

555
COLLINS

BATES SMART
BRILLIANCE

INTRODUCING
A NEW STANDARD
IN ELEGANCE.
AUSTRALIA'S MOST
PRESTIGIOUS ADDRESS.
AN ENDURING
ARCHITECTURAL
ACHIEVEMENT FROM
BATES SMART.

555
COLLINS

MELBOURNE
**THE WORLD'S
MOST LIVEABLE
CITY**



NEW WORLD BENCHMARK

Acknowledged on the world stage as one of the great modern cities, Melbourne is renowned for its global cultural and commercial connections. Elegant architecture and natural beauty enhance this thriving metropolis, increasing its unique appeal. Secure and sophisticated, with an energetic and imaginative spirit, Melbourne is a city of influence.

ACTUAL SOUTH VIEW

A BUSY AND BEAUTIFUL CITY



ARTIST IMPRESSION

AN AVENUE OF MAJESTIC TREES KEEP
COMPANY WITH MELBOURNE'S MOST
HISTORIC BUILDINGS

COLLINS STREET
**AN ESTEEMED
TREE-LINED
BOULEVARD**

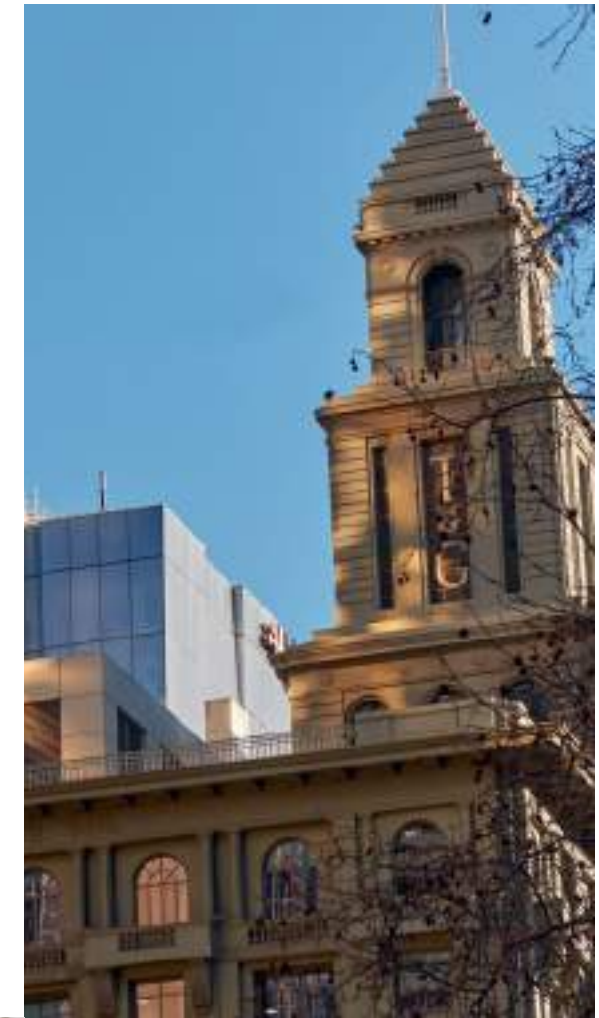




MELBOURNE, AUSTRALIA'S MOST SOPHISTICATED CITY

COLLINS STREET

Home to cultural icons, fashion houses, corporate leaders and heritage architecture, the iconic Melbourne boulevard presents the best Melbourne has to offer.



COLLINS STREET, MELBOURNE'S GOLDEN MILE

RICH IN HISTORY

Once the British Empire's largest and wealthiest city after London, Melbourne's gold rush stimulated an architectural boom, transforming Collins Street into the celebrated Golden Mile. The striking neo-Gothic and Italianate bank and insurance buildings remain today, still surrounded by handsome stone churches and the country's most fashionable stores.



