

GRAVITY
TOWER

89 Gladstone Street South Melbourne



*See Melbourne
in a new light*

9

OVERVIEW
See Melbourne
in a new light

Combining an exceptional location with superb quality, Gravity 1 & 2 bedroom apartments invite you to enjoy modern city living at its best, with access to a rich concentration of lifestyle and entertainment options right on your doorstep.

12

LUXURY RETREATS
From impressive entry
to exclusive rooftop club

Extend your space for living into an outstanding array of superb resident amenities. Invite friends and family for special occasions or just a quick catch-up and share brilliant communal spaces. Perfect for entertaining or relaxing.

31

DESIGN
Architecture
that shines

A statement building that makes the most of a prominent corner location, Gravity's design by the highly regarded Plus Architecture uses the changing light of the day to project a dynamic visual presence that establishes a new landmark on the Melbourne cityscape.

36

APARTMENTS
Bright stylish detail
and innovative design

Find your perfect sanctuary with spacious, light-filled interiors, beautifully detailed and finished in natural materials.

51

LOCATION
Light up the
best of Melbourne

North, south, east and west, the finest attractions the city has to offer are all within easy reach. From dining out to boutique shopping, secret bars to arts and entertainment, sports and recreation to just lazing in a park, Gravity has it all.

70

TEAM
Committed to
delivering quality

Blue Earth, Plus Architecture and 360 Property Group bring years of experience and a track record second to none. Combining a quality design ethos with a peerless understanding of the elements that deliver a great residential experience, their vision is one you will fall in love with.

GRAVITY
TOWER



*For the 21st century
style-conscious city-dweller
seeking beauty, function & light*

*A beacon in the
heart of the city*

Step up to a whole new level of modern city living. An exceptional location on the very edge of the CBD puts you right in the heart of the best that Melbourne has to offer – from the beach to the Botanic Gardens, city laneways to the MCG, fresh food markets to high end fashion. Discover the dining, entertainment, leisure, and lifestyle opportunities you've dreamed of having on your own doorstep.

Experience the radiant splendour and signature architectural style of Gravity. 29 storeys of spectacular 1 & 2 bedroom luxury apartments invite you to immerse yourself in the sleek, contemporary style, exquisite detailing and sophisticated finishes of a residence that delivers enduring appeal.



Luxury retreats

*Stunning
lifestyle spaces from
ground floor to roof*

page 12 /

Gravity extends the living space of your apartment into an outstanding array of superb resident amenities. Here you can take advantage of exceptional community living spaces that are designed to deliver the comfort, convenience and quality of a fine hotel.

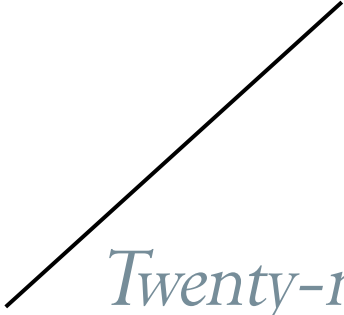
Start your day with a creamy espresso or a delicious breakfast in Gravity's ground floor café 'Solar'. Come home to the inviting welcome of a grand entry lobby off Gladstone Street. Relax at the end of the day, or spend a Saturday with friends enjoying exclusive access to the 'Altitude Club' – a sensational collection of rooftop relaxation and entertainment facilities with incredible views from Port Phillip Bay to the city skyline.

*More than just apartments,
Gravity's glorious leisure and
entertainment spaces add
enticing options to every day.*

/ page 13







*Twenty-nine storeys up, slip
into the glamorous New York
atmosphere of Gravity's exclusive
rooftop club 'Altitude'*

*Teppanyaki grill & BBQ,
spa with city views*

Relax in spectacular landscaped surroundings with amazing vistas. Look forward to the perfect end to a long day or invite your friends for an easy and delicious dinner al fresco. Weekends or week days, it's yours to enjoy.

*Private dining room
& kitchen with city views*

Host your next celebration at home. Gather the family, get together with work colleagues, or just invent an excuse to send out invitations. Find everything you need for cool cocktails, stylish buffet or a sit down feast in simply stunning surroundings.

