

Apartments + Lofts + Maisonettes + Penthouses + Laneways + Green Heart + Art + Retail

# LIVE ALEX

ALEX\_Collective



# EXTRAORDINARY

Extraordinary Alexandria. Where industry once reigned supreme, Alexandria's intriguing streets are now coloured by vibrant inner city life, eclectic entertainment and culinary discovery.

Journey in any direction and find a surprise around every corner. A hub for artistic pursuits and entrepreneurial endeavour where established businesses thrive alongside quirky galleries, destination foodie haunts and tucked-away bars.

Bordered by Erskineville, Waterloo, Green Square and Sydney Park, a wave of rejuvenation has swept the precinct. Alexandria has shed its industrial skin as factories and warehouses reinvent themselves.

The list of reasons to love this place grows longer by the day, and at the centre of it all sits Alex Collective. Somewhere you can call home.



Artists Impression - McEvoy Street Facade

# ALEXANDRIA

Alex Collective keeps things real. It's an extraordinary architectural vision that celebrates authenticity in a way that is truly refreshing.

It draws on the beauty of Sydney's venerated brick buildings, weaving the new into the suburb's historic fabric. A homage to Alexandria's spirit.

Across an artful family of buildings - Alex, Birmingham, Cooper and Lawrence - warehouse-inspired lofts, maisonettes, apartments and penthouses mirror Alexandria's many charms, Alex Collective. You'll see it in the sawtooth roofs and elegant brickwork that speak to an industrial past. You'll feel it in the wonderful sanctuary gardens, and the crafted simplicity of the interiors.

This is a place that will feel timeless from day one. A modern classic.





Lawrence Street Facade





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McEvoy Street Facade

Artists Impression



Artists Impression - Living and Dining

# EXTRAORDINARY RESIDENCES

Open, inviting and fringed by greenery. Homes embrace the lush internal garden creating rare connections to nature, within your private domain. Light and air spills in from giant glazed doors, bringing the leafy ambience inside while deep alfresco balconies amplify the sense of space.

The interiors are warm and contemporary with an industrial edge. Their raw textures and natural appeal capture the unaffected spirit of the neighbourhood. Enjoy imaginative, generous and authentic spaces, designed with timeless simplicity. It's so easy to make them your own.



Artists Impression - Balcony

### Feels like home

Find peace and tranquillity in beautifully-realised bedrooms where balconies or sunken courtyards expand the sense of space and welcome in light and pleasant breezes. It's your sanctuary on the city fringe and a welcoming retreat from the precinct buzz.

This wonderful flow of private indoor-outdoor space brings an inviting feel to each abode with open layouts maximising superb city and garden vistas.

Another superb design feature is the angled bay window seating that works to capture the best light and sun while maximising view lines.

Consideration to the smallest practicalities and details are everywhere. Study nooks are great for working from home, utilitarian laundries are generously designed, and superbly fashioned wardrobes are beautifully crafted. At Alex Collective, even the little things count.



Artists Impression - Bedroom

# EXPANSIVE VIEWS

From sun-filled terraces, gaze out over Alexandria's intriguing streetscapes, the iconic Sydney CBD skyline and the vast green sweep of Sydney Park.

Many apartments enjoy wonderful flow-through designs featuring oversized front and rear balconies that really allow the spaces to "breathe". Wide living rooms, some up to 7.8 metres, further enhance the feeling of spaciousness.

Every aspect tells a story. The elegant brick formwork that adorns the façade shapes your character-filled alfresco areas while the understated palette of timber, dark metal and stone brings authentic beauty to the spaces.



# EXCEPTIONAL FINISHES



Artists Impression – General Kitchen



Artists Impression – General Bathroom

## Elegance

Elegant monochrome bathrooms shape an indulgent space to pamper mind and body. The luxurious stone-grey canvas, accented with black Parisi tapware, feels handmade and crafted. Frameless showers open up the rooms with dual rain and hand-held showers perfect to refresh and unwind. Spaces you can bring your own life to, with an organic quality that will age with grace and character.

