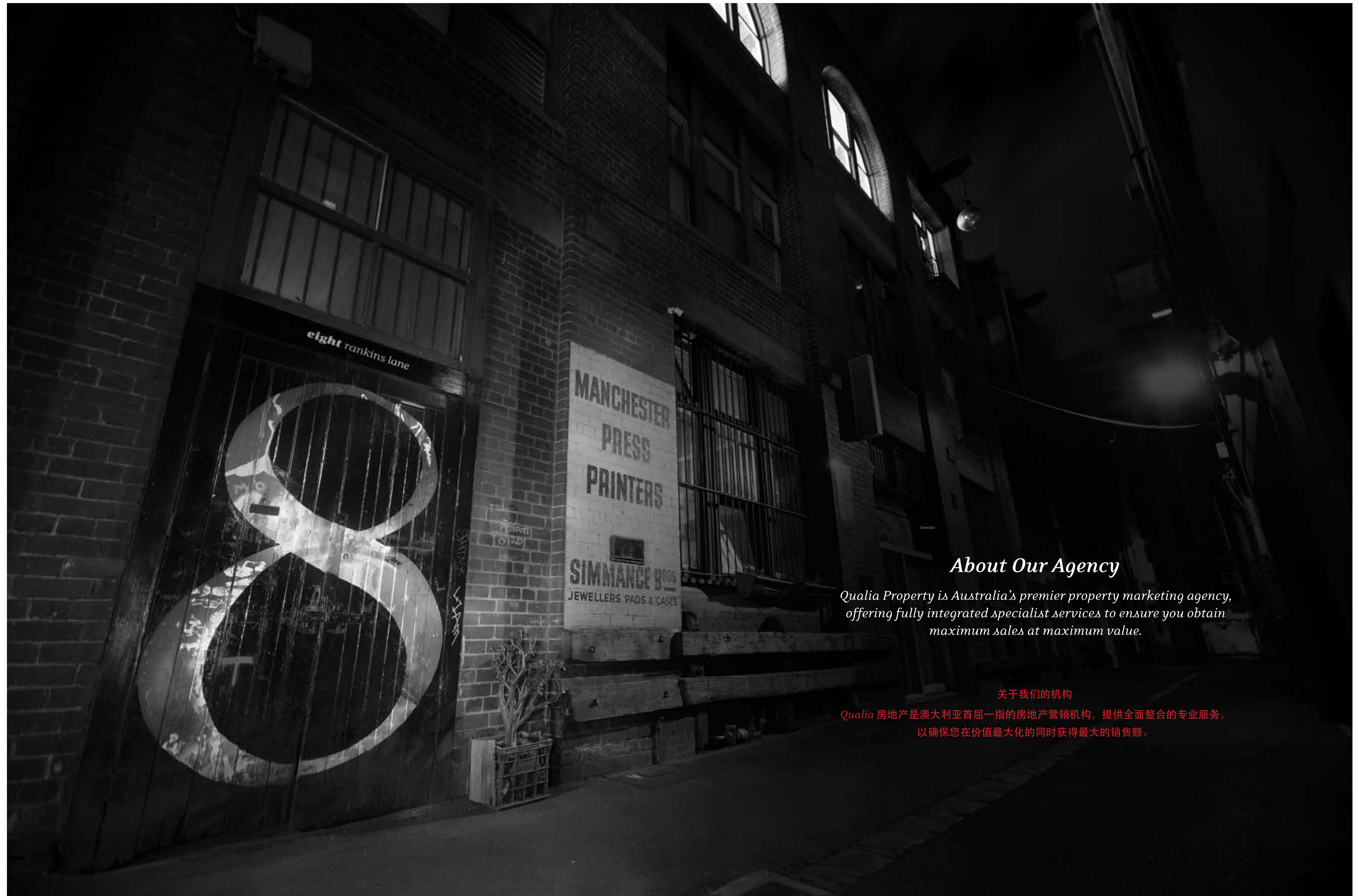


Qualia[®]
CREATIVE

We bring imagination to life[™]



About Our Agency

Qualia Property is Australia's premier property marketing agency, offering fully integrated specialist services to ensure you obtain maximum sales at maximum value.

关于我们的机构

Qualia 房地产是澳大利亚首屈一指的房地产营销机构，提供全面整合的专业服务，以确保您在价值最大化的同时获得最大的销售额。

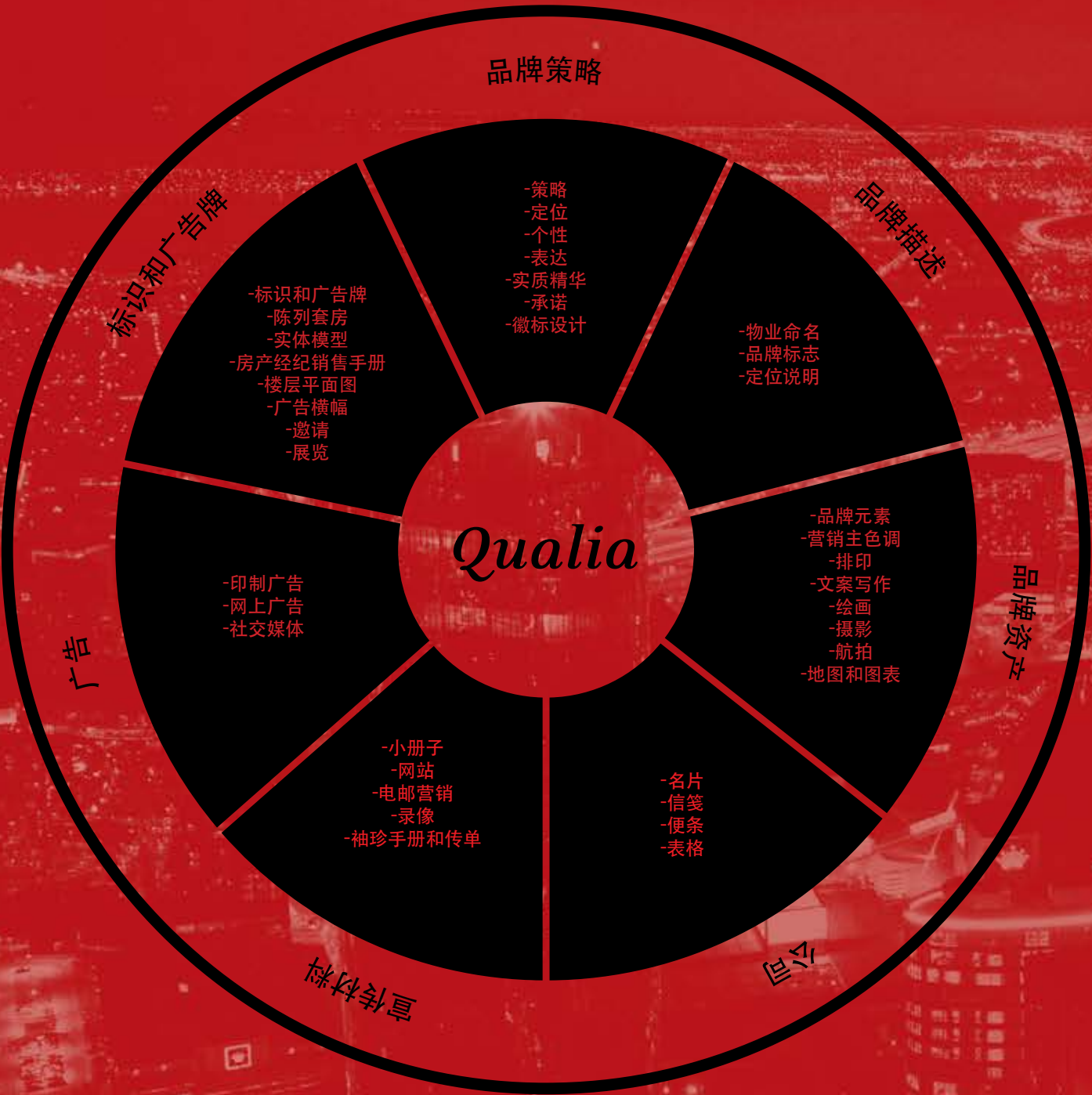
Property Development Marketing



Why Qualia?

