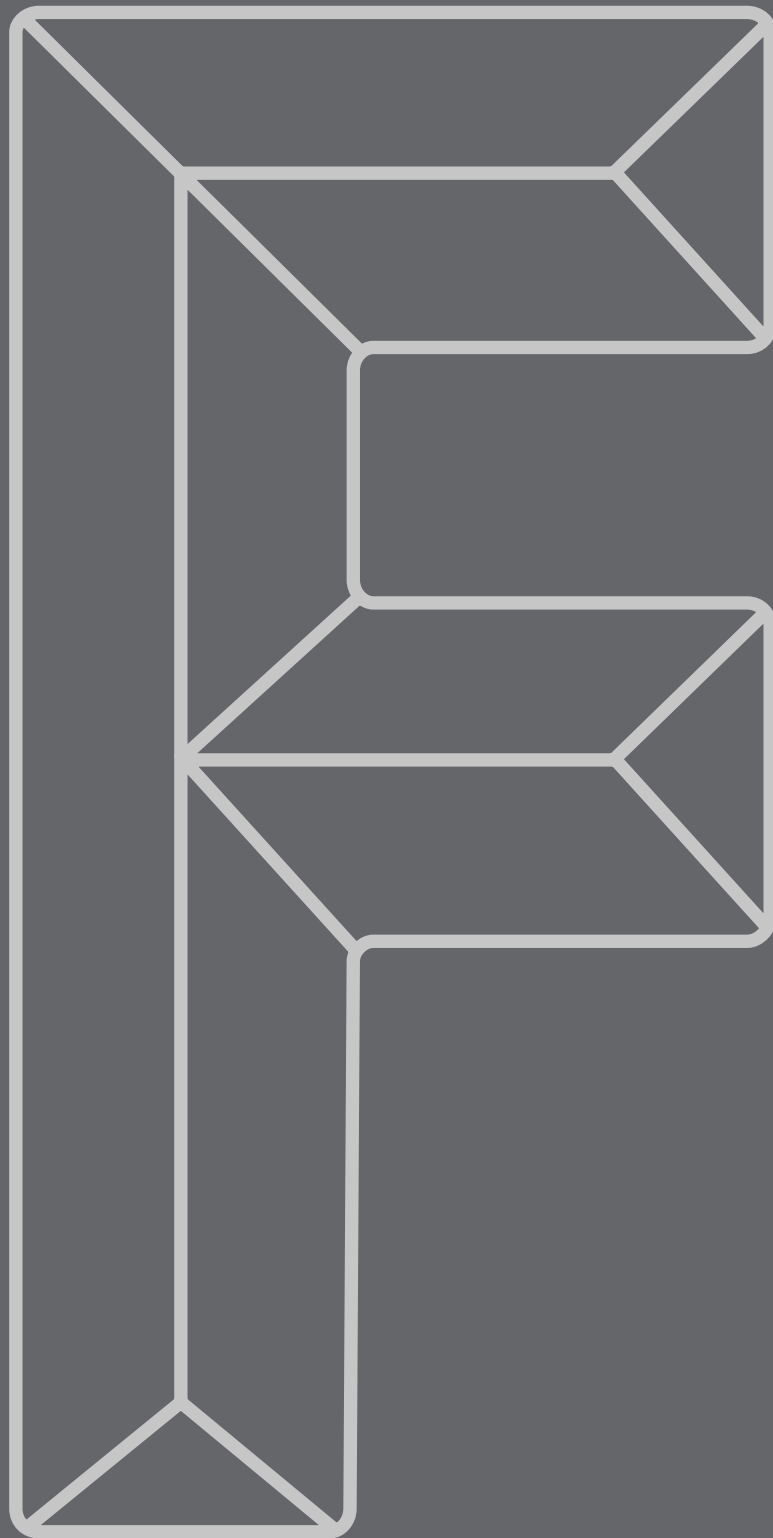


WEST END

WST.MLB



THE FOUNDRY





THE FOUNDRY EXUDES AN  
ECLECTIC CHARACTER,  
REMINISCENT OF  
CONVERTED WAREHOUSES  
OR LOFT APARTMENTS.