## Craft

Beautiful lines and artisan joinery lend an inviting, tailored mood in the generous modern kitchens. Light and dark schemes feature concrete-inspired stone benchtops and American Oak floors paired with caviar-black or sandstone toned joinery. Integrated black-glass ovens and a French door fridge-freezer add style and function while abundant essential storage keeps all your kitchen and pantry needs at hand.

# GREEN HEART, URBAN SOUL

At its heart, the magic of the garden is embraced and celebrated. Filled with sunlight, it's an enchanting place that creates a lushness that extends beyond your front door.

The family of buildings hug the park-like setting where a series of sheltered cabanas offer shady retreats at its edges and lawns bring real grass beneath your feet.

Enjoy living landscapes, layered in and around the buildings and all the spaces in between.

Living here will feel like entering your own secret garden, hidden away from the urban bustle. These delightful internal landscapes are your inner sanctum, adding a special dimension to the homes.





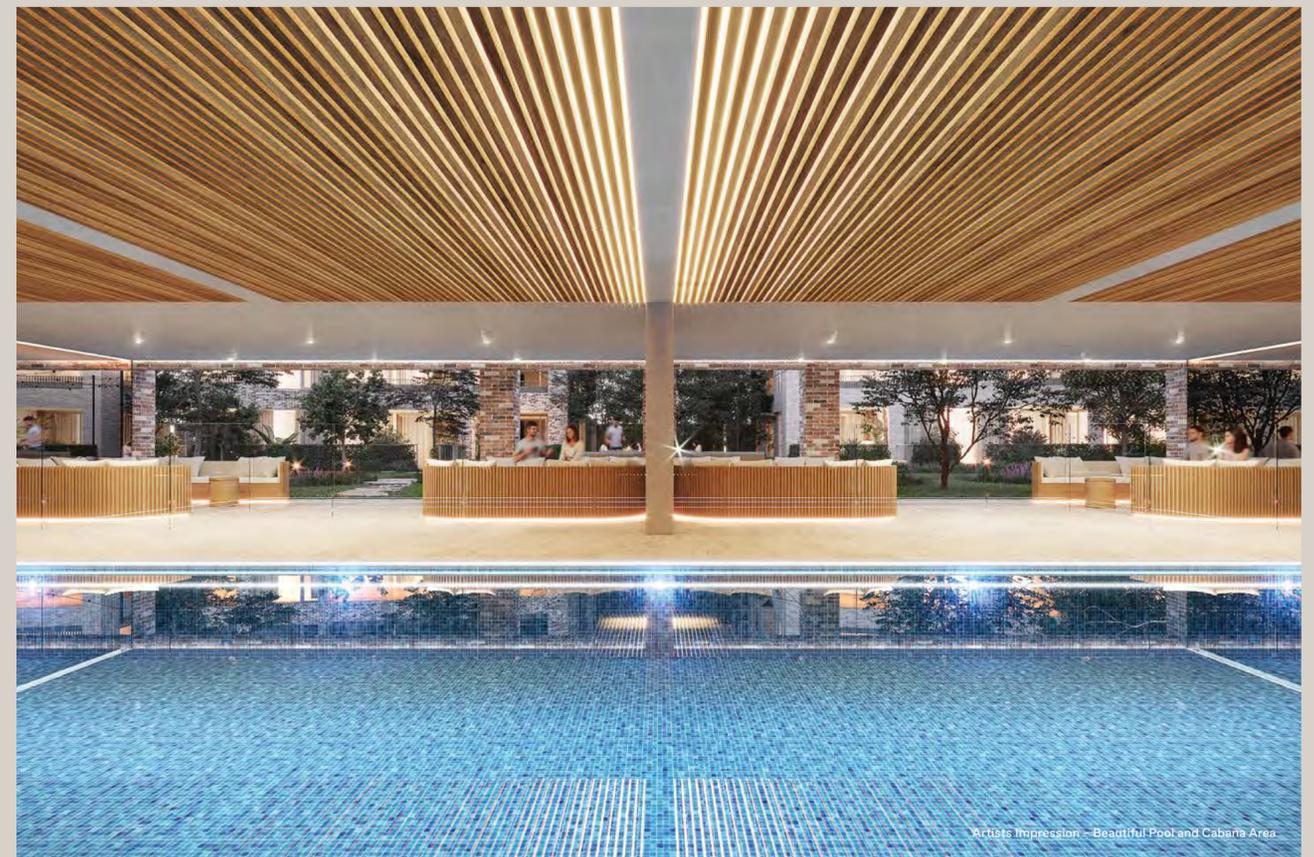
## A serene pool, sky bridges, and gardens