- Qualia is Australia's premier property marketing agency, delivering distinct, memorable and effective marketing and branding strategies in budget and on time.
- We apply value adding techniques to ensure that your project obtains maximum sales at maximum value.
- We offer fully integrated specialist services to ensure that all touch-points are aligned to the marketing strategy.
- Our directors have 15+ years of experience and are involved first-hand in project leadership, client liaison, creative development, and project delivery.
- We recognise the demands of project stakeholders and work tirelessly to develop collaborative relationships across the broader project team to ensure seamless, timely delivery.
- We have a strong understanding of the marketing processes and communication complexities of the Australian property market.
- We have over 15+ years experience in creating marketing collateral for Chinese, Japanese and S.E. Asian markets.
- We conduct research into property location and history. We consider demographic priorities and trends to develop a unique selling proposition.
- Our work ethic, responsiveness and understanding see us well placed to lead and advise on the right marketing for your unique property offering
- An astute understanding of the development issues that allow us to mitigate risk, drive projects faster and quality control the deliverables.
- Our studio has extensive awareness in consumer purchasing patterns and psychology—across property, digital, fashion and FMCG.
- Our extensive 15+ year experience promise successful marketing campaigns for projects of all size and budget. We offer dedicated project planning, tested strategies and agile timelines.
- We have established and highly efficient subcontracting relationships with a dedicated suite of architects, builders, renderers, copy writers, photographers, and production houses to successfully execute a broad range of marketing solutions.

房产开发市场营销



为何选择 *Qualia*?

- Qualia 是澳洲顶级房地产营销代理公司，能够以合理价格按时提供与众不同的，显著和有效的市场营销服务和品牌策略，
- 我们使用增值性技术，确保您的项目以最高价值得以销售。
- 我提供完全一体化的专家服务，确保与客户的各种互动都符合市场营销策略
- 本公司的董事有15年以上的经验，亲力亲为，领导项目、联络客户、创意发展和完成项目。
- 我们认识到项目利益相关者的要求，不懈地努力，在整个项目团队中发展合作关系，以确保项目能够顺利及时地完成。
- 我们对澳洲房产市场的营销过程和传播沟通的复杂性有深刻了解。
- 在为中国、日本和东南亚市场制作市场营销宣传材料方面，我们拥有15年以上的经验。
- 我们会展开房产地点和历史的研究。考虑到人口优先事项和趋势，我们会制定出与众不同的销售建议书。
- 我们的职业道德标准、迅速反应和丰富知识使我们处于十分有利的地位，可以为您独特房产的营销事务出谋划策。
- 我们目光敏锐，了解开发方面的问题，所以能够减少风险，加快项目的进展并可以保证交付产品的质量。
- 我们的工作室对于顾客采购模式与对房产的心理、数字化、时尚和快速消费品等方面均有广泛的知识。
- 15年以上的丰富经验可以保证各种规模和预算的营销活动的成功。我们可以提供专门的项目策划、成熟的策略和灵活的时间安排
- 我们已与一批敬业的建筑师、营造师、绘画师，文案策划师、摄影师和制作公司建立起高效的分包关系，能够执行各种市场营销解决方案。





David Gill - *Managing Director*

David Gill is a multi-faceted creative with over fifteen years of experience developing brands and collateral for some of Australia's most respected brands. David's strength are in conceptual and strategic thinking, brand identity and management, UX design, publication, and image making. An expert in his field, David presents talks and lectures in branding, typography, and professional practice.

Dave Smith - *Creative Director*

Dave has extensive experience realising campaign communications for retail, education, arts and fast consumer sectors. His communication and marketing awareness was honed through a Masters examining how art sensibilities function in communication design. Effective marketing demands premium production and Dave is constantly evaluating production trends. At Qualia Creative he oversees creative management of the studio output, and quality control.

Testimonials

“ *The final product was instrumental in the success of our sales* ”

“ We are extremely satisfied with the marketing service Qualia provided on our town house development project.

Qualia has helped us develop an exceptionally effective market positioning strategy, through their phenomenal concept designs and execution, they were able to help us capture the true essence of our original concept and cultivate it to something that is truly beautiful. The final product was both original and beautifully expressed, which was instrumental in the success of our sales.

David and his friendly colleagues have shown high level of professionalism and integrity in all aspects of their work, and have gone above and beyond to meet the customers’ desires, often sacrificing their own time outside of work.

We look forward to the opportunity to collaborate with Qualia again in the future.”

EFFIE ZHAO

Operations Director - Han. T Pty Ltd
effiezhang@stanleyfield.com.au | 0421 046 788

“ *Qualia Creative is indeed one of the best marketing companies in Victoria* ”

“ We have been working with Qualia Creative for over three years and have always been a satisfied customer. In the past three years, Qualia Creative has been fully responsible for the marketing and branding of our property development projects including townhouses, apartments and mixed development, and they have done a fantastic job to assist us with the successful launch of those projects.

Their patience and dedication to work have impressed us and guaranteed that all marketing materials accurately reflect our concepts and effectively engage our target clients.

Their professional and friendly services, the ability to accurately identify the requirements of the client and being able to deliver the product with exceptional quality within limited timeframe and budget have proven that Qualia Creative is indeed one of the best marketing companies in Victoria. ”

ORIN ZHU

Office Manager / IT Manager - Goldfield Management Group Pty Ltd
orinz@goldfieldgroup.com.au | 0439 360 999

“ *A great marketing and branding agency that not only meet expectations, but can also exceed them* ”

“ One phone call and I met them the following day. Once they took on the job—no matter whether it is a last minute change of mind on the design provided or a short notice request for expo marketing collateral—they always delivered in an efficient yet very satisfying way.

What makes us most satisfied with them is the fact that they listen to us—which is missing from so many marketing and branding companies nowadays—and are able to provide the best solution to accommodate our requirements. All of their staff are very professional, patient and hard working.

With their professionalism, creativeness, patience and kindness, I’d highly recommend Qualia Creative to any company that are considering a great marketing and branding agency that can not only meet their expectations, but also exceed them.”

DANDAN ZHAO

Marketing & Sales Director - Golden Age
dandan@goldenagegroup.com.au | 0421 046 788

“ *Qualia Creative have proven time and time again to be really cutting edge* ”

“ We’ve worked with graphic design and marketing groups through out the property marketing industry. Qualia Creative have proven time and time again to be really cutting edge in this space.

Their style of genuine artistic input into creative production was a real draw to us and our clients. We have since engaged with them again on projects such as 41 Peel, Central Gardens, The 8 Ellingworth, The Parade, 39W and Queens Avenue. Qualia created full project marketing collateral in time for very successful campaigns. The output has been of the highest quality. For all commissions Qualia have proven to be nimble enough to appeal to the target audience and proposed the best strategies for successful cut-through into a heavily competitive youth-arts based postcode and the Asian investor market alike.”