MARK HEALY — SIX DEGREES ARCHITECTS





## EMBRACING WEST MELBOURNE'S INDUSTRIAL HERITAGE

In a unique collaboration like never before, West End brings together the country's most celebrated architects and designers to create the best residential development in Australia.

The Foundry successfully captures the energy and history of this dynamic location, a modern expression of West Melbourne's past, both in its architecture and interior design. Eclectic, charming elements evoke a sense of nostalgia, featuring a vibrant mix of materials.



## A MODERN ORIGINAL



The Foundry expresses a sawtooth form, dressed in classic brick and framed by textured concrete. It is West End's most boutique residential building with only 57 apartments over 8 levels. Engaging Rosslyn Street to the north and West End's public plaza to the east, The Foundry truly delivers an authentic industrial aesthetic, with a contemporary twist that is both inspired and liveable.



Artist's Impression



SOUTHERN CROSS STATION

ETIHAD STADIUM

DOCKLANDS

THE FOUNDRY







THE SPENCER

THE MAIL HOUSE

ADDERLEY

THE FOUNDRY

WEST END AVENUE

WEST GARDENS

WEST PARK

*Adina*  
apartment hotels

DUDLEY ST

ADDERLEY ST

ROSSLYN ST





## LIVE DIFFERENT IN AN URBAN SANCTUARY

Beautifully landscaped to evoke a sense of home, West End will feature lush spaces for solitude or social engagement. In this verdant oasis, bask in a 25-metre lap pool, separate lounge pool and a spa pool. Linger with a good book, enjoy a BBQ with friends, or seek your inner calm at the Contemplation and Meditation Gardens. A remarkable precinct never seen before in Melbourne, West End promises future-ready amenity with a natural quality, a place to call home for decades to come.



## CONVENIENT LIVING



A concierge is always at your service, providing assistance with parcel deliveries, wine storage, in-apartment dining, laundry and even cleaning services. Vibrant retail and dining are available downstairs at the plaza, including a supermarket, cafés and restaurants.

In the precinct, a medical centre will also serve the healthcare needs of West End and local residents. There is abundant residents' parking, including Tesla charging stations, ready for tomorrow.











### WE/LIFE TECHNOLOGY



Connect to your building manager, security and amenity services on your WE/life apartment tablet or smartphone app. From anywhere in the world, access video intercom and 24/7 live security footage, remote keyless entry, and useful information about your home, from real time utility consumption to appliance manuals.



### WELLNESS AND HEALTH



On the podium rooftop, West End residents and Adina Hotel guests will enjoy the use of a beautiful swimming pool, while a world-class spa will pamper both residents and visitors. For those in pursuit of fitness, a state-of-the-art gymnasium will be available to West End residents and the public within the precinct.







The eclectic robust palette celebrates an industrial aesthetic reimagined for modern living.

## DEFINED BY CHARACTER

Crafted interiors hark back to the days of early industrialisation, celebrating a robust, raw material palette with a refined modern touch. Austere black steel, terrazzo and polished concrete are balanced with elegant marble, brass detail and delicate glass in various forms, while exposed red sprinkler pipes accent a monochromatic scheme. There is a warehouse approach to the space, compartmentalising layouts to deliver expansive views.





## AN ECLECTIC WELCOME



Step into The Foundry and you're transported into a world that is uniquely different. Every detail has been considered to deliver a welcome that sets the tone for the rest of the building, from stained glass to mesh steel.





THE FOUNDRY EVOKES  
AN AUTHENTIC INDUSTRIAL  
VIBE, A BALANCE OF  
DELICATE FINISHES AND  
AUSTERE MATERIALITY.