N°600
MANDARIN
ORIENTAL

One of world's most renowned luxury hotel operators, the Hong Kong based Mandarin Oriental Hotel Group has announced that they plan to make their Australian debut. The five-star Mandarin Oriental Hotel will provide 196 state-of-the-art guestrooms.

N°555
555 COLLINS

Once home to the finest hotel of 1800's Melbourne, the William Pitt-designed Federal Hotel and Coffee Palace, 555 Collins continues to dominate Melbourne's premier thoroughfare with the forthcoming Bates Smart designed residential and retail development reinforcing the significance and grandeur of this address.

N°525
RIALTO
TOWERS

Home to the famous Vue de monde restaurant, Rialto is amongst the tallest office buildings in the Southern Hemisphere. The original towers and precinct are undergoing \$100M in regeneration, leading to an additional 6000sqm of commercial premises.

N°495
INTERCONTINENTAL
MELBOURNE

This five-star hotel mixes old and new behind its 1880's gothic-style façade, including a ten-storey glass-topped atrium, ornate windows and original brickwork. As well as being a superb hotel, the InterContinental is also home to the esteemed restaurant, Merchant.

N°460
FORMER
WESTERN HOUSE

This building represents one of the last uses of the classical revival style traditionally associated with banks in the 1930s. Here it is exemplified in a restrained form on the two street façades of sandstone over a granite plinth and within the main banking chamber.

N°433
W HOTEL

Comprising approximately 294 guestrooms, the world famous W Hotel will make its Melbourne debut in 2020. The vibrant W Melbourne brings a contemporary and energetic approach to luxury and joins a list of prestigious Collins Street hotels.

N°394
TREASURY
ON COLLINS

The headquarters of a major banking company within Australia from 1876 to 1974, the former Bank of Australasia exemplifies conservative Renaissance Revival design. It is significant for its position on a corner site within the centre of Australia's original banking heartland.

N°267
TIFFANY & CO
MELBOURNE

Reminiscent of the iconic Fifth Avenue store, the Melbourne flagship of Tiffany & Co. is an opulent creation spread over three levels, that features a sweeping staircase and a chandelier comprised of 500 hand-blown glass pieces. The store's white marble façade creates a dynamic presence on Collins Street.

