

ATTACHMENT B

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PHOTOMONTAGES

286-296 SUSSEX STREET, SYDNEY

Our design intent is to raise the quality of the urban experience of the site and its neighbours by the addition of a sympathetic building that uses handsome proportions, minimalistic detailing and distinctive style to underpin the best aspects of the entire surrounding urban fabric. Our challenge has been to achieve a mutual benefit, where this proposal stands as a building of design excellence and still makes the neighbouring buildings better. Our desire to achieve this outcome is founded on the principle that harmony with neighbours is preferable to sharp contrasts.

From the outset this proposals has adopted a quality of design and construction that is not about being average. This demands apartment designs that are compact, rational and therefore more affordable, it drives us to delineate hotel rooms that fit perfectly to their market and to house it all within a building that is contemporary, graphic and authentic.



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The stage 1 envelope has been elegantly moulded into a building form of four blocks that each have different proportions: they sit above or hover beside each other. The spaces between them are formed to allow light and air into the centre of the building. The corners that are revealed improve views and create connections into the city. In this way the buildings proportions are transformed without compromising aspect or area.

The use of brick construction, rich in texture and humble in character, marries with the long history of brick warehouses in this area, and introduces a timeless quality to the building.

Innovation pushes us to move beyond our tried and tested designs and details. We seek to invent new ideas and embrace new technology and in keeping with this objective the façade is enriched with offsets that are minimal to give energy to the pattern within the design. The pattern recalls the work of today's digital artists (glitch, datamoshing, noise etc), in turn capturing the culture of the current millennium.

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