



Artist impression of a studio apartment at Society showing the pull down bed.

Furniture for compact homes

Decorating and furnishing a compact home can be challenging, but when done correctly by choosing the right furniture and colors, any space will look and feel more spacious. A selection of one bedroom apartments include a number of clever space saving features such as pull down queen-size beds.

Try these suggestions for creating more space:

Furnishings - When selecting furniture for your compact space choose smaller pieces that have a more open design or dual use - eg a sofa which can double as a bed. Furniture for compact homes including furniture with inbuilt storage can be purchased at a number of furniture retailers including King Furniture, Rise+Shine and Gainsville.



Sofa with storage space from King Furniture.

Arrangements - When arranging your furniture be aware of traffic patterns, all traffic should flow uninterrupted through your room. Start with the largest piece on the largest wall and facing your focal point.

Accessories - In compact spaces be careful not to over use accessories. Remember, less is more if you want to create that open feeling. Mirrors and shiny reflective accessories help create the illusion of more space.

Sales and leasing

Hamton Real Estate Services has set up a temporary onsite display suite for the apartment leasing and re-sales campaigns on the ground floor of Society.

Investors wishing to lease their apartment out should contact Nicole on 03 9522 8428.

Nicole has compiled a database of prospective tenants for some months now via people registering their interest online at liveatsociety.com.au. By building completion Nicole should have a comprehensive list of prospective tenants ready to move in. ■



Intranet

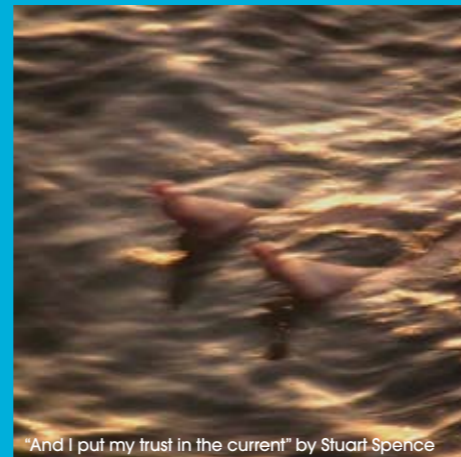
Society residents will be linked to an intranet which will be accessed online via a personal login. The intranet will enable residents to access unique services including being able to order room service from the building's retailers, book tickets to the open air cinema, make reservations for dinner at one of the ground floor food and beverage facilities and communicate with other residents of the building through networked chat rooms and message boards. The intranet will be a key tool in developing the community feel in the building and will improve communication between residents, building management and the building's retailers. ■



Society art

Contemporary art by Stuart Spence has been purchased for the Society South Yarra lobby bar and reception, foyers and common areas. Society residents will be able to enjoy Stuart's entire "As Yet Unclear" exhibition as well as two original pieces designed specifically for Society. The 26 pieces will be displayed throughout the building and will be a superb feature.

The collection is a super fit for the development, unforgettable iconic images that are sophisticated with a sense of style that is just timeless. Some of Australia's finest writers, poets and musicians have interpreted Spence's photographs with original 'soundtracks'. Through a union of image and sound, the exhibition is most intriguing. The soundtracks will be available for residents to download from Society's intranet. ■



"And I put my trust in the current" by Stuart Spence

newsletter edition two

spring 2009

Keeping up with Society

Furniture for compact homes

Exciting ideas for decorating and furnishing compact homes

Society Art Collection

Contemporary art by Stuart Spence has been purchased for the building

Consultant profile - project architect, Plus Architecture

The young and vibrant Melbourne architecture firm behind Society's design

Building Structure Complete!

Fitout begins



Highlights

- Society's building structure is complete
- Retail leasing and sales campaign is underway
- Chris Cheney from The Living End is a Prisoner of Society
- Furniture for compact homes
- Society's intranet
- Art purchased to feature throughout Society
- Display Suite for Society re-sales and leasing is now open



Aerial photograph taken of Society in June 2009.

Construction update – building structure complete!

Construction is well underway at Society with the structure now complete. The basement fit out is also complete and the ground floor finishing works have commenced. The fitout of the apartments are well underway. Construction is on schedule for completion in February 2010. ■

Finance

In our last edition, two reputable finance brokers were introduced, Hyaline Finance and Court Financial Services. By now you should have also received a finance information pack.

With the distinct possibility of a number of levels of apartments being ready this side of Christmas, please keep in mind that organising finance at the moment is taking much longer than it has in the past and whether you choose to use your own contacts or those provided by us, we suggest you start this process if you haven't already.