Like the ceremony of entry into a traditional freestanding house, the journey inside forms your daily experience of the apartments.

Alex Collective's incredible sky bridge corridors are an architectural feature rarely seen in today's residential buildings. They enhance the natural flow of light and air creating an uplifting welcome and constant play between inside and out.

Alongside flourishing gardens, the beautiful pool and cabana are also a source of inner regeneration. This rich and meditative environment is an extension of your backyard, bringing layers of health and wellness to the heart of the Alex Collective community.

Immersed in greenery, lazing by the pool, or simply making your way home. There's a genuine neighbourhood being created here where people will always feel they belong.



Artist's Impression - Beautiful Pool and Cabana Area

A contemporary monument honouring our artisan past. Buildings forged with respectful reverence for Sydney's grand, industrial-age architecture. Alex Collective is a striking example of modern design that has its own voice yet feels part of the neighbourhood.

Specially commissioned brick artwork – called Assemblage – by artist Jamie North is woven into the facades. Native Sydney plant life erupts from niches in fragmented brickwork creating continuously evolving living sculptures that speak directly to history, time and place, inspiring conversation amongst neighbours, visitors and passersby.

Naturally, these feel-good homes also embed sustainability features important to us today.

Lightwells maximise the environmental performance of the buildings, bringing in natural cross flow ventilation and sunlight. Highly insulated, the buildings target a 6-star average NatHERS rating using high performance glazing along with awnings and screens to keep your home cool or warm, depending on the season. Rainwater is reused, solar power is employed, and all homes include water and energy efficient appliances and lighting.

# EXTRAORDINARY DESIGN



# YOUR URBAN NEIGHBOURHOOD

Home to renowned eateries, vibrant café culture and bordered by lush parkland, Alexandria is unique in spirit and character.



## Community vibe

Where weekdays wind up and weekends wind down. Alexandria's freedom, vibrancy and space within city limits brings the community together.



## Entertainment central

Find entertainment options of every hue from cool bars and quirky pubs to fine dining and casual alfresco.



## Industrial spirit

Where industrial conversions meet cutting-edge style. All with an entrepreneurial vibe. Adaptive reuse that fuses old and new is Alexandria's calling card.



## Park life & wellbeing

Neighbouring green space at pretty Alexandria Park and rambling Sydney Park does wonders for your wellbeing.



## Close proximity

Only 4km to the CBD, expanding cycleways provide a popular two-wheel highway for easy bike commuting.



## Local favourites

Stumble upon a hole-in-the-wall café, a pop-up gallery or slow-food emporium, with the famous Grounds of Alexandria at the helm.

# A TASTE OF ALEXANDRIA

An appetite for local culture and global flavours can be indulged around any corner.

## Eateries, cafes & coffee shops

Find a neighbourhood local somewhere near.



## Restaurants & fine dining

Headline-making chefs please the crowds.



## Bars & pubs

Everything from cool cocktails to craft beers.

From the Grounds of Alexandria to Archie Rose Distillery, this is the epicentre of Sydney's new generation culinary, café and pub scene. Venues are found clustered in old warehouse spaces, urban breweries and converted substations, offering a feast of slow food, fresh tastes and piping hot espresso.