BART O’CALLAGHAN

Director - Urban Pty. Ltd
bart@urbandevelop.com.au | 0400 632 331

“ *Working with the team from Qualia Creative has always been pleasant and great!* ”

“ We couldn’t be happier with the design of our brochure, which contains a hint of oriental style through the touch of gold and artistic watercolour illustration. We believe our product stands out from others in this competitive industry through Qualia’s readiness to materialise our requirements. The hard working team behind the scene never failed us when we requested changes—big or small. All details were discussed professionally.

David and his team understand our brand as we do. This spirit of collaboration is visually represented in the creativity of their design. We would definitely like to continue working with Qualia for our upcoming projects.”

CYNTHIA CHAU

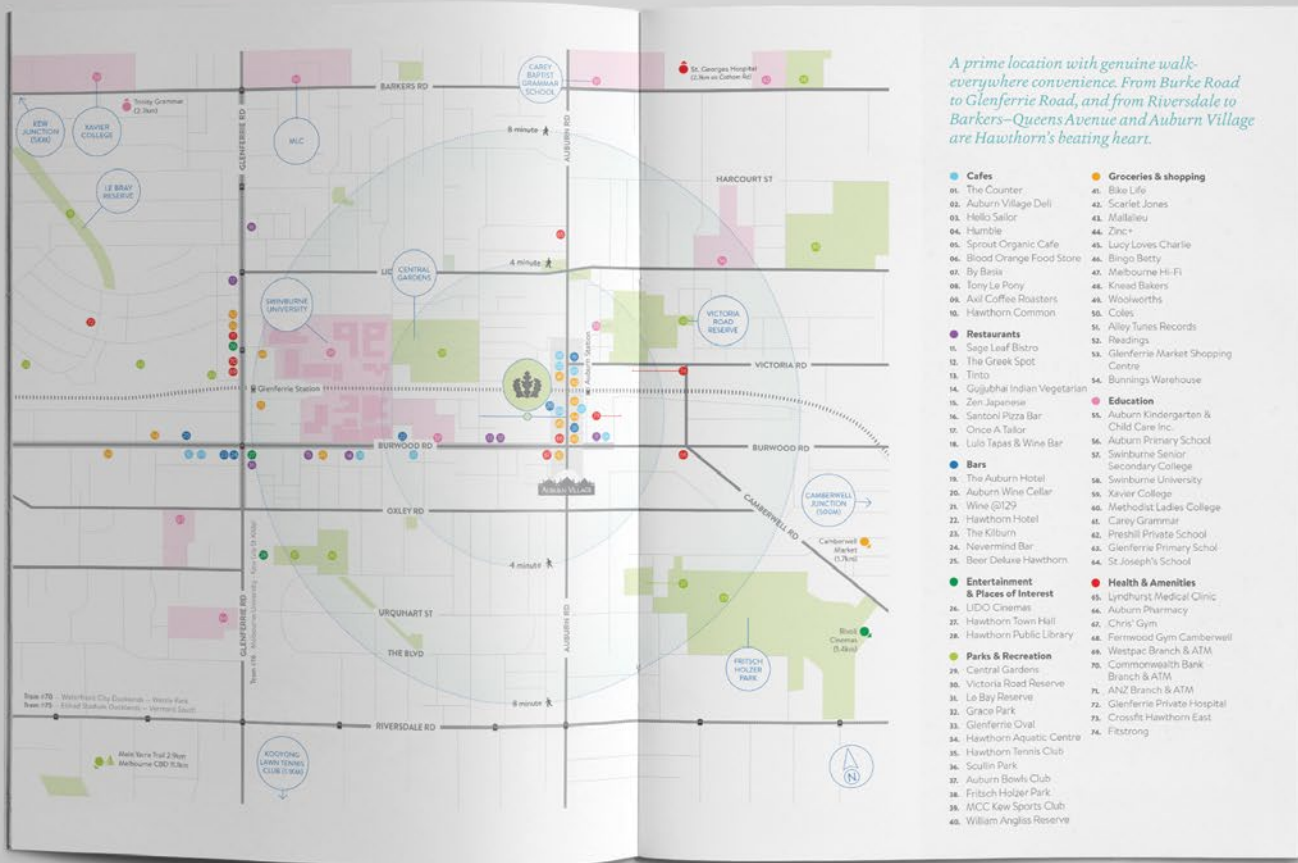
Project Manager | Asia One Pty Ltd
cynthiachau@a0-property.com | +613 9909 0199



QUEENS AVENUE

Located in the affluent suburb of Hawthorn, Queens Avenue combines the best of modern luxury living, with inner city vibrancy.





Building Type: Mixed-use, 120 dwellings over 17 levels

Address: 39 Park Street, South Melbourne

Agent: 360 Property

Architects: Elenberg Fraser

Developer: Milbex

39W

Situated in the heart of Melbourne’s most exciting development area, 39W captures the perfect mix of metropolitan vibrancy and park life. Inspired by the West-side of New York, 39W is an architectural monument that outshines all other developments in the area.





UNAFFECTED
SOPHISTICATION,
UNRIVALLED LIFESTYLE

Enviied around the world for its unaffected sophistication and unrivalled liveability, Melbourne is a modern paragon of authentic culture and cosmopolitan charisma.

39W's South Melbourne location puts you in the middle of all that makes Australia's cultural capital so fascinating and attractive. The full spectrum is within arm's reach.

Five dining options, the glittering Yarra or kicked-back cafe atmosphere, world-class garden walks or passing moonlight. Old world masterpieces or the cutting-edge of modern art.

Experience the height of urban life at 39W.

A stylish new standard of culture and comfort, 39W boasts unrivalled amenity and prestige.

Dining, entertainment and daily needs are all within walking distance.

Arts & Culture

1. Jannet Gallery
2. Melbourne Theatre Company
3. Melbourne Theatre
4. Australian Centre for Contemporary Art
5. Reading Cinema
6. Sidney Myer Music Bowl
7. National Gallery of Victoria International
8. Melbourne Convention and Exhibition Centre
9. Hamner Hall
10. Federation Square
11. St Paul's Cathedral
12. Village Cinema
13. Palace Cinema (Dorm)

Parks & Recreation

14. Albert Park Golf Course
15. Albert Park Lake
16. Lakeside Stadium
17. Melbourne Sports and Aquatic Centre
18. Fawcett Park
19. St Vincent's Gardens
20. Botanical Gardens
21. Kings Domain
22. Werriang Park
23. Rod Laver Arena
24. Fitzroy Gardens
25. ANZ Park
26. Melbourne Cricket Ground

Restaurants, Bars & Cafes

27. Warden Bar
28. Palmerston Hotel
29. Manzan
30. Tempura Mijime
31. The Kettle Black
32. Europa
33. Don Don Japanese Restaurant
34. Peko Peko
35. Brew Society
36. Rising Star Hotel
37. Electrico Melbourne
38. Rooftop

Education

39. Mac Robinson Girls' High School
40. Liban Connam Kindergarten
41. Albert Park Primary
42. Galilee Regional Catholic Primary School
43. Victorian College of the Arts
44. Middle Park Primary School
45. Christchurch Grammar School
46. Melbourne Girls' Grammar
47. Melbourne High School

Places of Interest

48. Shrine of Remembrance
49. Victoria Barracks
50. South Melbourne Town Hall
51. Eureka Tower
52. Crown Melbourne
53. Aquarium
54. Alfred Hospital

Transport

55. Street of Remembrance / DA Hyde Road
56. Domain Interchange / St Kilda Road
57. Flinders Street Station
58. Richmond Train Station
59. South Yarra Train Station
60. Jolimont Train Station

Metro Rail (Expected Completion 2014)

61. Domain Train Station
62. CBD South Train Station

Shopping

63. IGA Express
64. BQ
65. Cornermarket/Bark
66. Food Works
67. Cofin
68. South Melbourne Market
69. Woolworths
70. Asda
71. CPO South Ward
72. Southgate Shopping Centre
73. Jann Factory

Refined accents in bronze and copper. A satisfying sunset glow for autumnal extravagance all-year round.

