



Photo - Nic Bailey

## CONSIDERED RESPONSE

Site sets direction for Bullecourt apartments

Designed in response to the unique context of the Pyrmont/Ultimo peninsula, the scale of the new Allen Jack+Cottier-designed Bullecourt complex reflects the mass of former woolstores that lined the Western rim of the city in the early part of the twentieth century, serving Darling Harbour's busy wharves below. The development comprises two main buildings aligned with the Pyrmont/Ultimo peninsula grid. A third, smaller-scale building links the main buildings to the restored historic Bristol Arms Hotel.

A defining characteristic is this project's densely built inner urban location: people have been living and working on this peninsula since Sydney's earliest days.

The 217 apartments in Bullecourt include one-bedroom lofts, two-bedroom, double-storey, cross-ventilated apartments and three-bedroom apartments with garden courtyards. Apartments at street level comprise a home office concept that provides interchangeable living and working spaces in one, two and three bedroom configurations. The development also provides additional retail and commercial spaces at ground level.

The Bristol building on Harris Street accommodates studio, commercial and home offices with mezzanines set back from the street to reinforce the retail/commercial scale. Double-height ceilings in the building's corner units mimic the generous spaces of old warehouses. The Pyrmont Street frontage has large three-

bedroom apartments with flexible plans suitable for home offices or families. These are contained behind a double-storey sandstone wall which incorporates metalwork grilles to reveal courtyard areas and makes a reference to the former sandstone quarries of Pyrmont.

This development is also testament to Allen Jack+Cottier's commitment to building in a way that makes most sense in terms of environment. A predominantly east-west orientation encourages best practice ESD. This starts with the basic planning that maximises both natural light and cross-flow ventilation within apartments. Deep protected balconies take advantage of the aspect and extend living spaces outdoors. People's enjoyment of the building is enhanced by maximising landscaped semi-public spaces between the buildings and on portions of the roof areas.

The use of cross-over apartments increased the incidence of natural ventilation whilst also increasing the efficiency of floor space by reducing the communal circulation areas. Providing natural light and ventilation to lobbies and corridors increases the amenity of the circulation spaces whilst reducing energy consumption.+

*"Building differentiation will be an increasingly important issue in the future. It happened in the 1960s and it is happening again now. One way to give clients the point of difference they are looking for is to fully explore the possibilities of the site."*

AJ+C Associate Michael Buchtman



Photo - Nic Bailey



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ARCHITECTURE  
URBAN DESIGN  
HERITAGE  
INTERIORS  
GRAPHICS

DIRECTORS &  
NOMINATED ARCHITECTS  
Keith E Cottier AM 2264  
Glynn N Evans 2839  
Michael Heenan 5264  
Peter Ireland 6661  
Reginald Smith 3312  
Peter Stronach 3372

ASSOCIATE DIRECTORS  
Stephen Black  
Colin James  
Kathlyn Loseby  
Mark Louw  
Kate Mountstephens  
Andrew Parker  
Deena Ridenour  
Bernard J Rowe  
John Suprun

SENIOR ASSOCIATES  
William Clements  
Nicola Middleton

ASSOCIATES  
Nic Bailey  
Michael Buchtman  
Mark Corbet  
Belinda Falsone  
John Gunnell  
Jane Johnson  
Sue Melosu  
Scott Norton  
Russell Parker  
Richard Silink  
Tony Spragg  
Daniel Staebe  
Richard Terry  
John Whittingham

HEAD OFFICE - SYDNEY  
59 Buckingham Street  
Surry Hills NSW 2010  
AUSTRALIA  
ph +61 2 9311 8222  
fx +61 2 9311 8200

BRISBANE OFFICE  
ph +61 7 300 42 300  
fx +61 7 300 42 333

KUALA LUMPUR OFFICE  
ph +60 3 5636 0144  
fx +60 3 5631 7276

SHANGHAI OFFICE  
ph +86 21 2890 3094  
fx +86 21 2890 3030  
www.architectsjc.com

ALLEN JACK+COTTIER  
Architects Pty Ltd  
ABN 53 003 782 250

Cover: Bullecourt  
Photo - Nic Bailey

## NEW VISION

Seeing things in new and dynamic ways



Mark Louw Kate Mountstephens Deena Ridenour Nicky Middleton Nic Bailey Michael Buchtman Belinda Falsone



