heritage and character of the precinct with the use of reclaimed brick, heavy steel, and warehouse glazing. As a result, the *Home* building seamlessly fits the streetscape, grounded as a renewed building for the modern age of Southbank apartment living.

"By marrying the expertise of Bates Smart with our internal team along with Ruth Welsby – we've created a place which we believe will connect our residents to their community and we're so proud to partner with homegrown businesses and local industry—emerging and established—who understand the way our resident's want to live," Christian said.

The *Home* design focuses on palettes of modern Australian colour, materials and texture to tie the apartments and exceptional shared spaces together—and to extend each apartment beyond its four walls. This palette will be applied across all of *Home*'s build-to-rent projects, so that no matter which residence you are visiting, the feeling is distinctly and uniquely *Home*.

'It was such an exciting opportunity to create stylish, inviting spaces that embrace Australian designers and makers," said Ruth Welsby.

"From the elegant lobby on the ground floor to the relaxed living rooms with soaring city-views at the top, the styling at *Home* takes you on a visual journey from design icons to emerging talents, infused with a distinctly Australian palette," she added.

Looking Ahead

Home Southbank is the first apartment opening in the brand's growing portfolio, with *Home* Richmond to follow in mid-July this year.

Home is Australia's leading creator and operator of apartment communities exclusively for renters. Over the coming years, *Home* will welcome residents in some of Melbourne and Sydney's best neighbourhoods including Docklands in Victoria and Parramatta, St Peters at Precinct 75, and St Leonards in New South Wales.

Home Southbank apartments are available and leasing now, with weekly rental prices starting from \$595 per week (unfurnished), with six months to multiyear available. Furnished apartments are also available.

To find out more about *Home*, or to book a tour, please visit: www.homeapartments.com.au

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About Home

Home is reinventing how people rent in some of Melbourne and Sydney's best neighbourhoods.

Inspired by the services of great hotels, *Home* offers contemporary luxury living purposefully designed for the rental market. Featuring high quality apartments, private on-site amenity, professionally managed services and events programs for residents, *Home* fosters a strong sense of community within the building and provides an ultra-convenient lifestyle for residents. *Home* also allows residents greater security of tenure and more flexibility than a traditional lease.

Home owns, designs, and operates each one of its properties, with projects on-market in Southbank, and soon to be completed in Richmond in Victoria. *Home* also has projects under construction in Parramatta NSW and Docklands VIC and in planning in St Peters and St Leonards in NSW. *Home* is an unlisted real estate fund established by the Daniel Grollo Group and backed by a global institutional investor.

Home is committed to creating quality, sustainable homes that look after the health and wellbeing of its residents, while reducing our environmental footprint. From the design of each *Home* location, right through to its unique resident experiences, we've thought about how we can help our residents live more sustainably every step of the way, whether it be reducing water consumption, responsible waste management of choosing smarter, green travel.