

Pacific BOND*i* BEACH

WITH MILLION DOLLAR VIEWS BOTH INSIDE AND OUT, PACIFIC BOND*i* BEACH IS SET TO BECOME THE NEW BENCHMARK OF APARTMENT LIVING, WRITES LYNETTE FREY.

FORM
IN THE ZONE

additions to the National Gallery of Australia and the State Parliament House, will work with a team of three interior designers, George Freedman of PTW, Jonathan Richards of SJB and Koichi Takada of Koichi Takada Architects. Buyers will be given the unique opportunity to select from one of three bespoke interior schemes created by each designer for every apartment in the building.

With a design brief focused on creating a lifestyle destination that complements its natural environment, the designers have each created a distinctive scheme that interprets and responds to the natural and cultural context of Bondi Beach. Working with the overarching concept of 'Natural Luxury', Jonathan Richards plays with texture, colour and pattern, utilising materials inspired by the natural environment of Bondi: bronze bench tops, Moroccan tiles and tactile, pebble-like carpets. The 'Easy Elegance' of George Freedman's designs offer "cool, relaxed spaces where the sea and the air take precedence", with an emphasis on polished luxury and elegant sanctuary. Koichi Takada's interiors, developed around the theme of 'Elements', make use of a neutral colour palette and natural materials like wood and stone to create warmth and timelessness. Takada says of his designs, "I strive to find the perfection of what nature can offer in Bondi Beach, such as the ambience of light, the constantly changing colour, the texture of the beachfront environment and somehow bring it back as inspiration into the interior space." At the pinnacle of the development, the 'lighthouse' penthouses feature undulating rooftops that replicate the waves of the ocean and semi-automated and gull-wing doors and skylights, which bring the northerly sun into the apartments. In some cases, the outdoor space

According to developer Eduard Litver of Capit.el Group, in Sydney's Bondi Beach "you have the backpackers and you have the Packers". He's making reference, of course, to one of Bondi's high profile residents, Australian businessman and casino mogul, James Packer, and that eclectic bustle that is Bondi Beach, a melting pot of colour, sound and subculture, set amidst one of Australia's most pristine and iconic stretches of coast. Thanks to Litver and his collaboration with Allen Linz of Rebel Property Group, the face of Bondi is set for a dramatic transformation with the introduction of Pacific Bondi Beach, a mixed-use development at the site of the historic Swiss Grand Hotel. Occupying almost an entire block, and with a 120-square-metre frontage to Campbell Parade, this is perhaps the last remaining site of any significance to be developed in the area and will incorporate residential, boutique hotel, restaurant and retail spaces.

Pacific Bondi Beach offers 95 premium-end apartments, including 19 stunning two-level 'lighthouse' penthouses, 69 boutique hotel apartments, as well as a fashion and dining precinct combining restaurants, cafes and wine bars. Veranda seating overlooking the promenade is to be oriented around an open-air atrium linking to residential lobbies, and a porte-cochere with valet parking for residents. Other exclusive lifestyle services include a dedicated owners' concierge, housekeeping and onsite health club with gymnasium and pool.

Given the scope of the project, it is not surprising to hear that a team of world-class designers and architects have been convened to turn it into a reality. Architect Andrew Andersons of PTW, whose recent projects include The Bondi at Bondi Beach, the Walsh Bay Precinct Redevelopment, and



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is as expansive as the indoor space, with lawns, wintergardens, outdoor showers, alfresco dining, fireplaces and pizza ovens integrated seamlessly with the interior living zones.

As well as the natural perfection that so captivates Takada, Litver notes, "there's a real artisan movement that has been emerging for quite some time at Bondi, which is also very, very special." From Sculpture by the Sea, to the annual Flickerfest International Short Film Festival, Bondi is increasingly a hub for art, fashion and culture. Pacific Bondi Beach has well and truly tapped into this scene, participating in The Cool House by The Cool Hunter, a pop-up boutique series that ran across Melbourne and Sydney late 2012 and will arrive in New York and London during the course of 2013. In a 10-day event in December, the Pacific's exclusive penthouse display suite was transformed into a pop-up boutique, allowing buyers to experience the architectural elements of the suite while perusing furnishings, accessories and artworks in a wall-to-wall designed space. Shoppers had the chance to purchase every item they saw, including the penthouse itself.

In the first release of apartments last September all but two of the 75 apartments sold within the first two hours. Considering the resistance that still remains in the premium end of the marketplace post-GFC, this is a staggering result. As Litver puts it, "this is never going to happen again. Beyond just the design and beyond the look, the space is like nothing that you'll see in any other apartments Australia-wide."