*Designer Lounge
with fireplace*

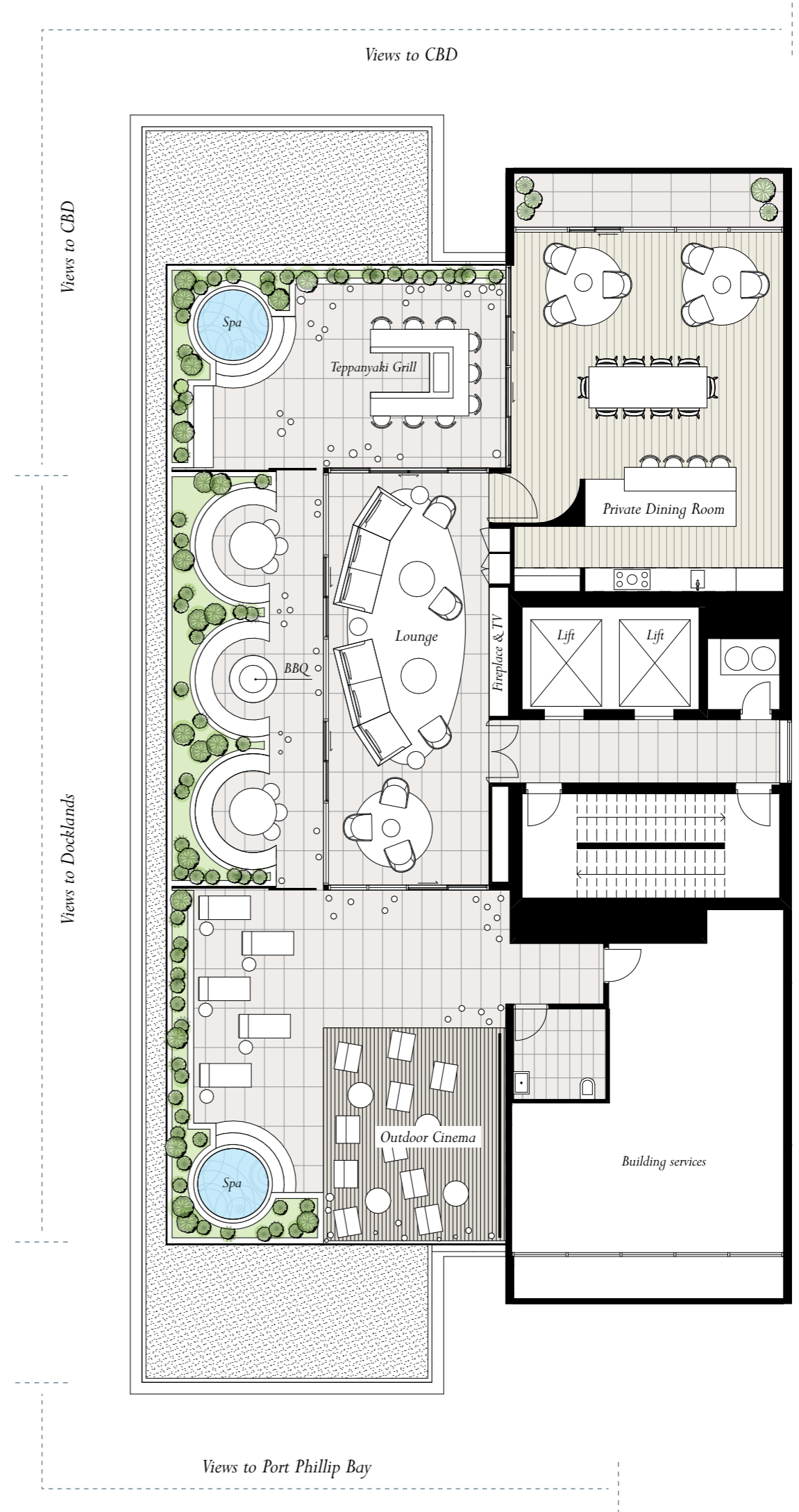
Ideal for pre-dinner drinks or even somewhere to take the laptop for a couple of hours during the day, the 'Altitude' Lounge offers designer comfort and convenience in equal measure.