Building Type: Townhouse development. 72 dwellings.

Address: 175 Chapel Road, Keysborough

Agent: Various

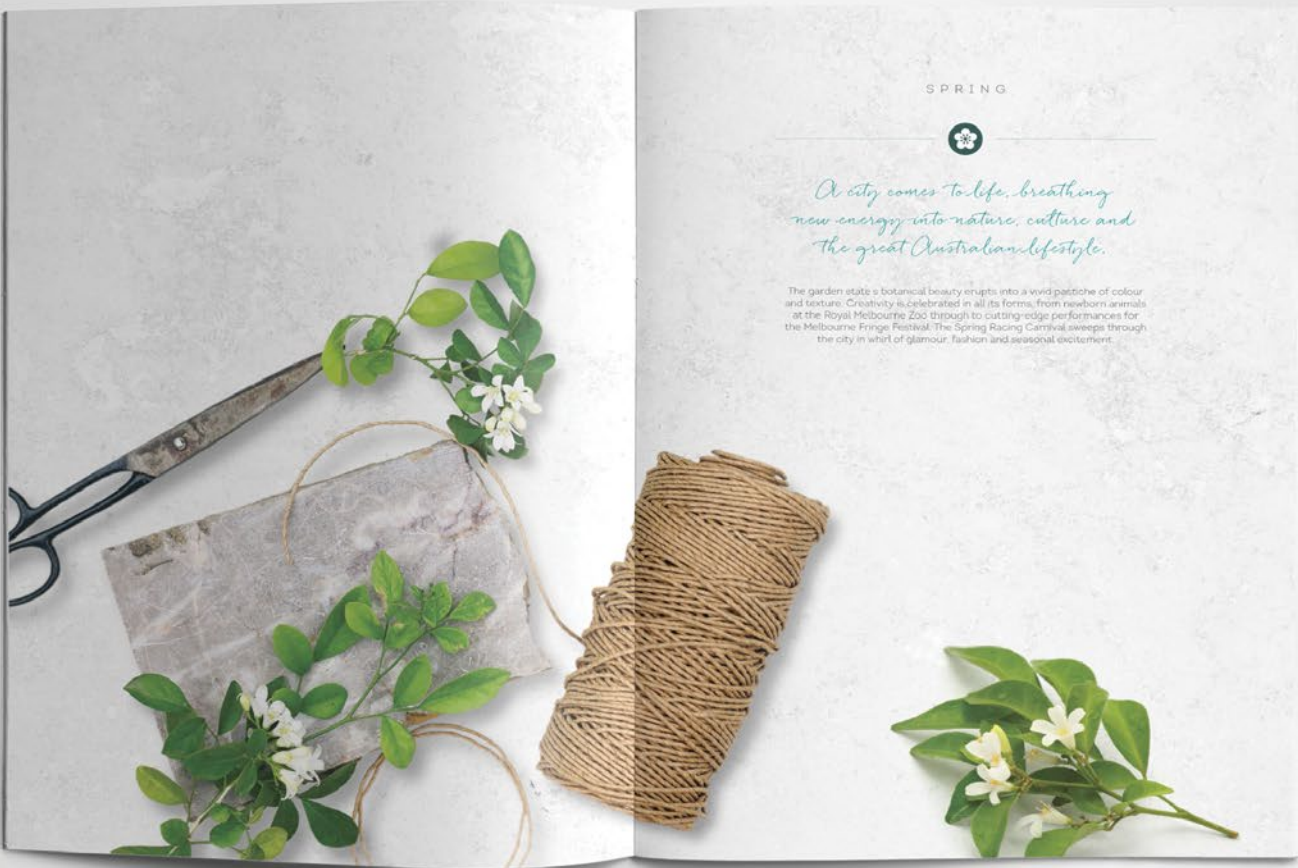
Architects: CHT

Developer: HTrang

seasons

Seasons is an exciting townhome development in Melbourne's booming South-East suburbs. Comprising of 72 dwellings, the estate is divided into four quarters that reflect the seasons in landscaping and material finishes.