Turn any corner and you'll find authentic cafés, organic bakers, eco-friendly homewares and boutique stores serving up great cuisine, cool brews and fresh merchandise with a sustainable edge.



# EXPERTLY

## The Ceerose Story

Ceerose is a dynamic and progressive organisation committed to excellence and innovation in all their quality projects. Since founding in 1998, the group has amassed an admirable track record of success.

Known for their refined and innovative take on heritage redevelopments, Ceerose enlisted the design talents of architect Andrew Burns to help realise their vision for Alex Collective. Like many of their projects, they wanted it to tell a story, to create a benchmark for Alexandria and leave a legacy for the suburb and future generations.

Surrounded by vibrant city fringe life, Alex Collective links the suburb across a century of change. It delivers beautiful tailor-made homes, created with discerning owner-occupiers in mind.

Alex Collective proudly joins Ceerose's key national and international award winning projects including Eliza on Sydney's Hyde Park and the landmark Harbour Mill adaptive re-use development in Pyrmont. In everything they do, Ceerose remains ahead of market trends offering an integrated approach to construction projects and development across the residential market.

## The Architect's Vision

A rising star on the architectural scene, Andrew Burns brings a unique depth of thought and remarkable skill to the creation of Alex Collective – the result of a City of Sydney competition winning design. He has collected a number of key awards over the years, amongst them the prestigious Jørn Utzon Award for International Architecture (2013) and the National Emerging Architect Prize (2014).

Here in Alexandria's post-industrial creative and residential precinct, he and his team have created a place that borrows from history while speaking to its future.

It blends the elegance of the past with a design-led vision for modern living. A place where old meets new and character meets innovation. The materially-rich buildings pay homage to the suburb's important heritage while simultaneously creating a sense of community and retreat for residents within.

Like all Andrew Burns' creations, there's no generic formula. Instead, Alex Collective's architecture and interiors focus on the local story and incorporate this narrative into the design.