Outdoor cinema

What better way to catch a new release or re-visit an old favourite? Put away the DVD's, slip upstairs and relax in front of the big screen in style.

*Cinema spa
with bay views*

Yes, you can watch the movie while luxuriating in the soothing waters of a hot spa. Why not take a drink too and check out the spectacular views over Port Phillip Bay?





Private dining room / Artist impression



Spa & terrace / Artist impression



Lounge / Artist impression



Outdoor cinema / Artist impression



ARCHITECTURE

Design

*Architecture
that shines*

page 31

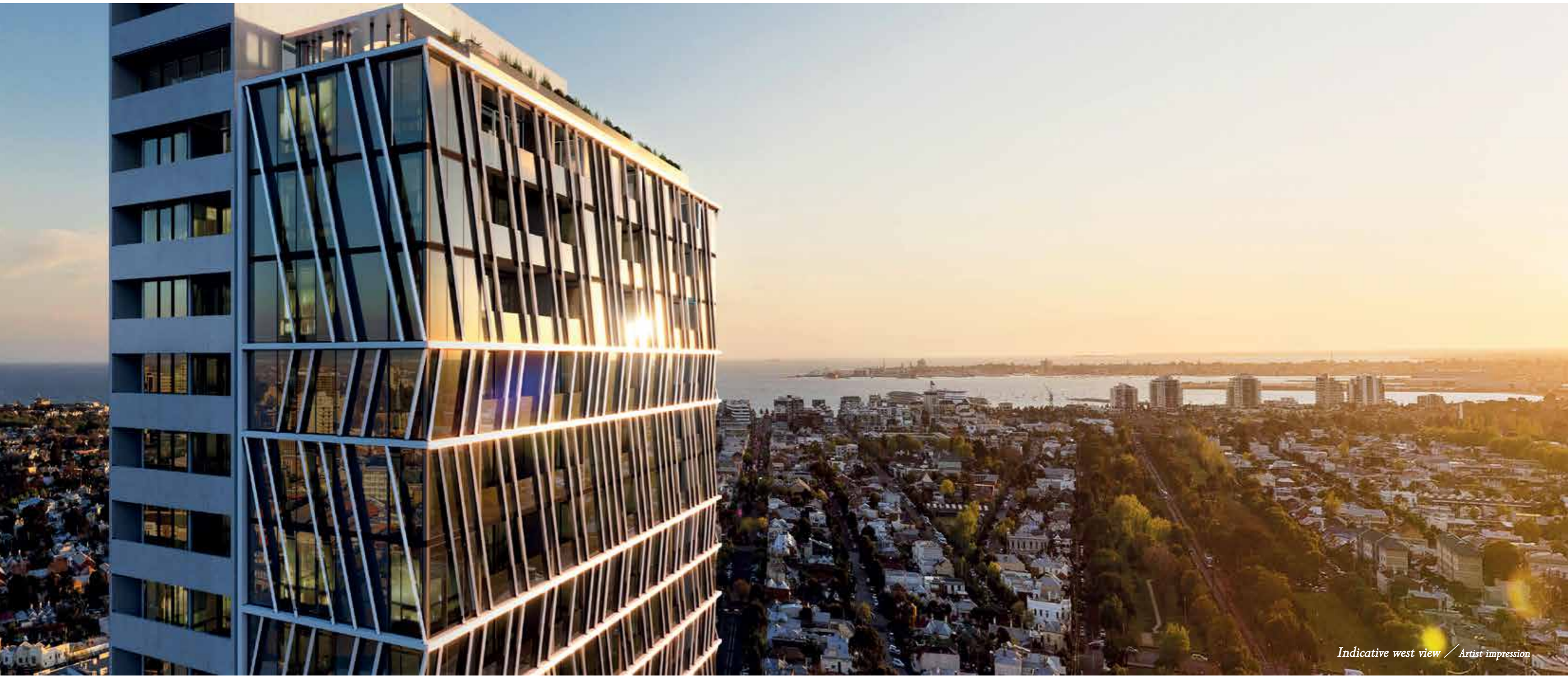
Designed by the award-winning Plus Architecture, Gravity announces a distinctive new landmark on the Melbourne city skyline.

