

## MEDIA RELEASE

### EAST MELBOURNE'S NEWEST ICON

A collection of luxury residences inspired by the historic grandeur and elegance of its surrounds – George + Powlett – has recently completed in one of the city's most exclusive suburbs.

Located on the corner of George and Powlett streets within the prestigious East Melbourne neighbourhood, the residences make a quiet, yet theatrical statement to the streetscape, playing with light to create a sense of space from the outside-in.

Brought to life by leading property developer ICON Developments and designed by acclaimed architects Powell & Glenn, George + Powlett has been designed for the downsizer, owner-occupier market and raises the bar of luxury apartment living in Melbourne.

Carefully considered, the contemporary design of the project presents a unique opportunity for those seeking design quality located on the doorstep of Melbourne's vibrant city centre, according to ICON's development manager, Cameron Shekleton.

"Nestled amongst East Melbourne's wide streets, rows of stately homes and acres of parkland, George + Powlett is a flagship project for ICON as we sought to redefine luxury apartment living in an unbeatable location," says Shekleton.

"While enjoying the privacy of living in a property with a small and exclusive number of apartments, residents will be uniquely placed to enjoy Melbourne at its best.

"Beautifully crafted, the bright living spaces, outdoor entertaining areas, location and overall level of craftsmanship come together to create something rather special. This truly is design without compromise."

Residents of George + Powlett will enjoy a new, understated form of luxury in their home – including high-end finishes and well-considered floor plans to suit their changing lifestyle needs.

"George + Powlett represents a rare level of exclusivity. With limited residences remaining, this is a truly rare purchasing opportunity for luxury, low-maintenance living, in a very desirable area," says Sarah Case, director at RT Edgar.

With a seamless balance between space and luxury, the apartments incorporate three-metre high ceilings, full-height doors and glass facades to fill each home with an abundance of natural northern light. The apartments feature a clean and considered colour palette throughout.

The architects, Powell & Glenn, have approached the design in the same way they would a high-end home to deliver spaces that are both functional and beautiful. Known for their expertise in harnessing natural light, design principal and director of Powell & Glenn, Ed Glenn, describes the project as a 'play on light'.

"Balancing a sense of lightness and depth, we played with the natural light to create an intriguing visual and living experience. Each apartment has been designed to bask in natural light and therefore from entering the building to sitting in your living room, the natural light is used throughout to articulate and define the importance of space," says Glenn.

Through the incorporation of natural materials, such as raw timber, stone and marble, these spacious and beautifully proportioned apartments are to be enjoyed for their natural and understated nature.

"The eye is drawn outside to the natural world. When you bring those elements inside, you create a truly refined palette," adds Glenn.

“This development has a timeless quality to it. We have created a piece of architecture that nestles in and picks up on the rhythm of the buildings around it, whilst also creating something that has a sense of depth, confidence and individuality to it.”

Outside, designer and landscaper Myles Baldwin has created a strong connection between the built form and the landscaped environment, incorporating a lush, impeccably layered landscape for each individual residence.

The homes include specially created jewel-like feature lighting by Articolo. Made by Australian glassblowers, each piece bursts with an explosion of bubbles that throws dramatic patterns and movement on to the walls. The apartments also incorporate Poliform’s signature wardrobes by Carlo Colombo to create a design experience that is well-designed, aesthetically and functionally.

All apartments have been designed with a generous allowance of wall space for artwork. Large storage rooms in the basement also allow for conversion into private wine cellars.

George + Powlett offers refined simplicity and a natural grace that will truly stand the test of time, and represents a collection of homes where residents will feel connected to each other, the landscape and the community of East Melbourne.

To live in a space designed by Powell & Glenn is to experience architecture as an art form, and George + Powlett’s apartments are elegant examples of fine craftsmanship and effortless artistry that speaks to buyers who share an appreciation for excellence in design.

## **ENDS**

### **Notes to editors**

*For further information about George + Powlett and ICON, interview opportunities and images, please contact Communications Collective:*

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### **ABOUT ICON DEVELOPMENTS**

With over 20 years of experience, ICON has forged a reputation for crafting and delivering meticulously designed spaces.

The expert team is deeply engaged in their work, and takes pride in seeing their projects shape Australia’s urban landscape. As the developer of George + Powlett represents a rare level of exclusivity. With limited residences remaining, this is a truly rare purchasing opportunity for luxury, low-maintenance living, in a very desirable area,” says Sarah Case, director at RT Edgar.

Powlett, ICON has carefully selected creative partners with an artistic and organic approach to design.

Design is at the centre of ICON’s work. It is through this that ICON enhances individual lifestyles, enriches local communities and redefines the city skyline.

ICON’s extensive background in development means they intuitively understand the market and allows them to deliver exceptional projects that are detail driven and legacy focused, creating iconic projects that will stand the test of time.

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