N°191
REGENT THEATRE
MELBOURNE

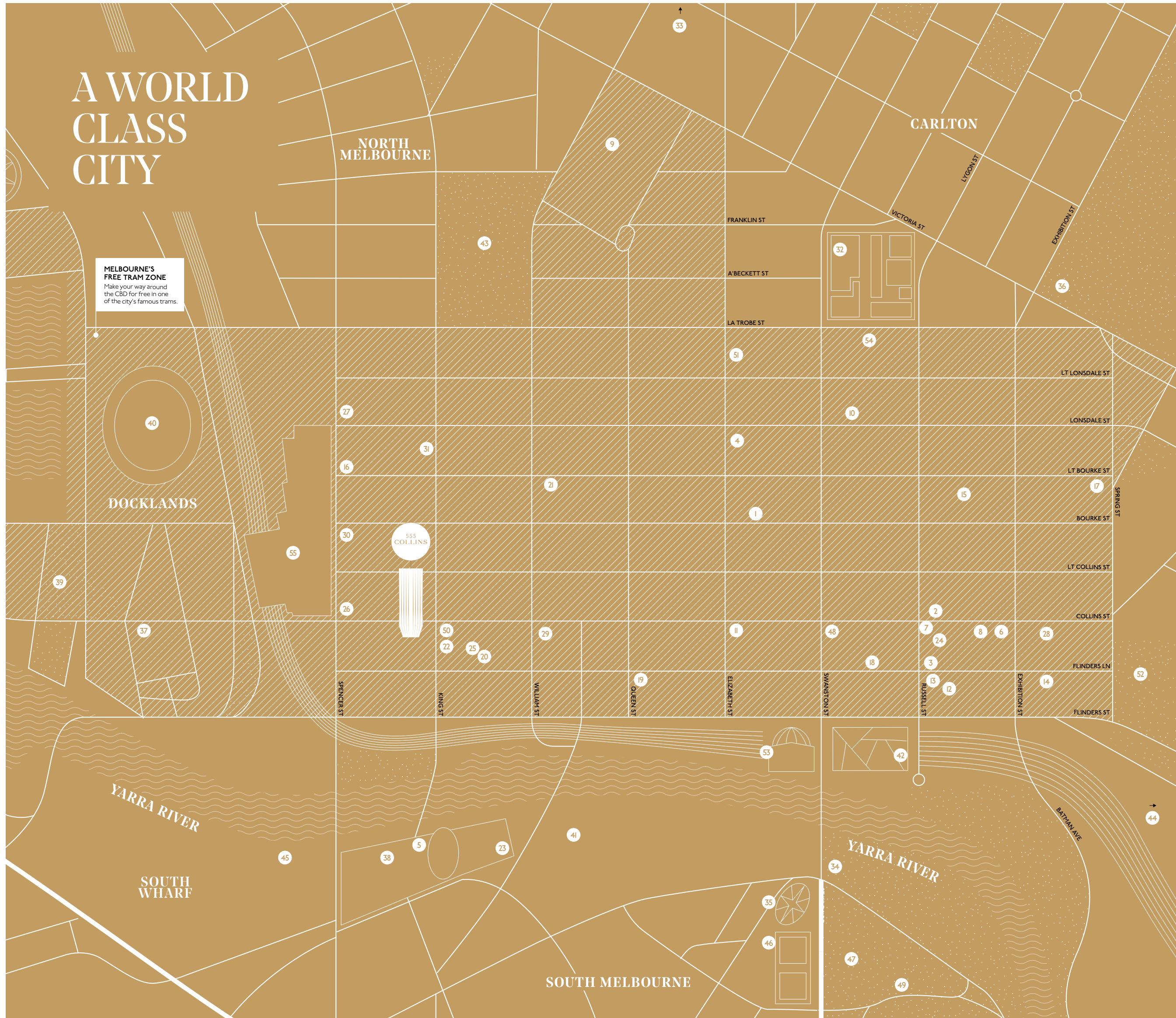
The combined Spanish Gothic and French Renaissance styles of the Regent represent one of the best surviving examples of an inter-war period Australian picture palace. The imaginative combination of styles and sumptuous and spectacular interiors exemplify early 20th century cinema architecture.

N°139
LOUIS VUITTON
MELBOURNE

Built in 1886 and designed in the Victorian Mannerist style, 139 Collins Street has a history of attracting wealthy, fashion-conscious shoppers to its doors. In 1917 it was acquired by the exclusive, female-only, Alexandra Club and today it is home to Louis Vuitton.

N°101
101 COLLINS STREET
MELBOURNE

Designed by Denton Corker Marshall, this Melbourne landmark surveys the city from the 'Paris' end of Collins Street and is considered one of Melbourne's most influential business addresses. Current tenants include Credit Suisse, Chopard, Van Cleef and Arpels, and Goldman Sachs Australia.



A WORLD CLASS CITY

MELBOURNE'S FREE TRAM ZONE
Make your way around the CBD for free in one of the city's famous trams.

RETAIL

1. BOURKE STREET MALL 1.1KM
2. CARTIER 1.3KM
3. CHANEL 1.2KM
4. EMPORIUM 1.3KM
5. CROWN CASINO RETAIL 1.2KM
6. HERMÈS 1.4KM
7. LOUIS VUITTON 1.2KM
8. PRADA 1.4KM
9. QUEEN VICTORIA MARKET 1.2KM
10. QV 1.5KM
11. TIFFANY & CO 850M