Occupying a commanding position on the corner of Montague and Gladstone Streets, this signature 29 storey tower presents a singular, iridescent form, whose striking façade geometries emphasise the building's glittering textural presence.

Tiers of angular, syncopated 'fins' add a continuously altering expression, where light, shade and reflection evolve throughout the day to create a dynamic, shifting visual quality. The building's eloquent exterior detailing makes a definitive architectural statement and continues inside to the impressive entry lobby's manifold feature lighting and textured wall finishes.



Indicative north east view / Artist impression



Indicative west view / Artist impression

With breathtaking views from the city skyline to Port Phillip Bay, Gravity's 1 & 2 bedroom luxury apartments combine enduring appeal with sleek, modern styling and a sophisticated colour palette. Designed to optimise natural light, these superb residences, finished in a range of contemporary materials, deliver an effortless feeling of space and openness.

Gravity's subtle and elegant interior design cultivates a sense of 'flow' with loft-style timber floors throughout the living, kitchen and dining areas. Plush carpeting emphasises a feeling of luxury and peace in every bedroom. European

style kitchens provide maximum storage and feature reconstituted stone benchtops, fixed undermount rangehoods, high technology Bosch appliances, and integrated fridges and pantries in a seamless design.

Extended island bench 'breakfast nooks' provide an intimate seating area for one bedroom apartments. Mirror-fronted storage offers generous capacity in spacious bathrooms, which are detailed to a high level and feature chic design elements such as brass pendant lighting.

