



MEDIA RELEASE

Frasers/Sekisui celebrate completion of One Central Park

From concept to completion: Jean Nouvel discusses his vision and inspiration for One Central Park

Sydney, Wednesday 5 March 2014 – The joint venture partners, Frasers Property Australia (Frasers) and Sekisui House Australia (Sekisui House), are delighted to announce the completion of their flagship development, One Central Park, the first residential stage within the \$2 billion mixed-use Central Park precinct.

Designed by France's Pritzker-prize winning architect, Jean Nouvel of Ateliers Jean Nouvel, with PTW as collaborating architect, One Central Park is Nouvel's first project in Australia.

One Central Park features Nouvel's signature – a monumental cantilever – expressed as a Sky Garden extending from level 29 of One Central Park's taller East tower. It's an extraordinary building: the cantilever supports a visually arresting light-reflecting heliostat system, while the largest *en masse* vertical gardens in the world clad the exterior facades.

The unique heliostat design feature is the first of its kind to be used in a residential context in Australia and the largest of its type in the world used in an urban environment.

Here, Ateliers Jean Nouvel describes the vision and original inspiration for the concept design of One Central Park, which Nouvel began working on in March 2008:

"One Central Park is one of the developments in Sydney where massive urban growth is already materializing. Besides addressing the quantitative problems of scale, mass and performance, Ateliers Jean Nouvel's design for this project also contends that plant life and redirected sunshine can be used in new ways to improve the quality of high rise living. With the help of two unusual control technologies – hydroponics and heliostats – vegetation and daylight can become more manageable and can be extended to previously inaccessible places of the building.

"Hydroponic irrigation systems, for one, make it possible to grow a soil-less vertical veil of vegetation in planters and on walls all the way up to the tower tops. The resulting green facades trap carbon dioxide, emit oxygen and provide energy-saving shade.

*"Beyond the functional convenience, **their towering green presence is also a universal signal of life on Earth.** This knowledge that vegetation means life is so deeply engrained in human perception that parks and gardens have at all times been the most desirable places to live next to.*

The heliostats in turn track sunlight and redirect it deep down into the mass of the building and onto overshadowed parklands; they bring solar energy to places that direct sun beams can't reach. 320 glittering reflectors cantilever 42m from the East tower, bringing the concept of remote solar power plants to their inner city neighbourhood.



*“They send the clear message that this clean, renewable form of energy does exist. **The heliostats are a visual statement that anchors the building in our present time.**”*

Frasers Property appointed Ateliers Jean Nouvel in March 2008 to work alongside UK based Foster + Partners and Australian firm Johnson Pilton Walker, as masterplanning collaborators for Central Park.

“The extraordinary expertise of this global design team is exactly what this exceptional location demands”, said Frasers Property Australia Chairman Dr Stanley Quek when announcing the design team in 2008.

Each of the Master Architects was additionally commissioned to design a key component of the precinct, ensuring both a holistic masterplan concept for the precinct and the delivery of distinctive, iconic buildings.

Ateliers Jean Nouvel was commissioned to design two signature residential towers along Broadway – which became One Central Park. One Central Park comprises 623 apartments in two adjoining towers linked by a recreation podium including a major new urban shopping centre, ‘Central’.

The 5.8 hectare site, previously the Carlton United Brewery, was purchased by Frasers in 2007, with planning consent achieved in 2009 and residential sales commencing in August 2010. Construction of One Central Park commenced in December 2010, with Central Park’s first residents moving in to One Central Park West in May 2013. One Central Park’s final stage – Sky at On Central Park, the uppermost five storeys of the taller East tower – has now also completed.

World-leading design team

One Central Park’s concept design and architecture has involved collaboration between Ateliers Jean Nouvel and Australian collaborating architect **PTW**, and also includes collaborations with two other esteemed French artists, Patrick Blanc and Yann Kersale.

Patrick Blanc’s world famous vertical gardens are interspersed in 21 various sized panels across the facades of the two towers, spanning over 1000 square metres and containing 35,000 plants and 350 different species.

A luminous lighting artwork by conceptual lighting artist **Yann Kersale**, *Sea Mirror* or *Miroir de Mer*, dazzles on the heliostat mirrors on One Central Park’s East tower by night. *Sea Mirror* makes the latest permanent addition to Central Park’s \$8 million public art collection.

Interior architecture of One Central Park’s East tower – including the 38 apartments which comprise Sky at One Central Park – is by **Koichi Takada** of Koichi Takada Architects. **William Smart** of Smart Design Studio, created the interior architecture for One Central Park’s West tower.



Overwhelming sales success

The sales campaign of One Central Park has been extraordinarily successful with over 95% of all 623 apartments now sold. The majority of these sales occurred immediately upon launch of the building in August 2010.

The average sale price has risen steadily, with solid capital gains now demonstrated in the re-sale market.