SPRING

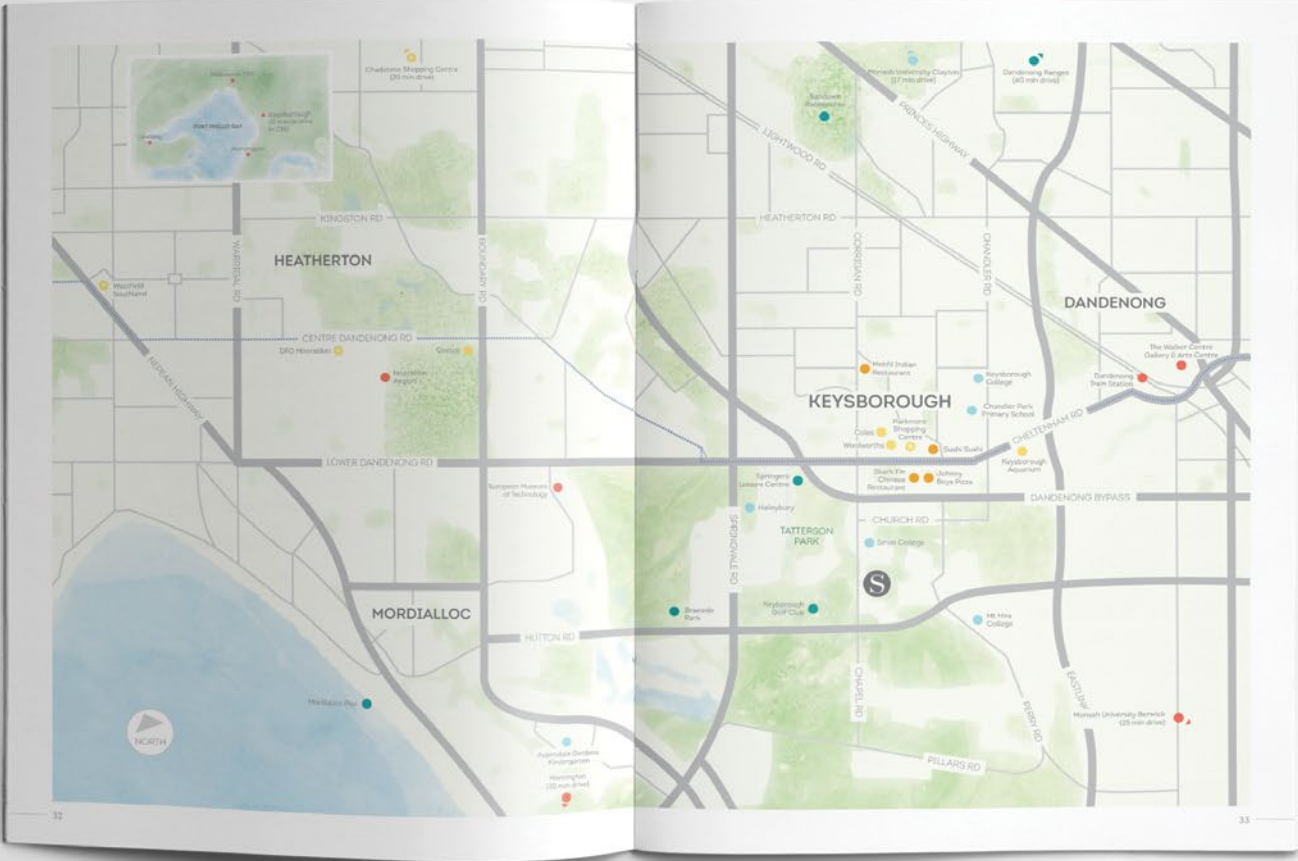


*A city comes to life, breathing
new energy into nature, culture and
the great Australian lifestyle.*

The garden state's botanical beauty emerges into a vivid palette of colour and texture. Creativity is celebrated in all its forms, from newborn animals at the Royal Melbourne Zoo through to cutting-edge performances for the Melbourne Fringe Festival. The Spring Racing Carnival sweeps through the city in whirl of glamour, fashion and seasonal excitement.



*Expansive yards are expertly landscaped, planted with
thematically unique and distinctive flora.*



WINTER



*The warmth of this place always
shines through, even in the heart of
winter. Like street lights reflecting off
a wet evening road.*

City-wide foodie culture makes winter days night a culinary delight. Fuzzy satisfies the appetite for competition, while home-cooked meals keep you warm and cosy in the evening. Curl up together on the couch for a film at home, or venture out for an undiscovered gem at the Melbourne International Film Festival.



KING

RESIDENCES™

Perched on the south western corner Flinders Lane and King Street ‘the crown of melbourne’ has it all; river views, a central train station and the refined retail and dining offerings of Flinders Lane. The marketing was rich in textured watercolour washes of sombre greys black and blues, accented with a teal to pick-up on the external detailing.

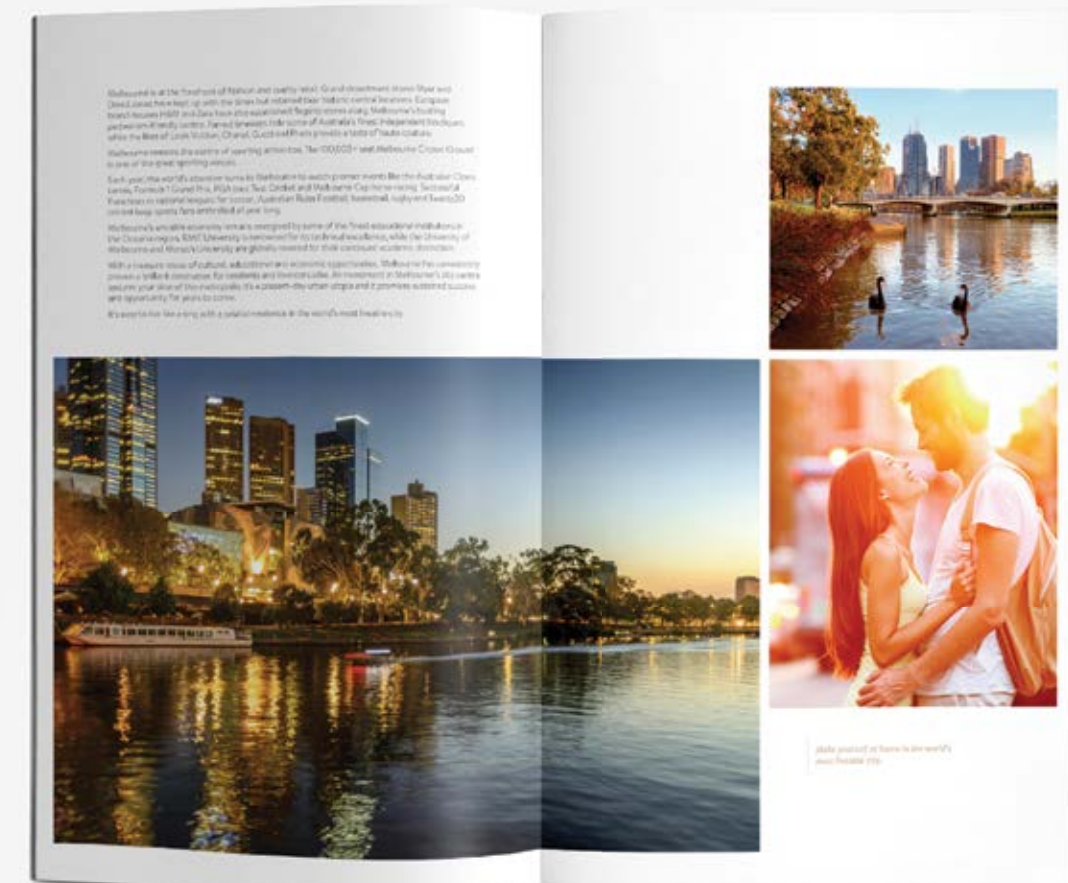
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Cynthia Chau - Asia One