APARTMENTS

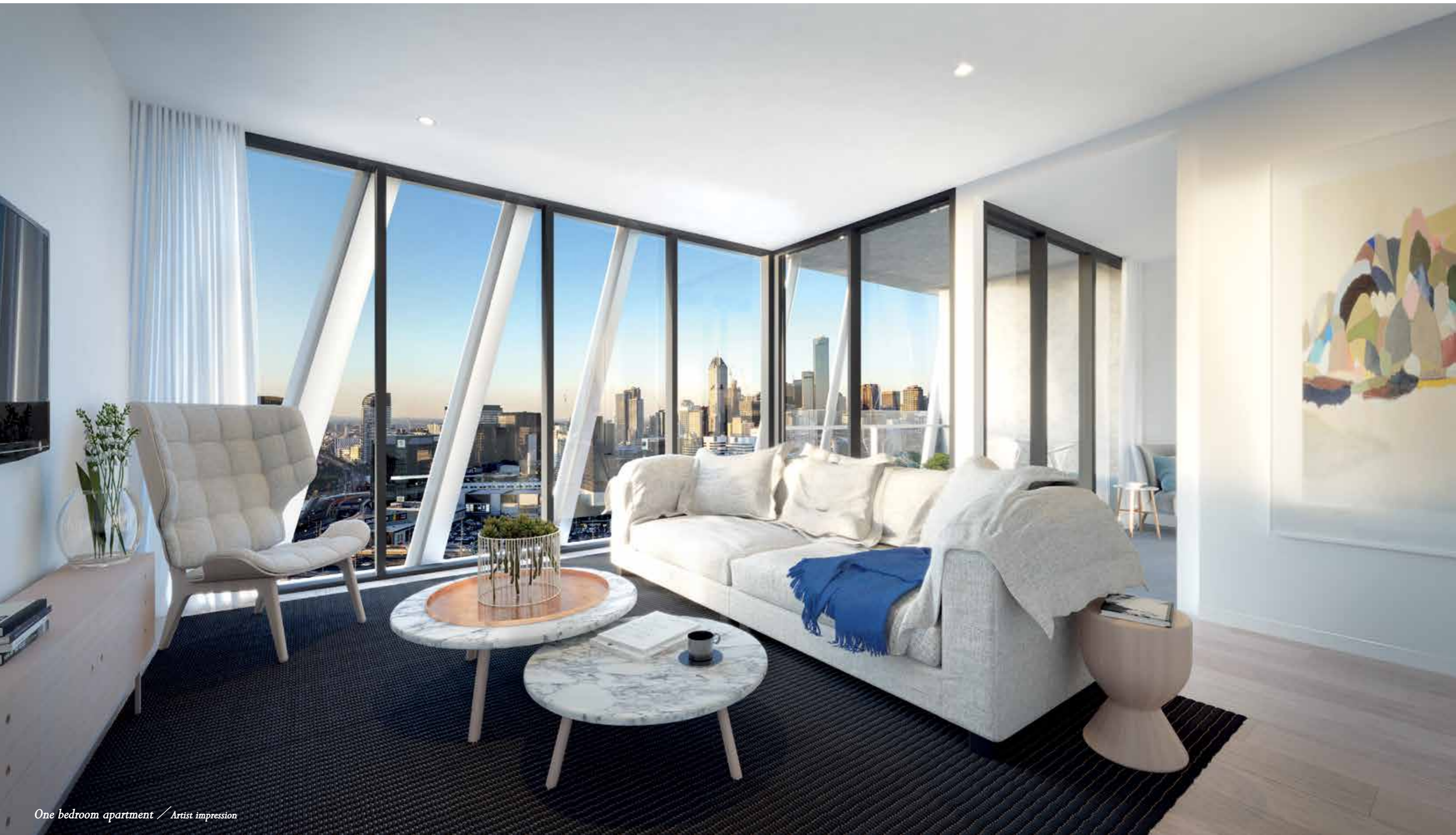
Bright spaces

*Brilliant
designer living*

*Sophisticated colour palettes
combine beautifully with
exquisite detailing in an interior
design that is suffused with
abundant natural light and
stunning Melbourne views*



Two bedroom apartment / Artist impression



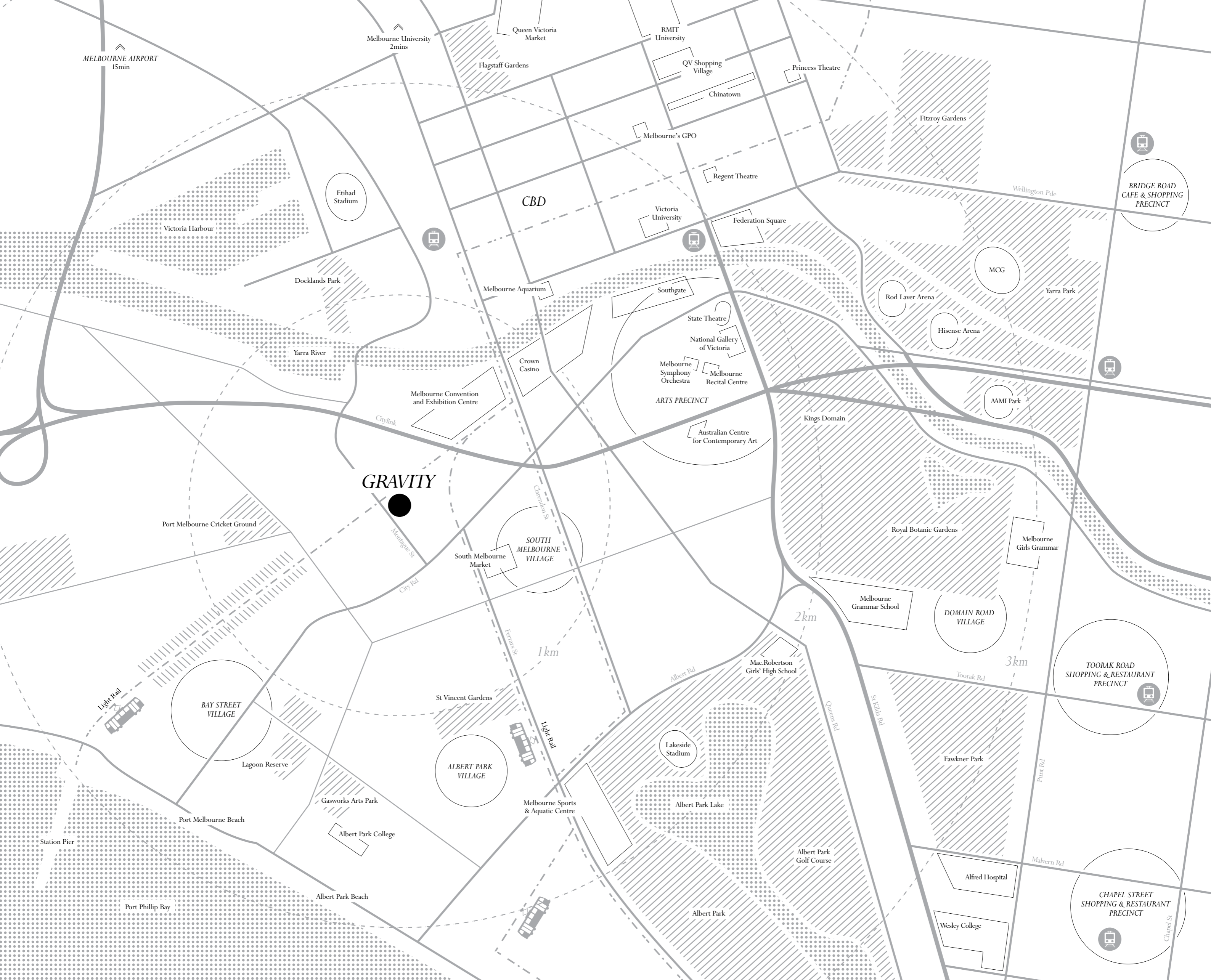
One bedroom apartment / Artist impression











