

## Media Release

For immediate release

## Sunday best.

There is no doubt urban apartment living is about to change with Sunday Coventry Street Apartment's attention to life outside your apartment as well as within it. Use of a central deck to create a stunning landscaped pool, spa and outdoor area designed for year round entertaining or simply a place to 'hang', complemented by a lush green, shaded courtyard clearly demonstrates this focus.

Even above the pool and courtyard, the tower is designed to draw attention to the communal zone and philosophy of this development. Rather than traditional corridors linking the apartments, Sunday Apartments provide vibrant, open air 'breezeways' that further boost the communal feel of the building by encouraging connectivity between occupants of the two wings of the tower. In addition, staggered on alternative floors from the fifth to thirteenth floors are wide bridges— yet another living space outside each apartment to provide a space for the building occupants to interact.

Flagship Property Holdings has amassed a high profile team for its latest 237 apartment development which also includes three significant retail spaces. Award-winning architects Woods Bagot, responsible for multi-million dollar projects in Rathdowne Street, Carlton and 131 Bourke Street as well as Sydney's highly regarded IVY development (among a list of many others) is working alongside vibrant and innovative landscape designer Jack Merlo on the \$100 million project.

Nik Karalis, Director at Woods Bagot says, "A lot of the people looking to buy one bedroom apartments are seeking their first home so we asked ourselves, 'What can we offer that's more interesting than the generic tissue box design you find around Melbourne?' And that's where the ideas for the internal scheme of the building came from – giving people visual connectivity with their neighbours in contrast to many apartment living situations we see currently. We believe this is increasingly how people will prefer to live and interrelate."

"The 'breezeways' allow us to encourage fresh air, light and a path back to the communal zone. Its facade is an ever-changing one comprised of glazed panes and glass and aluminium louvres, some of which are fixed in place, while others can be adjusted manually to control the amount of air flowing through to give occupants a level of ownership of their communal areas."

"It is certainly unique for a development of this size. Instead of a lap pool tucked away inside the building with a glass skylight and small gymnasium at the back, Sunday Apartments provides a large, north-facing outdoor pool with in-built spa bordered by palm trees, secluded cabana seating and a BBQ zone for entertaining, as well as an open fire pit for cooler winter nights. This is unlike anything else in the city and reminiscent of the pool areas you would expect to find at a boutique holiday resort," says Karalis.

Leading landscape designers Jack Merlo Design (JMD) are the team behind all things green at Sunday Apartments. Merlo says, "Due to the very nature of planning and the setbacks required in developments like this, you end up with quite large outdoor areas around the towers where previously you would find something quite basic. Here, the aim was to create a space that could cater to groups of people while they still maintained a great deal of privacy and sense of personal space. The solution resulted in Sunday's entertaining and dining pods around the pool with the central breezeway courtyard providing additional green breaks."

The 10 metre wide courtyard will feature upright plantings, such as bamboo, to ensure residents on the upper levels retain a visual connection with the ground. JMD also created a double storey void in the lobby. It will be carved from the building and filled at ground level with cylindrical bamboo planters and low growing ivy complemented by overhead trailing plants to create a green, landscaped experience upon immediately entering the building.



# Sunday

COVENTRY STREET  
APARTMENTS

Throughout the development, on both the macro and micro scale, Woods Bagot has incorporated a signature pastille motif. At one end, lower level apartments look out into the street through elongated pastille-shaped openings in the building's skin; at the other, internal finishes such as drawer handles, openings on ventilation units and even light fittings take on the distinctive shape.

Inside, all one-bedroom apartments are the same size and based around ingeniously designed pods that stylishly contain the kitchen, bathroom and all storage for the bedroom and living areas, thereby maximising living space. All apartments feature a selection of Miele appliances and Roger Seller bathroom fittings and fixtures. Two-bedroom apartments range in size, some with generous balconies that run across their full width, others enjoying two balconies with different aspects, including views of the Royal Botanic Gardens.

Apartments have a choice of three colour schemes: vivid Glowing Coals red, Tree Frog green and a more subtle, Natural White neutral finish. They also boast striking contrasts between impeccable joinery and stark, exposed concrete ceilings.

With apartments starting from \$335,000, Sunday Apartments offer such a high level of design quality and a truly unique approach to the urban outdoors that living within will make every day feel like Sunday.

For further information, please contact:

**Jane Martino**  
Undertow Media  
M: 0418 323 140  
E: [jane@undertowmedia.com](mailto:jane@undertowmedia.com)