Jane Johnson Sue Melosu Scott Norton Richard Silink Daniel Staebe John Whittingham

*"These changes recognise the immense talent available across all levels of the practice, especially among our younger architects and designers. Their energy and commitment means we are in a position always to approach our work with fresh ideas."*

AJ+C Director Michael Heenan

At Allen Jack+Cottier we believe that successful buildings should enrich people's lives and add quality to the communities they serve. As a result, our practice couples fifty years of experience in planning, architecture, conservation, urban design, interiors and graphics, with a youthful ability to see things in new and dynamic ways. Recently we announced a number of new Associate Director, Senior Associate and Associate appointments, including specialists in Heritage, Urban Design, Interiors and Graphics.

Associate Directors  
Mark Louw (architecture), Kate Mountstephens (architecture and heritage), Deena Ridenour (urban design).

Senior Associate  
Nicky Middleton (architecture).

Associates  
Nic Bailey (graphics), Michael Buchtman (architecture), Belinda Falsone (architecture), Jane Johnson (architecture), Sue Melosu (interiors), Scott Norton (architecture), Richard Silink (architecture and heritage), Daniel Staebe (architecture), John Whittingham (architecture).+



Photo - Nic Bailey

Photo - S Patterson - Wikipopmedia

*“Our design philosophy recognises the needs of the individual and protects his or her right to care and dignity, integrating that within the context of a wider community.”* AJ+C Managing Director Glynn Evans

## CROYDON HEALTH CENTRE

### Integrating aged and community care

The largest specialist community health centre in NSW, providing an integrated range of services from early childhood to aged care, was officially opened in December 2004 by the NSW Premier Bob Carr, in the presence of His Eminence George Cardinal Pell, Catholic Archbishop of Sydney.

The centre embodies Allen Jack+Cottier’s approach to creating health facilities that promote well being, provide respect and dignity, and at the same time, integrate care as a part of a wider plan for living. It includes a community health centre, a living skills unit, a residential aged care facility and

underground parking. A future stage of independent and assisted living units for the elderly is also planned.

The design for the Croydon centre comprises one, two and three-storey buildings configured as a series of simple block components, assembled to provide distinct areas for public and private use, and to support the functions within the buildings. The spaces between the buildings are equally important, providing internal courtyards for specific user groups, such as dementia residents and children. These spaces include children’s play and assessment areas for the community health centre, as well

as public spaces including a memorial garden, a central courtyard, walkways and pedestrian corridors.

The \$30+ million Croydon centre is located on the site of the former Western Suburbs Hospital. Developed from an agreement between Central Sydney Area Health Service, Catholic Health Care and Bovis Lend Lease, it represents an innovative partnership between the public, not-for-profit and private sectors. By using building forms, materials, finishes and colours that are compatible with those found in surrounding streets, yet doing so in a contemporary way, the centre enhances the streetscape and amenity of the area. +

## BRAND VALUES

Graphics reflect new era for Allen Jack+Cottier

Allen Jack+Cottier has come a long way since our last corporate identity was designed in the 1980s.

Our new corporate identity, designed by Allen Jack+Cottier’s in-house graphic designers, Nic Bailey and Jenny Chung, embodies the values that we strive to achieve in all our design work.

The initial brief called for a brand that was, like the best of Allen Jack+Cottier’s work:

*“quiet, fresh, enduring and elegant: understated rather than obvious, confident rather than fashionable or flash.”*

*“The first thing the graphics team did was to analyse strong retail brands or marks with similar values – so we looked at Mercedes Benz, Rolex, Louis Vuitton, Cartier, Sotheby’s. We also looked at the logos of other professional service firms, both Australian and international,” said designer Jenny Chung.*

*“From this we determined three things. Firstly, we would create a logo using type only, without any additional flourishes. Secondly, we wanted a typeface without a serif or tail and finally, our research showed*

*the ‘plus’ sign in Allen Jack+Cottier was an important part of our signature, and should be retained,” Associate Nic Bailey said.*

*“Whatever we chose also had to work internationally, in line with our growing overseas practice.”*

The team sifted through hundreds of alternatives before alighting on Optima Nova Light, a typeface which has interesting parallels with Allen Jack+Cottier’s development. Classically Roman in proportion and character but without serifs, Optima was designed by Herman Zapt in 1950, around the same time Allen Jack+Cottier was starting out as an architectural practice. Just as Allen Jack+Cottier developed into one of the leading Australian architectural practices, Optima went on to become Zapt’s most successful typeface. In 2002, when it was finally possible to produce digital alphabets without technical limitations and compromises, and more than 50 years after the first sketches, an expansion and

redesign of the Optima family was completed by Zapt in association with Akira Kobayashi, and released as Optima Nova. Allen Jack+Cottier also turned 50 around that time, and chose to redesign itself.