DINING

12. CHIN CHIN 1.5KM
13. CODA 1.3KM
14. CUMULUS 1.6KM
15. FLOWER DRUM 1.6KM
16. HIGHER GROUND 550M
17. SUPPER CLUB 2KM
18. SUPERNORMAL 1.2KM
19. MAHA 700M
20. MERCHANT 160M
21. MOVIDA AQUI 600M
22. VUE DE MONDE 100M

HOTELS

23. CROWN TOWERS 1.2KM
24. GRAND HYATT 1.3KM
25. INTERCONTINENTAL 160M
26. MANDARIN ORIENTAL 200M
27. RITZ-CARLTON HOTEL 700M
28. SOFITEL 1.5KM
29. W HOTEL 300M
30. PREMIER TOWER 400M

EDUCATION

31. HAILEYBURY COLLEGE 1.7KM
32. RMIT UNIVERSITY 1.7KM
33. UNIVERSITY OF MELBOURNE 3KM

ENTERTAINMENT/COMMERCIAL

34. ALEXANDRA GARDENS 2.9KM
35. ARTS CENTRE 1.5KM
36. CARLTON GARDENS 2.3KM
37. COLLINS SQUARE 750M
38. CROWN CASINO 750M
39. DOCKLANDS PARK 950M
40. ETIHAD STADIUM 800M
41. EUREKA SKYDECK 1.1KM
42. FEDERATION SQUARE 1.3KM
43. FLAGSTAFF GARDENS 750M
44. MCG 2.6KM
45. MCEC 3KM
46. NGV 1.7KM
47. QUEEN VICTORIA GARDENS 2.9KM
48. REGENT THEATRE 1KM
49. ROYAL BOTANIC GARDENS 2.9KM
50. RIALTO TOWERS 100M
51. STATE LIBRARY OF VICTORIA 1.6KM
52. TREASURY GARDENS 1.5KM

TRANSPORT

53. FLINDERS STREET STATION 1KM
54. MELBOURNE CENTRAL 1.4KM
55. SOUTHERN CROSS STATION 300M

BATES SMART
**SCULPTED
BRILLIANCE**

TEXTURE AND LIGHT PLAY ACROSS
THIS LINEAR FORM





ARTIST IMPRESSION

**INFLUENTIAL.
CONFIDENT.
PROMINENT.**

CONCEPTION TO CREATION

The historical prominence of this corner address asserted a strong influence over the original architectural vision for 555 Collins. In Melbourne's modern era we considered it essential to honour the sense of grandeur typical to the many classical buildings along Collins Street.

The final, uniquely elegant form comprises an evolving façade that constantly changes as it is viewed from different aspects around the site. Intricate and textured, this façade provides intriguing and inviting points of view to pedestrians. 555 Collins adds new excitement to the vibrancy of Melbourne's city skyline as light moves across this sinuous new form.