VICTORY

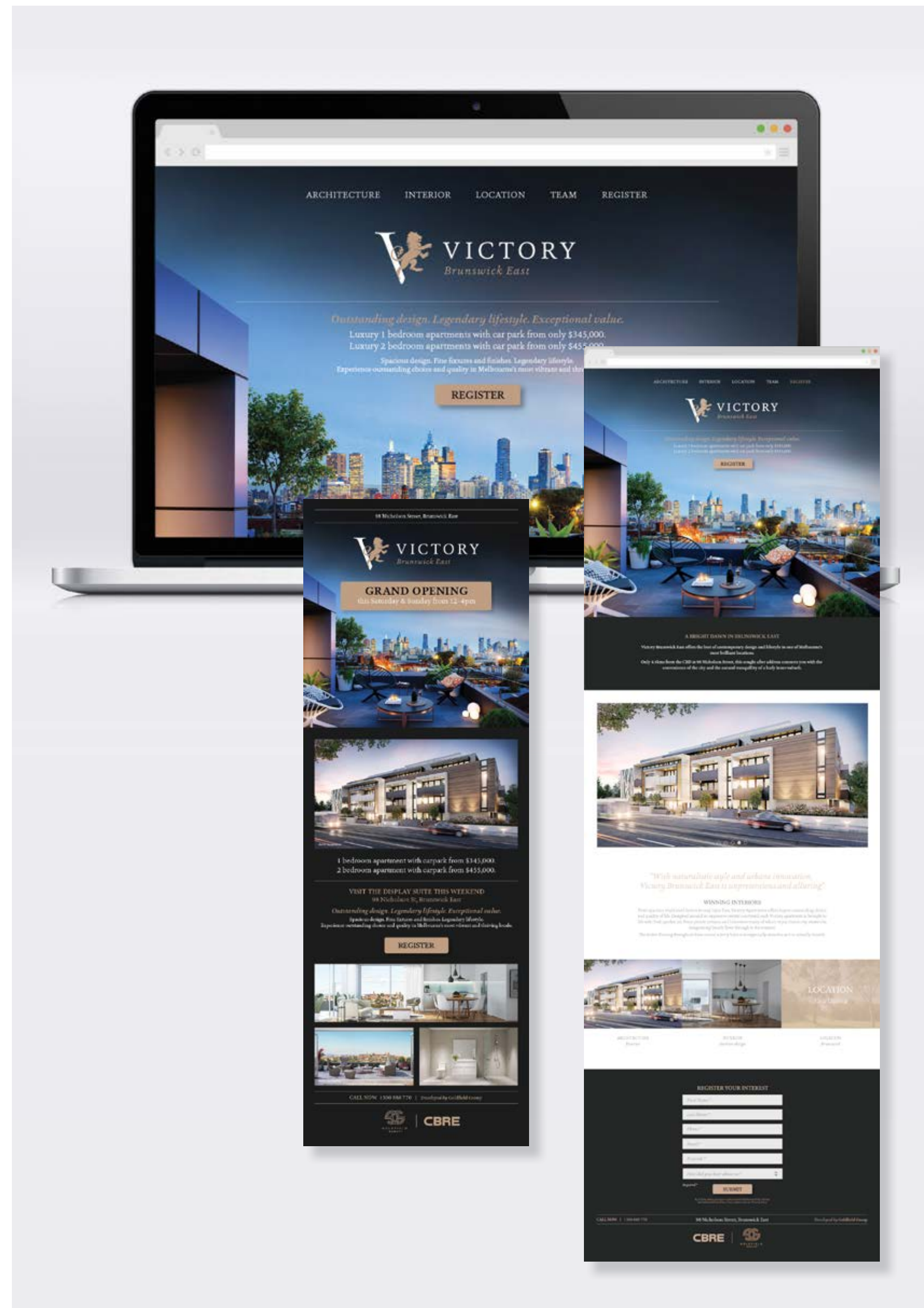
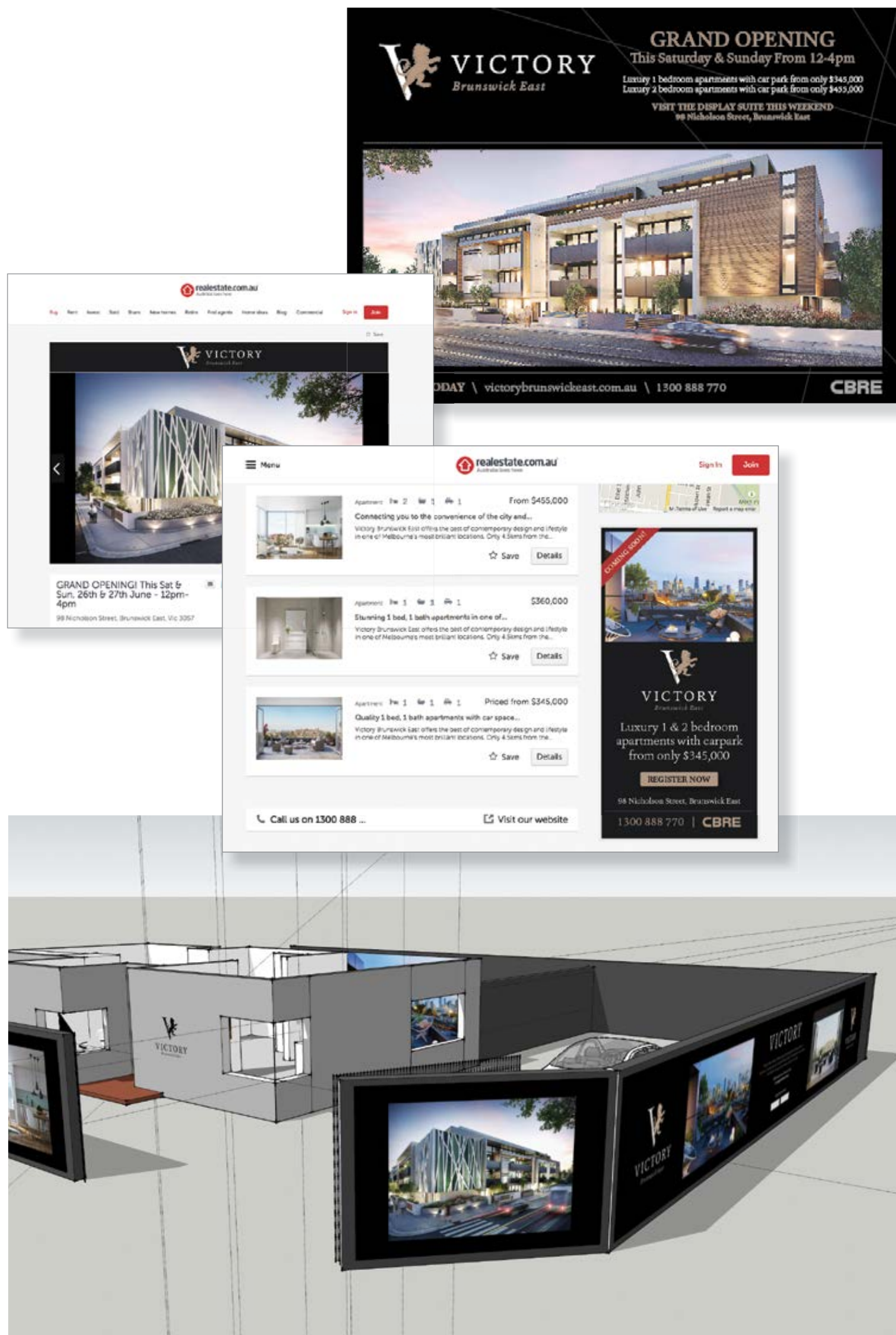
Brunswick East

Warm timber and vibrant green accents echo the nearby Merri Creek parkland, and prefigure Victory’s centrepiece an internal garden courtyard.

The name victory was a creative take on the the developments locational cornering of Nicholson and Victoria Streets, East Brunswick. The brand mark a pictorial V, and again picking up on the natural environment - incorporates a standing lion ready to strike; in the animal kingdom a symbol of pride, strength, and beauty, all attributes appealing to Chinese developers, home-owners and overseas investors.









whitehorse

3128

Cosmopolitan living at its best—Whitehorse 3128 offers a sophisticated lifestyle in an exciting, multi-dimensional and very convenient suburb.

Building Type: Residential, 35 dwellings

Address: 1045 Whitehorse Rd, Box Hill

Agent: Lindellas

Architect: Ormina Design

Developer: Lindellas



whitehorse

3128

1045 Whitehorse Rd, Box Hill





02.

ABOUT MELBOURNE

04.

ARCHITECTURE

06.

INTERIORS

10.

LIFESTYLE

12.

LOCATION



CONVENIENTLY STYLISH

Life at Whitehorse 3128 is everything you want: convenience living is low, in all its most vibrant of Melbourne's prestigious eastern suburbs, it offers a stylish, serene place to call home. Relax in surroundings where seamless design, elegant materials and finely crafted finishes create contemporary sophistication. On the other side of the door, there is fun and excitement. Everything you need is at your fingertips, and a world of restaurants and cafes are just waiting to be explored.



Box Hill Community Arts Centre is a happy place to meet the neighbours or discover your creativity.

