

ARCHITECTURE
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Keith E Cottier AM

PRINCIPALS & NOMINATED
ARCHITECTS (NSW)

Michael Heenan 5264

Peter Ireland 6661

Reginald Smith 3312

CEO

Reginald Smith

HEAD OFFICE – SYDNEY

79 Myrtle Street

Chippendale NSW 2008

AUSTRALIA

tel +61 2 9311 8222

fax +61 2 9311 8200

www.architectsajc.com

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



**CONSTRUCTION BEGINS ON
V BY CROWN PARRAMATTA**

*An inspiring vision
of Parramatta's future
Sydney, 2 April 2012*

Construction has begun on a major new Allen Jack+Cottier designed mixed use development in Parramatta, NSW, expected to be the jewel in the city's urban renewal.

Designed by Allen Jack+Cottier with leading Japanese/Australian architect Koichi Takada for Crown Group, the \$300 million landmark, V by Crown, sets a new benchmark in design and quality for Sydney's second CBD.

This state-of-the-art 'vertical village' is located in the heart of Parramatta. It features a resort-style hotel, 420 luxury apartments, premium office space and quality retail. At once bold and delicate, the building projects an understated elegance with sleekly modern aluminium clad curtain walling and concealed balconies.

Michael Heenan, Principal of Allen Jack+Cottier, said, 'Our objective was to design a building that goes beyond the ordinary - one that is not only strikingly beautiful but well conceived, balancing comfort and an unapologetic attention to detail. To do that you not only need specific design skills but also a visionary client, who understands what good design can deliver.'

'The drama and beauty of this development will combine with Parramatta Heritage Parklands and the nearby 200 year old St John's church to create a unique sense of place in the region.'

Chief Executive of Crown Group, Iwan Sunito, an architect by training, said the Group's focus on design was a key feature of all its projects. 'We are enormously proud of V by Crown, which is not only a striking piece of architecture, but importantly, will make a very real contribution to the rejuvenation of Parramatta's city centre,' he said.

V by Crown's 26 floors of luxury residences soar dramatically above a retail podium. The glazed exterior mirrors the energy of its bustling surroundings in the city's commercial district.

While looking confidently to the future, V by Crown recognises the importance of the past and preserves four 1790's convict huts at northern edge of its site as part of a conservation centre. The archaeological remains have been preserved. Allen Jack+Cottier worked closely with engineers to ensure that 26 floors of building could be supported on just four columns which sit among the heritage items without disturbing them.

The retail podium is intersected by an arcade which, along with the interpretation centre, adds interest and vitality to the streetscape by increasing the permeability of the development and activating street frontages onto Marsden Street and Macquarie Street.

V by Crown's residential tower houses a diverse mix of 420 apartments and serviced apartments, cleverly positioned to optimise light and space. A resident 'clubhouse' with swimming pool, gymnasium, library and media rooms is located on level two, together with a conference centre.

Resident gardens located on three levels provide pockets of calm retreat. The roof top garden on level 25 offers spectacular views of Parramatta and its surrounds.

Media inquiries

Rosemary Luker 02 9518 9544

0403 067993

rluker@lukerlimited.com.au

Kerry Lockwood 02 9311 8222

Kerry.Lockwood@architectsajc.com.au

BEIJING
SYDNEY