MELBOURNE AIRPORT
15min

Melbourne University
2mins

Queen Victoria
Market

RMIT
University

Flagstaff Gardens

QV Shopping
Village

Princess Theatre

Fitzroy Gardens

Etiha Stadium

CBD

Melbourne's GPO

Regent Theatre

BRIDGE ROAD
CAFE & SHOPPING
PRECINCT

Victoria Harbour

Victoria
University

Federation Square

Wellington Pde

MCG

Docklands Park

Melbourne Aquarium

Southgate

Rod Laver Arena

Yarra Park

Yarra River

State Theatre

Hisense Arena

National Gallery
of Victoria

Melbourne
Symphony
Orchestra

Melbourne
Recital Centre

AAMI Park

Melbourne Convention
and Exhibition Centre

ARTS PRECINCT

Australian Centre
for Contemporary Art

Kings Domain

GRAVITY

Port Melbourne Cricket Ground

SOUTH
MELBOURNE
VILLAGE

Royal Botanic Gardens

Melbourne
Girls Grammar

South Melbourne
Market

Melbourne
Grammar School

DOMAIN ROAD
VILLAGE

2km

3km

TOORAK ROAD
SHOPPING & RESTAURANT
PRECINCT

BAY STREET
VILLAGE

St Vincent Gardens

Mac.Robertson
Girls' High School

Fawkner Park

ALBERT PARK
VILLAGE

Lakeside
Stadium

Albert Park Lake

Melbourne Sports
& Aquatic Centre

Albert Park
Golf Course

Gasworks Arts Park

Albert Park College

Port Melbourne Beach

Albert Park Beach

Alfred Hospital

Wesley College

CHAPEL STREET
SHOPPING & RESTAURANT
PRECINCT

Station Pier

Port Phillip Bay

Albert Park

Chapel St

N

TO THE NORTH the Yarra River, CBD & Melbourne's famous laneways, exclusive shopping, world-class restaurants & leading Universities.

The Melbourne CBD offers a rich playground, inviting you to plunge into famous laneways, unearth hidden bars and explore vast precincts of exclusive shopping destinations. Discover a wealth of world class restaurants. Take advantage of the close proximity to Australia's leading universities. Experience a riverfront brimming with the exciting offers of Crown Casino, Southgate, and the renowned Arts Centre.