EAT AND DRINK

1. China Bar
2. Dumpling King
3. Vegetus
4. Korean BBQ
5. Schwan
6. Sit & Wine
7. Tim Dak
8. Van Tai

SHOPPING

1. Asian Grocer
2. Box Hill Central
3. Coles
4. Woolworths

MEDICAL

1. Box Hill Hospital
2. Box Hill Massage Centre
3. Box Hill Medical Centre
4. Fifeorth Eastern

PARKS AND RECREATION

1. Aquatic Link
2. Box Hill Bowling Club
3. Box Hill Gardens
4. Haguenau Reserve
5. Kingsley Gardens
6. Spring Park

EDUCATION

1. Box Hill Early Childhood Intervention Centre
2. St Francis Xavier's Primary School
3. Box Hill Senior Secondary College
4. Box Hill TAFE
5. Hays International College
6. JAMES Australia
7. Werribee Area School Centre
8. St Peter's Kindergarten
9. Box Hill High School

PLACES OF INTEREST

1. Central Link
2. Box Hill Cemetery
3. Box Hill Community Arts Centre
4. Box Hill Police Station
5. Box Hill Town Hall & Library
6. Plaza On Edge
7. Greenie Cuthberts Automotive
8. Le Pave Cafeteria
9. National Storage

TRANSPORT

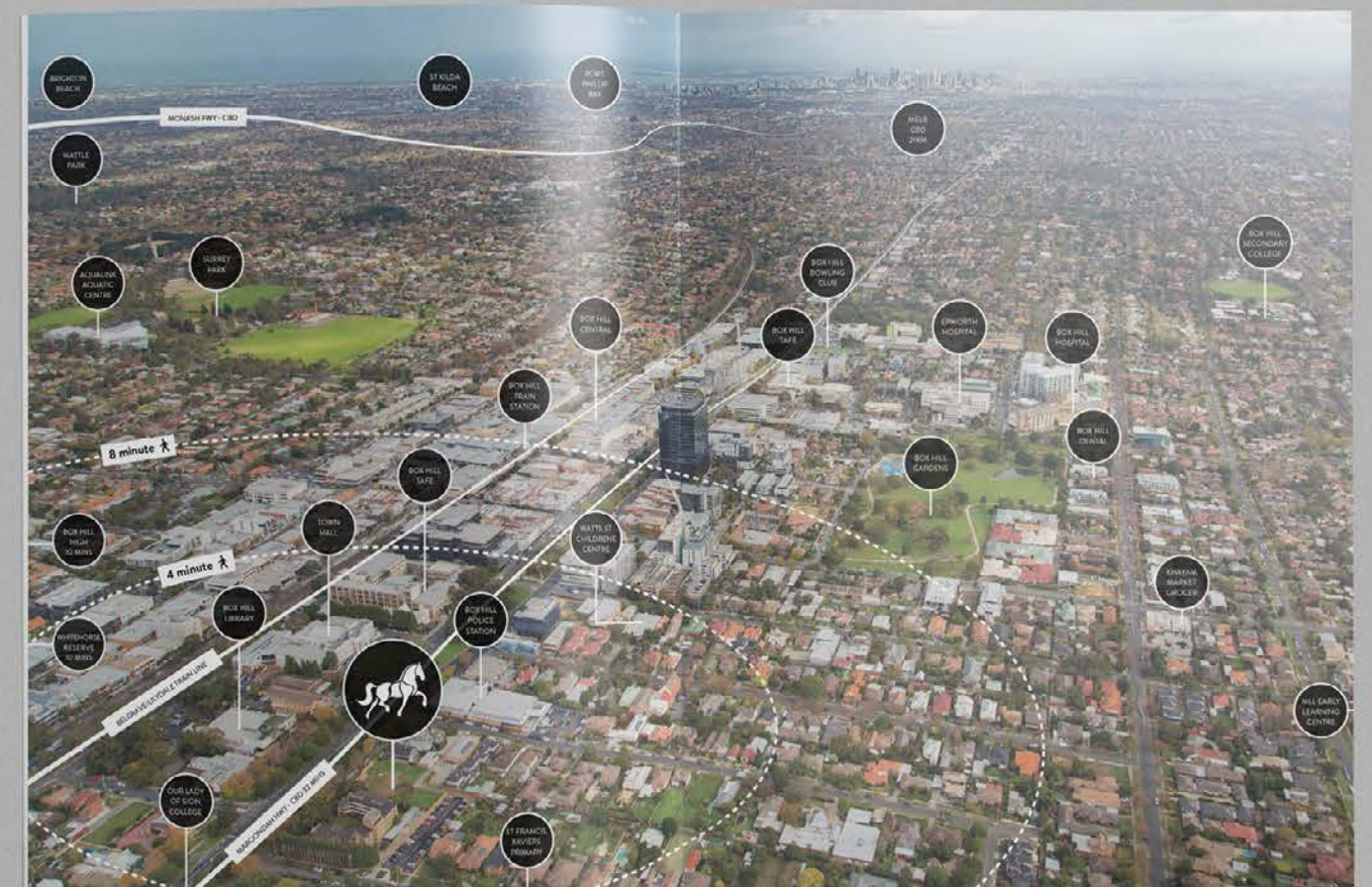
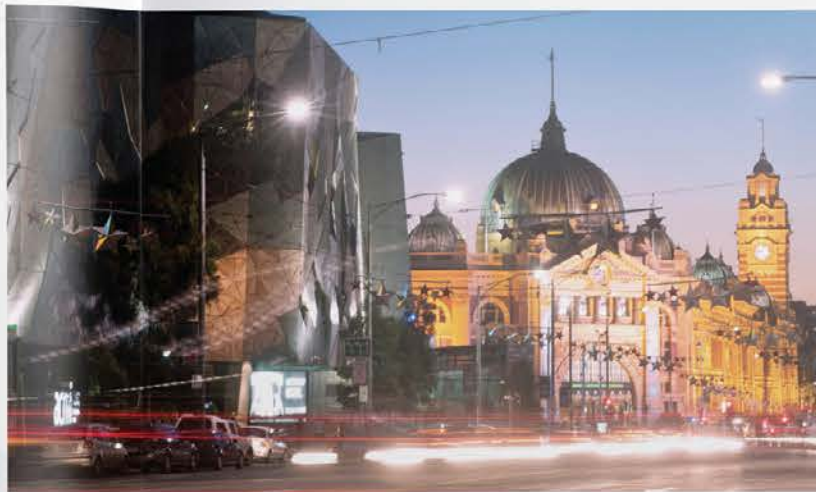
1. Box Hill Train Station
2. Mount Albert Train Station

About Melbourne

WORLD'S BEST

With a new perfect score, Melbourne has been named the 'world's most liveable city' for the year in a row. The lifestyle, the quality of health care, education, infrastructure and environment all go together to create a superior, world-class city. Those who live here also love Melbourne for its friendliness and cultural diversity, its thriving restaurant scene and its easygoing elegance.

Food, fun, sport and culture are the electricity that keeps Melbourne humming.



Building Type: Mid-rise mixed-use | 64 apartments | 9 levels

Address: 57 Bruce Street, Box Hill

Agent: Urban & Lindell

Architects: Hayball Architects

Developer: VMG



This development's proposition was the green calm of the parklands and the convenience of a metropolitan centre. The nine-storey building's facade speaks to a modern urban sensibility, while the brandmark's abstract component for the marketing stemmed from extensive research into traditional Ming Dynasty courtyard houses.