Now began the task of applying the new logotype to everything from business cards and stationery, to website, signage, drawing blocks and emails. All was completed in time for a launch in the first quarter of this year, to wide acclaim. We also have a new domain name and website address: [www.architectsajc.com](http://www.architectsajc.com) and new email addresses: [enquiries@architectsajc.com](mailto:enquiries@architectsajc.com) +



## FRESH APPROACH

Light and texture define feeling



Photo - Nic Bailey

*“Health and aged care used to mean 100% vinyl. We make it our business to push manufacturers for solutions that work hard yet still have interesting textures and colours.”*  
AJ+C Associate Sue Melosu



Photo - Steven Stewert - Fairfax

At first glance, the interiors of live-in aged and health care facilities such as the Catholic Health Care Services managed Brigidine House in Randwick (pictured above), and upmarket display suites for residential developments seem to have little in common. However, for Allen Jack+Cottier’s interior design team, Sue Melosu and Jennifer White, both call for the same mix of skills: intuition, analysis, pursuit of the best materials for the task, and lateral thinking.

The team is also responsible for the colours and surfaces of a building’s public spaces, and ultimately, how the building interfaces with the street in terms of colour and external cladding materials. Clients benefit from closer integration of structure, colour and surfaces, when both architecture and interiors are designed by people from the same practice who can deliver an integrated approach.

The interiors team tries to look beyond the usual responses, not accepting the obvious solution straight off. For healthcare spaces, where furniture and fittings have to be practical, easy to clean and heavy duty, the challenge is to avoid looking and feeling institutional.

The challenge with multi-storey residential interiors is different: making them look fresh and contemporary when long lead times – up to five years – are involved. The Bullecourt complex at Harris Street, Ultimo is a good example of how the team works: nine different colour schemes were created around a central palette, and selections of fixtures and furnishings were required for premium, middle and benchmark levels. At the opposite end of the spectrum the refurbishment of Belvedere Apartments in Potts Point and the design of two display suites was completed in a matter of weeks. +



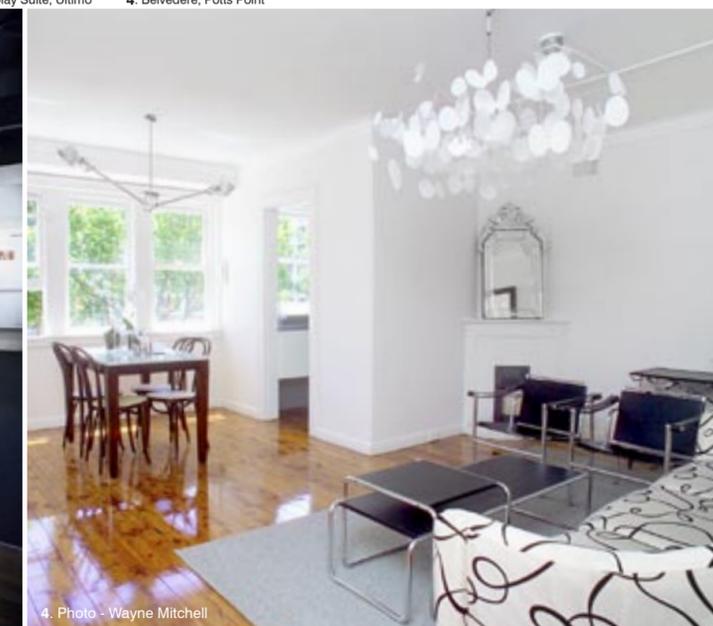
1. Photo - Nic Bailey

1. The Linc Display Suite, Waterloo 2. Dip Cafe, Mosman 3. Bullecourt Display Suite, Ultimo 4. Belvedere, Potts Point

2. Photo - Nic Bailey



3. Photo - Nic Bailey



4. Photo - Wayne Mitchell