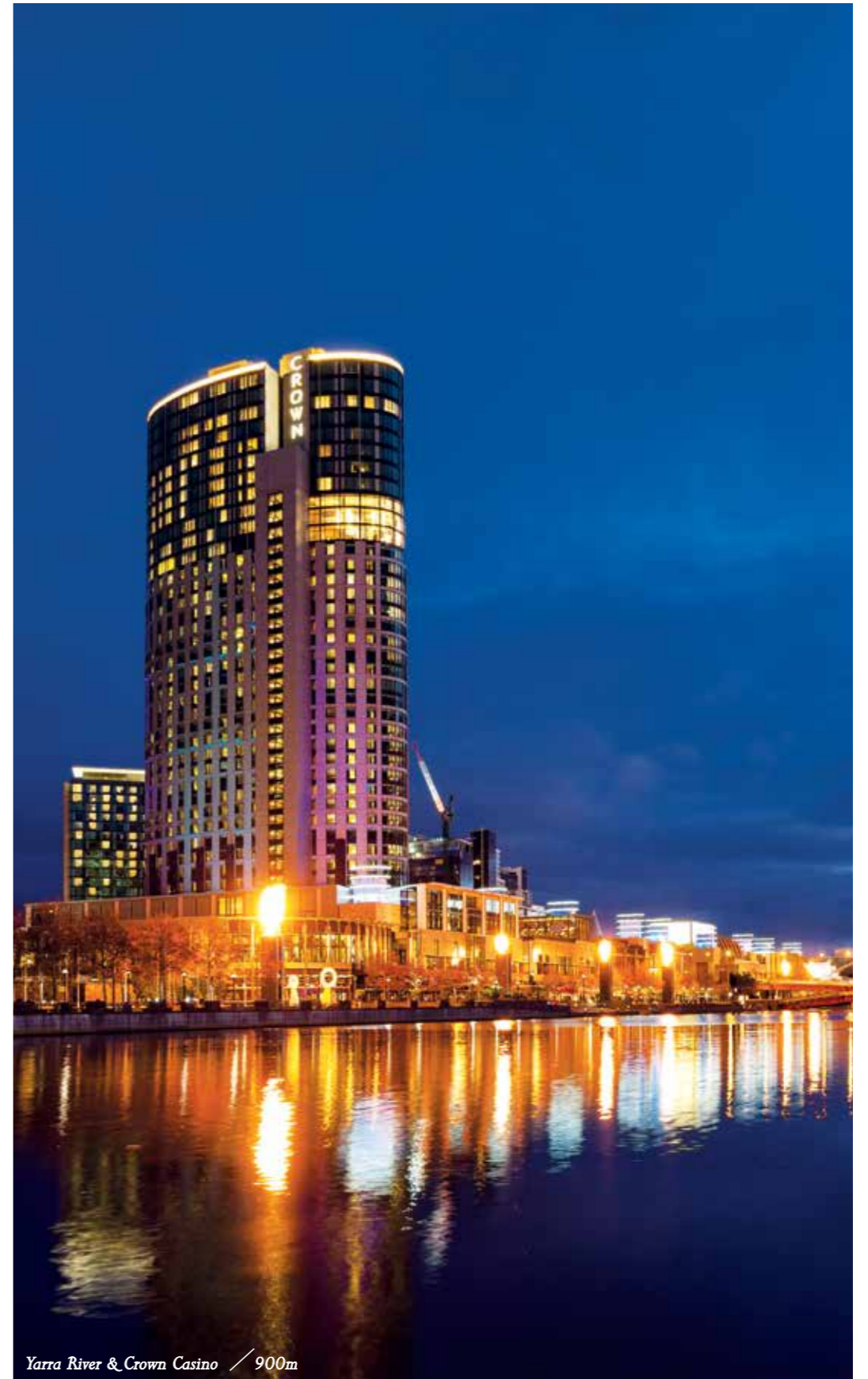




Collins Street, CBD / 1.8km



University of Melbourne / 3.2km



Yarra River & Crown Casino / 900m



E

TO THE EAST *Royal Botanic Gardens, Yarra River, sporting precinct including MCG, AAMI Stadium & Rod Laver Arena.*

Explore the beautiful surrounds of the Yarra River. Stroll through Birrarung Marr and the vast acreages of the Royal Botanic Gardens. Run the Tan. Dive into Australia's greatest sporting precinct, featuring the world-renowned MCG, AAMI Stadium and Rod Laver Arena.