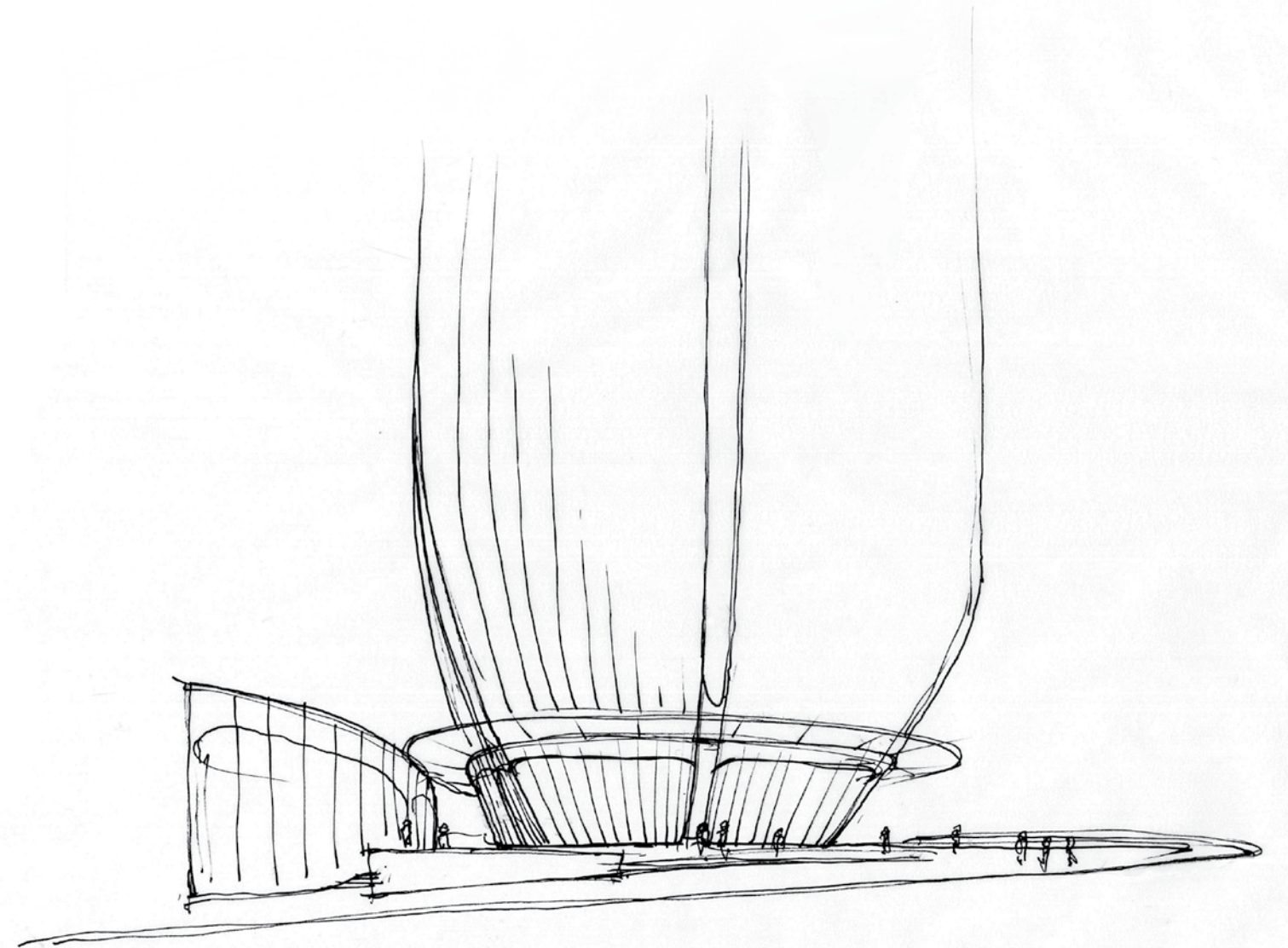
The larger fins on the tower gradually transition into fine mullions at the ground level akin to the tracery windows commonly found along classical shopfronts of heritage buildings along this iconic Street.

555 Collins is an exemplary address; its prominence, outlook and formal expression distinguish it as a rare and lavish residential development of genuine international design standing.