The Central Park precinct recently reached \$1 billion in apartment sales with the average apartment price selling at \$770,000. One Central Park makes up over 43% of these sales.

Currently selling strongly following completion in January, 'Sky at One Central Park' is the precinct's premiere collection of single level sub-penthouses and dual level penthouses. Priced from \$1.5 million to \$3 million, these 38 residences have exclusive use of the monumental cantilevered Sky Garden which extends from level 29 of the East tower and provides the building's iconic profile.

Frasers Property Australia CEO Guy Pahor said the completion of One Central Park is a significant milestone for the joint venture partners in demonstrating the team's commitment to excellence and the realisation and delivery of Jean Nouvel and Dr Stanley Quek's vision.

"One Central Park is an outstanding achievement for the joint venture partners. Jean Nouvel's avant-garde and visually striking design represents the core values of Central Park in delivering innovative, environmentally sensitive and sustainable design of high standard," Mr Pahor said.

"Working with an architect the calibre of Jean Nouvel is a further testament to the corporate philosophy of Frasers Property in procuring and working with the finest designers in the world on our projects.

"One Central Park is not only the new spectacular address of the 850 new residents who now live there; it is a landmark building for the city of Sydney and a 'must see' destination for architecture aficionados around the world," added Mr Pahor.

Ateliers Jean Nouvel

Jean Nouvel has designed projects all over the world including Austria, Belgium, Brazil, Cyprus, Czech Republic, England, Germany, Italy, Japan, Korea, Lebanon, Malaysia, Morocco, the Netherlands, Qatar, Spain, North America and United Arab Emirates.

Nouvel was awarded the Pritzker Architecture Prize in 2008, architecture's highest honour, for his work on more than 200 projects, including the Arab World Institute, the bullet-shaped and "candy-coloured" Torre Agbar in Barcelona, the "muscular" Guthrie Theatre with its cantilevered bridge in Minneapolis, and in Paris, the Musee de quai Branly (2006) and the Philharmonie de Paris (2012). (Please see attached CV for further background information).

- ENDS -



Media enquiries:

Libby Conway at The Capital Group 02 9252 3900 or 0439 076 835,

lconway@capital.com.au

Lisa McCutcheon at Frasers Property, tel (02) 9263 8888 or 0407 222 206,

lisa.mccutcheon@frasersproperty.com.au

The majority of Central Park is being jointly developed by Frasers Property Australia and Sekisui House Australia.

About Frasers Property Australia

Frasers Property Management Australia Pty Ltd (Frasers Property Australia) is the Australasian division of Frasers Property, the international property arm of Frasers Centrepoint Limited (FCL). Frasers Property Australia is currently planning or developing an extensive diversified portfolio of residential, commercial and retail properties.

Current projects include 'Central Park' and 'Putney Hill' in Sydney, 'Queens Riverside' in East Perth and residential subdivisions in Western Australia and New Zealand.

For more information about Frasers Property Australia, visit www.frasersproperty.com.au

About Frasers Centrepoint Limited

Frasers Centrepoint Limited (FCL) is a full-fledged international real estate company and one of Singapore's top property companies with total assets of approximately S\$11.5 billion as at 31 December 2013. FCL has three core businesses focused on residential, commercial and hospitality properties spanning over 30 cities across Asia, Australasia, Europe, and the Middle-East.

FCL is listed on the Main Board of the Singapore Exchange Securities Trading Limited (SGX-ST). The Company is also the sponsor of two real estate investment trusts listed on the Main Board of the SGX-ST, Frasers Centrepoint Trust and Frasers Commercial Trust, which are focused on retail, and office and business space properties, respectively.

As a testament to its excellent service standards, best practices, and support of the environment, FCL is the proud recipient of numerous awards and accolades both locally and abroad.

For more information on FCL, please visit www.fraserscentrepoint.com

About Sekisui House

Sekisui House Ltd (Sekisui) is a property development company listed on three Japanese stock exchanges including the Tokyo Stock Exchange, Osaka Securities Exchange and the Nagoya Stock Exchange.

The company has a current market capitalisation of approximately JPY 540,800 million (AUD\$6.76 billion) and employs over 15,000 staff. With its head office in Osaka, Japan, Sekisui House Ltd specialises in housing construction and property development.

From the company's core business of building detached homes, it expanded into the construction of medium and high-rise buildings as well as increasing its involvement in more comprehensive urban development projects such as the \$2 billion Central Park mixed-use development in the heart of Sydney. The company is also expanding into China, Singapore, USA and Russia. Founded in 1960, Sekisui House Ltd celebrated its 50th year anniversary in 2010, with the construction of its 2 millionth home.

Sekisui House Australia Holdings Pty Limited is a fully owned subsidiary of Sekisui House Limited and was established December 2008. That company currently has projects in Queensland, New South



Wales and Victoria, including its joint venture with Frasers Property Australia for the majority of Central Park.

For more information on Sekisui House Australia, visit www.sekisuihouse.com.au