As mentioned previously, both Hyaline Finance and Court Financial Services will at no cost produce a preliminary finance assessment for you. As part of this service, they can undertake a full cost comparison on the products offered, research the



Chris Cheney with Hickory project manager, Alistair

Purchaser profile – Chris Cheney

The Living End's Chris Cheney has proved he is indeed a "Prisoner of Society" – with his purchase of a two bedroom apartment at Society. Cheney, the guitarist and lead singer of the ARIA winning Australian rock band released the youth anthem 'Prisoner of Society' in 1998. Most recently, Chris kicked off The "White Album" Concert Series where he and his mates Phil Jamieson, Tim Rogers and Josh Pyke took to the road their orchestral tribute to The Beatles record. Chris recently toured Society's construction site and was amazed at the fantastic views. ■

various loan types and explore all options ensuring that the product is right for you or alternatively, present the best financial solution.

If you are interested in this service, please phone Tammy from Hyaline Finance on 0448 807 518 or Kris from Court Financial Services on 0412 207 195. ■

Market update

The market continues to strengthen with a number of projects selling out in record time recently. Recent talk of increasing interest rates, higher construction costs and land values suggest pricing for new projects are likely to be well in excess of Society. This bodes well for strong valuation support.

Solid rental enquiry on Society suggests the undersupplied inner city market is in need of the type of stock offered at Society. ■



Artist impression of a restaurant at Society.

Consultant profile – project architect, Plus Architecture

Plus Architecture, the designer of Society, is a young and vibrant Melbourne architecture firm with an impressive body of work. They started life as the architects for NewQuay Docklands and have since become the experts in multi-unit residential buildings in the inner suburbs of Melbourne. Some of their work includes: Tooronga Village, Era apartments in Richmond and 9 -11 Claremont Street, South Yarra.

Plus Architecture Directors Craig Yelland and Ian Briggs worked closely with Hamton from project inception to bring the inspired residential concept to life. For Plus, Society represents more than just an apartment building but an exciting new direction in living. It creates an opportunity for a group of vibrant young people to redefine the meaning of community with a 21st century edge.

Plus Architecture is most fond of the communal facilities that bring people together to enhance the sense of community. Be it the lobby culture created by bringing the two lift access points together or the roof top facilities, they all add to the vibrancy and unique offering of the building.

Visit Plus online at www.plusarchitecture.com.au ■

Society living – the retail & commercial spaces

A leasing and sales campaign has recently commenced for the ground floor retail and level 10 commercial opportunities at Society.

Society's ground floor will be an impressive retail and hotel-style experience, reflecting the diverse lifestyle needs of the residents. The ground floor proposes to consist of the lobby bar, laundrette, cinema box office & café and food & beverage outlets.

The lobby will double as a check-in spot and bar. Residents will be able to collect their mail on the way through, stop for a quick drink, or use their laptop to connect to WIFI. Services offered within the lobby will include full building management, property management and leasing, sales, building security and caretaking by Hamton's Real Estate Services team.

The proposed laundrette will be South Yarra's hippest laundrette. It will offer a full laundry service, offsite dry cleaning and do-it-yourself washing and drying. Those choosing the latter will be able to sit down, relax and grab a coffee, a sandwich or a beer from the café/ restaurant/ produce store and connect to the wireless internet while they wait for their washing.

The cinema box office and café is proposed to be located next to Society's entrance.



Artist impression of Society's lobby.

As well as being the box office for the cinema this tenancy may offer useful products including household goods (milk, toothpaste, soap etc.), limited food/ beverage (coffee, sandwiches, cinema treats), magazines, newspapers, and music & DVDs (subject to planning approvals). A 'life concierge' may also be available where residents can book services such as cleaning, car wash or a personal trainer.

Two superb tenancies (161-241sqm) are currently available for lease and/ or sale on the ground floor. Both feature prominent street frontage and generous outdoor seating areas, ideally suited to a restaurant, bar, café or produce store usage.

With a stunning panoramic vista sweeping from the City to the bay and over the Dandenongs, the Level 10 Society Deck is one of the features that really sets this project apart. The Deck features a proposed open-air cinema and rooftop bar, in addition to a commercial space (122sqm) which is available for lease and/ or sale. This space is ideally suited to a day spa, hair salon, gallery or office.

If you or someone you know is interested in leasing and/or purchasing any of the retail or commercial spaces please contact Peter Lane on 0407 387 007 or register online at societysouthyarra.com.au via the retail section of the website. ■

Places & things we like

1. thelivingend.com
2. momoy.com – Home trends, Decoration and Gardening
3. kingfurniture.com.au
4. marsgallery.com.au