MARK HEALY — SIX DEGREES ARCHITECTS



## A TRUE AMBIENCE

Exposed high ceilings evoke an authentic industrial vibe, offering a heightened level of light and space. With long diagonal views reminiscent of a modern warehouse, there is abundant natural light and ventilation. Black bolted steel and joinery work together to reflect the craftsmanship of local blacksmiths, versus something mass produced.

Juxtaposed against these raw foundations are touches of neon, stained glass trims, brass kickers and timber herringbone parquet. These add a level of detail for a space to be lived in and built upon.



## AN ENTERTAINER'S KITCHEN



Striking and bold joinery are monoliths of gunmetal steel, adorned with brass. Elegant stone splashback and benchtops add contrast to a strong design statement. The elongated kitchen top runs parallel to exposed ceiling pipes and track lighting, intersecting with mirrored strips which divide the changes in materials, hinting at a large volume of space.



Artist's Impression





## A UNIQUE TOUCH

Beautifully crafted mosaic bathrooms are bright and spacious, featuring tactile accessories and tapware.





FOUNDRY IS BROUGHT TO  
LIFE BY HIGHLY ACCLAIMED  
SIX DEGREES IN AN EPIC  
COLLABORATION MELBOURNE  
HAS NEVER SEEN.

ROBERT DICINTIO — TRENERRY





## TRENERRY PROPERTY GROUP



Trenerry Property Group is a property developer specialising in residential and mixed-use projects in Melbourne's inner metropolitan areas. Established as a consortium between the Victor Smorgon Group, the Kanat family and Robert Dicintio, each member brings to the table a wealth of business and property experience grounded in retail.



## CHT ARCHITECTS



Design-focused and multidisciplinary, CHT Architects offers services in architecture, urban design and interior design. Based in Melbourne, they deliver high-quality, distinctive buildings and spaces that complement modern Australian life, responding to the aspirations of those who occupy them. CHT Architects consists of highly experienced architectural, urban design and interior design professionals.



## SIX DEGREES ARCHITECTS



Established in 1992, Six Degrees is one of Australia's leading architectural practices, working across residential, masterplanning, placemaking, aged care, commercial, hospitality and education. It delivers design solutions for new and heritage places, developing planning and design strategies for large public and private clients, or to reactivate underperforming civic precincts. The founding principle of Six Degrees is to address human needs through the built form. They design functional, aesthetic and sustainable environments that are commercially smart. This approach has made Six Degrees a specialist in creating high-use places that vary in both application and scale.



## ECKERSLEY



Eckersley Garden Architecture offers a revitalised approach to landscape design. Merging experience and creativity, their passion lies in crafting unique relaxed gardens that invite the inhabitants to enjoy their outdoor space. With an understanding of how space and facility work together to create lifestyle and amenity, Eckersley Garden Architecture is driven by all threads of the design process. They work collaboratively with the client to turn each brief into an individually tailored garden that takes the art of garden making to a new level.







## OWNERSHIP CONSORTIUM



The consortium that will transform West End from vision to reality was established by three prominent names in business and retail.

The Victor Smorgon Group (VSG) is a co-owner and joint venture equity partner of Trenergy Group. Regarded as one of Australia's most successful family conglomerates today, VSG had humble beginnings as a Lygon Street butchery in 1927. They are long-time retailers with interests in retail, agriculture, fashion, property and finance.

The Kanat family is also one of Australia's most successful family-owned companies. They are third-generation textile retailers and wholesalers specialising in fashion, well known for bringing Hugo Boss into Australasia. They now own the Australasian rights to the Ted Baker fashion brand among other significant businesses.

Robert Dicintio is a highly successful property developer and lead development manager of the Trenergy Group. Previously with Lendlease and the Bensons Property Group, Robert has been involved with the development of major suburban shopping centres in Melbourne, and was formerly Retail Planning, Development and Project Leasing Manager for Melbourne Central after Daimaru's departure.

Together, they bring their collective experience of creating significant places and successful retail to the West End development, a new benchmark for future-ready, integrated living.

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