



THE NEW BONDI

Extraordinary interiors complement the vast natural beauty outside a major redevelopment, adding a touch of chic to an Aussie icon.

BONDI IS ARGUABLY Australia's most famous beach, its kilometre-long arc of golden sand and expanse of gilded bodies almost instantly identifiable. But while it has become synonymous with Sydney lifestyle, it's not somewhere one would ordinarily look for a hit of chic. That is set to change if developers Allen Linz of Rebel Property Group and Eduard Litver of Capit.el Group have their way; this duo has concocted an enclave of elegance in Pacific Bondi, a new apartment and accommodation complex which might well be the catalyst for a paradigm shift in the way Bondi Beach is perceived.

The scheme involves a total overhaul of the Swiss Grand Hotel, smack-bang in the middle of beachfront Campbell Parade. The master plan has been conceived by Andrew Andersons of PTW Architects, the architect responsible for the Quay Grand (aka the controversial 'Toaster') at Circular Quay, the North residential building at Milsons Point and the Onslow apartments in Elizabeth Bay. The challenge with the Pacific was to create a landmark building that would be more than the sum of its parts: 95 apartments, a 69-room boutique hotel and six fine dining sites, all built around a central entertainment courtyard. It's the kind of panopticon design that optimises the see-and-be-seen factor. Valet parking is assured.

With a beach of Bondi's appeal just across the road, the apartments are, naturally, directed to the exterior. The Pacific's most outstanding spaces are its 21 'Lighthouse' residences. Essentially elongated, elliptical zinc hangars perched atop the five-storey structure, each one is terrace-fronted, commands majestic vistas out to the ocean, and offers a sense of immense insularity while remaining open to its environs.

PHOTOGRAPHER: SHARRIN REES TEXT: STEPHEN TODD

This dialogue between interior and exterior fascinated all three interior architects engaged to design the living spaces, and all in different ways. Clients are offered a choice of one of three distinct schemes with which to fit out their Pacific interior, designed respectively by Koichi Takada of KTA, Jonathan Richards of SJB Australia and George Freedman of PTW.

Takada was enraptured by "the sky and the sea, both constantly changing colour and form", he says. "For me, the interior design had to reflect that context." While he did use mirrors to some extent, on kitchen splashbacks and cabinetry, the 'reflection' is to a large degree symbolic, an echoing of texture and mood. Tiled flooring is smooth underfoot, padded leather is grainy to the touch, and light plays across surfaces as it does on the sea. His bathroom fit-out could be that of a luxury Aegean spa: Takada is obsessed by absolute perfection. "The perfection of nature is so evident at Bondi. We wanted to reflect that," he says.

Richards, on the other hand, admits a fascination for what he calls the "elegance of imperfection". "Our palette is warm, graphic, simple," he says. He has chosen Moroccan ceramic tiles that create a sense of textural depth, and bronze benchtops that are intended to develop a patina over time. >



Left: this hangar-shaped rooftop 'Lighthouse' features a marble and stainless steel kitchen installation by Koichi Takada. Its wall of mirrored utility cabinets reflects the Bondi seascape just across the road outside. The raffia suspension lamps and living room furniture selection is by Jonathan Richards of SJB Australia. **Opposite, below:** a George Freedman kitchen, reflecting the interior's sense of luxury. **This page, above:** detailed material and colour boards allow purchasers to customise their own Pacific spaces; Freedman's Oceanside palette (top) and Richards's samples. **Above right:** padded leather wardrobes and marble vanity units by Takada. **Right:** a simply elegant dining area created by Richards.



VOGUE LIVING NOV/DEC 12 101



Main picture: mirrored cabinetry by Takada brings the view into every room. **From top:** the architects: Andrew Andersons of PTW Architects, Jonathan Richards, George Freedman and Koichi Takada; the Pacific, designed by Andersons; a Palladian-style rooftop conservatory is the perfect showcase for Freedman's classic Modernist design – and, of course, the world-famous seascape of Bondi beach.

< Carpets are nubby, pebble-like underfoot and to the eye. "I felt it important to capture the vitality of this iconic Sydney zone," says Richards. His Bondi is a place of weatherworn rocky outcrops, frothy lattes and surfboards that look like they're in need of a wax.

Freedman strove for a "cool, relaxed" sense of luxury, with his washed-out seaside tones and winks at classic Modernist form. "We have sought to provide spaces that co-exist with this environment rather than merely mimic it," he says.

The Pacific's interiors are, for the most part, extraordinary, and buyers have been quick to show they approve. On opening weekend, all but two in the first release of 76 apartments sold – including five of the 19 penthouses – to people from Australia, Europe and Hong Kong. Bets are on that the rest of these beautiful boltholes will go faster than the proverbial Bondi tram. STEPHEN TODD
Pacific Bondi Beach, 180 Campbell Parade, Bondi Beach NSW. Visit pacificbondi.com.au.