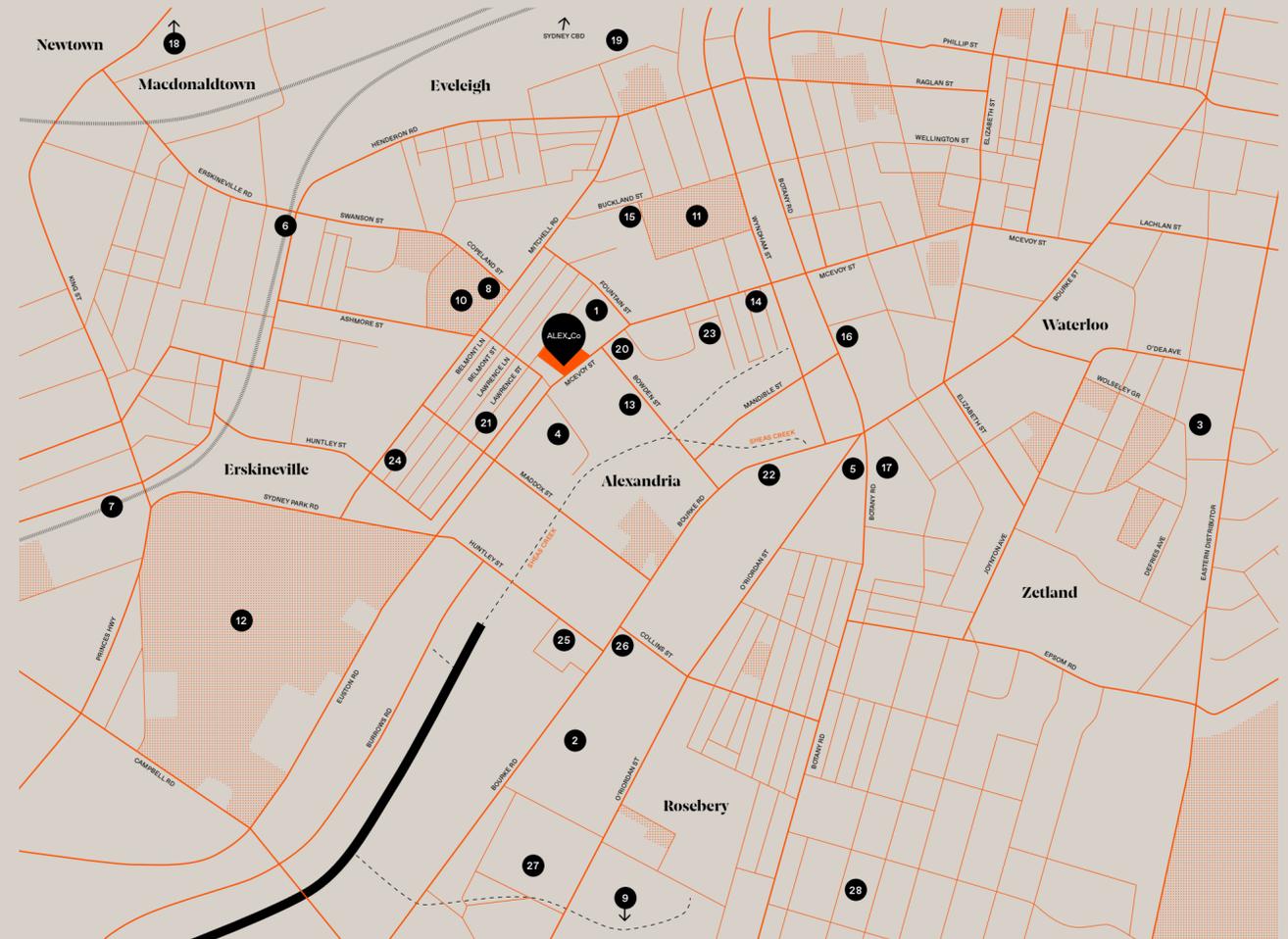
# CRAFTED



# ALEX COLLECTIVE TEAM

A curated team of award-winning architects, designers and landscapers has brought Alex Collective to life. The City of Sydney competition-winning design is a collaborative effort.

Through six years of careful planning and refinement, the team has shaped outstanding living environments with a rare sense of place, a true marriage of architecture, interiors, landscapes and community. It is destined to redefine urban living on Alexandria's lively city fringe.



## EVERYTHING IN CLOSE PROXIMITY

### Shopping

- 1 Alexandria Central (Woolworths and Dan Murphy's) 300m
- 2 Alexandria Homemaker Centre 1.6km
- 3 East Village Shopping Centre 2km
- 4 Bunnings Alexandria 240m

### Transport

- 5 Green Square Station 1.0km
- 6 Erskineville Station 1.1km
- 7 St Peters Station 1.5km
- 8 Erskineville Oval Bus Stop 350m
- 9 Sydney Airport 6.8km

### Parks

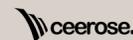
- 10 Erskineville Oval 350m
- 11 Alexandria Park 600m
- 12 Sydney Park 700m

### Amenities

- 13 Alexandria Specialist Day Hospital 350m
- 14 Anytime Fitness 600m
- 15 Alexandria Park Community School 850m
- 16 F45 Training 1.1km
- 17 Green Square Library 1.2km
- 18 Royal Prince Alfred Hospital 2.3km
- 19 South Eveleigh Precinct 1.6km

### Food & Drink

- 20 Sub-Station Cafe 170m
- 21 Pino's Vino e Cucina 400m
- 22 Mecca Alexandria 750m
- 23 No. 5 Restaurant and Bar 550m
- 24 The Copper Mill 750m
- 25 The Grounds of Alexandria 1km
- 26 COOH Bourke Road Alexandria 1.1km
- 27 Archie Brothers Cirque Electriq Alexandria 2km
- 28 Archie Rose Distillery 2.6km



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