Royal Botanic Gardens / 2.4km



Melbourne Cricket Ground / 3km

An aerial photograph showing a vast green golf course in the foreground, a large blue lake in the middle ground, and a dense city skyline with numerous skyscrapers in the background under a clear blue sky.

S

TO THE SOUTH *Albert Park, Albert Park Golf Course & South Melbourne Market.*

All you need for the perfect outdoor lifestyle awaits. Choose your favourite activity at the 49 hectare Albert Park Lake – from running the 5km circuit, to cycling a vast network of shared pedestrian/ bicycle paths, playing a round at Albert Park Golf Course, or taking your pick from an enormous range of barbecue and picnic spots, sporting ovals, and boating and rowing clubs. Dive into the Melbourne Sports and Aquatic Centre. Discover the local village feel of South Melbourne and its much loved 145 year old fresh food market.



South Melbourne Village / 600m



Albert Park / 1.5km



Albert Park Golf Course / 2.5km

W

TO THE WEST *Port Phillip Bay,
Port Melbourne, South Melbourne Beach.*

The beach beckons. Just a few minutes away, Port Melbourne's Bay Street stretches all the way to Port Phillip Bay, inviting you to explore a selection of hip pubs and great restaurants and cafés, as well as boutique and specialty shops. Dine out on the foreshore, stroll the sands of South Melbourne Beach or beat the summer heat with a leisurely dip in the sea.





Port Melbourne Beach / 1.8km



Lagoon Pier, Port Melbourne / 1.8km



Station Pier, Port Melbourne / 2km

DEVELOPER

Blue
Earth



page 70

Blue Earth Group property development company has been specialising in exceptional apartment projects for more than 20 years. On a remarkable journey from the construction of a single dwelling in 1990 to the compilation of today's \$1 billion project portfolio, excellence has remained a constant – as well as an enduring allegiance to quality and design. The firm is committed to thinking imaginatively, treating challenges as opportunities, and embracing creativity in every sphere of activity. This abiding passion has received widespread recognition and, most importantly, made a lasting contribution to the built environment.



page 71

Clockwise from top: Islington Silos Collingwood; Botanica Balwyn rooftop garden; Northwood Fitzroy North whiskey lounge; Amne Essendon North; Amne lobby; Joulia Brunswick East

ARCHITECT

Plus
Architecture

plus
architecture

Established in 1997, Plus Architecture's specialisation sits in Master Planning, Architecture and Interior Design, well known in Melbourne and now expanded into Brisbane and Sydney. Plus' key areas of focus include expertise in Commerciality, Design and Delivery which allows them to deliver award-winning designs and architecture, that greatly satisfies clientele and exceeds expectations.



Clockwise from top: Eminence Queensberry Street, Carlton; Wrap Southbank; SXY2 Claremont Street, South Yarra (all previous Plus Architecture projects)

PROJECT SALES

360
Property Group

360°
PROPERTY GROUP

Australia's leading full-service, residential development sales and marketing agency, 360 Property Group capitalises on over 30 years experience and is responsible for over 15,000 residential apartment sales to date. 360 Property Group's outstanding reputation has been built on providing expert management on projects from start to finish, delivering to its clients a comprehensive service unmatched in the industry. With a thorough, sophisticated understanding of the sector and its markets, 360 Property Group understands the true meaning of getting a residential product right.



*See Melbourne
in a new light*

Display suite
89 Gladstone Street
South Melbourne
Victoria 3205

gravitytower.com.au

GRAVITY
TOWER