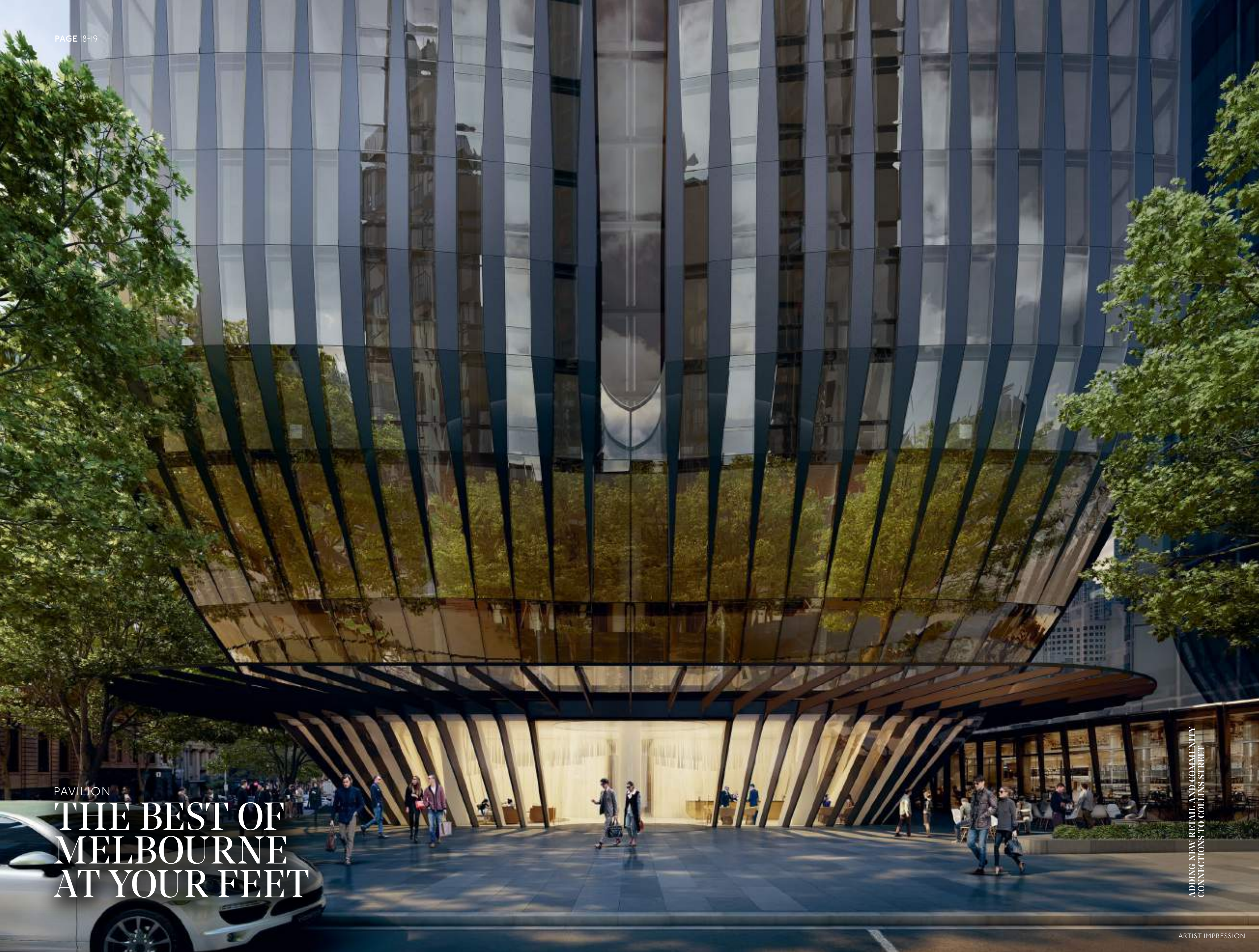
Aware that laneways are now a culturally significant characteristic of Melbourne, we were inspired to reimagine the notion of a podium, thereby providing a contemporary and elegant addition to the precinct's streetscape. The tower's form tapers inward towards the ground level, creating a continuous pedestrian loop and offering new opportunities for public space. In this way 555 Collins brings a contemporary addition to the city's constellation of laneways, connecting residents and workers to King Street, Collins Street and Flinders Lane.

Largely transparent, the tapered ground plane allows daylight to filter freely into the internal retail spaces and artificial light to glow into the streets and laneways at night. This consistent luminance creates an urban environment that is safe and inviting. This shapely creation is both a stunning sculpture and a new civic plaza for Melbourne's CBD.

BATESSMART™



ARTIST IMPRESSION



PAVILION

THE BEST OF MELBOURNE AT YOUR FEET

ADDING NEW RETAIL AND COMMUNITY
CONNECTIONS TO COLLINS STREET