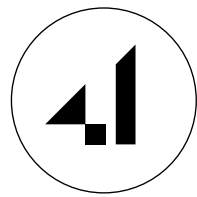


SOVEREIGN
on
GLEN HUNTLY

Overlooking Stradbroke Park at 1082 Burke Road, Balwyn, each boutique Parkview residence marries some of the nation’s finest cosmopolitan living with one of the city’s most prestigious suburban locations.

A floral motif subtly emerging from natural textures inspired by native flora formed the basis for the marketing—striving to capture some of the distinct allure of the Australian bush and its unparalleled natural light.





41PEEL

We marketed this as “a balance of authentic style, substance and convenience.” Nestled strategically east of the gentrified Brunswick Street in one of Melbourne prime real-estate zones that still maintain its heritage of warehouse and factory Collingwood of yester-year. The area is now teeming with creative enterprises in fashion, music and the arts as well as esteemed and progressive eateries and bars.

The intimate development (fifteen apartments) backed onto a secluded park. The limited number of dwellings ensured a feeling of unrestricted freedom differentiating the development from the area’s high-density competitors.

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Bart O’Callaghan - Urban Pty. Ltd.





LOCATION AND LIFESTYLE
Urban lifestyle, culture and convenience to spare
 Surrounded by some of Melbourne's most iconic independent eateries, boutiques, and watering holes, culture vultures will love providing the wealth of urban hotspots just outside their door.
 Find killer coffee at Industry Beans, the best of early Italian at Gertrude Street Espresso, and sky-high decadence at Naked in the Sky. For a top-notch tipple, hit Josie Bones or Easy Tiger on Smith Street, or the Kodak Club on Brunswick Street. For something more substantial, dine at chef Andrew McConnell's Culter & Co (top ten at the Gourmet Traveller 2014 Awards), or go gourmet greens and cook up a storm with amazing produce from the Friends of the Earth Food Co-op or the Abbotsford Convent.
 If you want a calm contrast to the buzzing street life, have a quiet BBQ in the park directly behind 41 Peel, take a short wander to the busy banks of Yarra Bend Park, or catch a flick at the Shadow Electric—your neighbourhood outdoor cinema.
 At 41 Peel, you'll find a ton of choice to cater for your every mood.
 For city commuters, moving into 41 Peel means saying goodbye to wasted time in rush hour. CBD access is practically instant: trams run virtually from your door, nearby train stations bring greater Melbourne within easy reach and car sharing is available just around the corner.
 For those who prefer to supply their own transportation, 41 Peel also includes secure off-lobby bike storage and off-street private parking.
 Spend less time in traffic and more time living at 41 Peel.

- | | | | | | | | | | |
|---|---|--|---|---|---|---|--|---|--|
| <p>LEGEND</p> <ul style="list-style-type: none"> CAFE'S & FOOD PARKS & RECREATION TRANSPORT GROCERS & MARKETS EDUCATION ARTS & CULTURE Live Music Beer Garden Places of Interest (just off map) | <p>ARTS & CULTURE</p> <ul style="list-style-type: none"> 01. Shadow Electric 02. Alcatraz Gallery 03. Augusta Clova Gallery 04. Australian Galleries 05. Brunswick Street Gallery 06. Catherine Asquith Gallery 07. The Cavers Table 08. C&P 09. Charles Smith Gallery 10. Collingwood Library 11. Collingwood Town Hall 12. Dianne Toner Gallery 13. Easy St Artist Studios and Gallery 14. Egg Gallery 15. Fitzroy Gallery 16. Flying Gooles 17. Janssens Gallery | <p>ARTS & CULTURE</p> <ul style="list-style-type: none"> 18. Kick Gallery 19. Nell's Art Store 20. Oll the Kurb Gallery & Studios 21. P G Printmaker Gallery 22. Urban Media 23. Workspace Gallery <p>CAFES & FOOD</p> <ul style="list-style-type: none"> 24. Allmanari 25. Arcadia 26. Aroatica 27. Bar Paradise 28. Bakids 29. Bell's Diner 30. Birdman Eating 31. Bluebird Espresso | <p>CAFES & FOOD</p> <ul style="list-style-type: none"> 32. Cafe Rosewood 33. Cantina della Casa 34. Cocoro 35. De Cien 36. Grub Food Van 37. Huonburger 38. Johnston Street Foodstore 39. Judy's Roller 40. La Giller 41. Lennon, Middle & Orange 42. Mario's 43. Mina No Je 44. Monsieur Truffe Chocolate 45. Proud Mary 46. South of Johnston 47. Tombury Cafe 48. Two Birds Cafe | <p>CAFES & FOOD</p> <ul style="list-style-type: none"> 49. Vibe on Smith 50. Where a Girl Goes 51. Lado Gertrude 52. Rockwell and Sons 53. Patisia 54. Pesto a Mano 55. Soada 56. Trippy Taco 57. Outfit & Co 58. Anita-Ma's 59. Alada 60. Southpaw 61. Hodson's Famous 62. Casa Ciccio 63. Charcoal Lane 64. Industry Beans 65. Gorski & Jones | <p>PARKS & RECREATION</p> <ul style="list-style-type: none"> 72. Atherton Gardens 73. Carlton Gardens 74. Fitzroy Gardens 75. Fitzroy Swimming Pool 76. Peel Street Park 77. Studley Park 78. Victoria Park 79. Yarra Bend Park <p>TRANSPORT</p> <ul style="list-style-type: none"> 90. Collingwood Bus Terminal 91. Collingwood Railway Station 92. Eastern Freeway to CBD (500m) 93. Train Route 109 141. Train Route 88 143. Train Route 112 | <p>GROCERS & MARKETS</p> <ul style="list-style-type: none"> 84. Coles 88. Melbourne CBD (500m) 97. Northcote Plaza 99. Rose Street Artists Market 99. Woolworths 101. Organic Wholefoods 143. Friends Of The Earth Co-op 144. Abbotsford farmers' market <p>EDUCATION</p> <ul style="list-style-type: none"> 98. Collingwood Alternative School 99. Collingwood College 99. Collingwood College 99. NMET Collingwood Campus 99. St Joseph's Primary 99. Amos Education 99. Victorian School of Languages | <p>BARS</p> <ul style="list-style-type: none"> 99. The 86 Bar 99. Acoustic Cafe 100. Alta Bar 101. Baden Powell Hotel 102. The Birmingham 103. Black Cat 104. Black Pearl 104. British Crown Hotel 104. Easy Tiger 107. Rutledge Bar 109. Cape Live 109. CopeCohans International 110. The Everleigh 111. The Fitzroy Beer Garden 112. Gertrude Hotel 113. Gertrude Street Espresso 114. Gertrude Street Couch | <p>BARS</p> <ul style="list-style-type: none"> 115. Grumpy's Green 116. Grace Darling Hotel 117. Kanaka 118. Kent Street 119. La Sangria Bar 120. Labour in Vain 121. Laundry 122. Libation 123. Link's Creature Dining Hall 124. The Lounge 125. Mr Mew's Emporium 126. Naked in the Sky 127. Napier Hotel 128. The Night Cat 129. The Old Bar 130. Panama Dining Room 131. Perseverance | <p>BARS</p> <ul style="list-style-type: none"> 132. Union Club Hotel 133. The Standard 134. Kodak Club 135. The Commoner 136. The Rum Diary 137. Josie Bones 138. Peel Dances Bar 139. The Workers Club 140. The Rainbow Hotel |
|---|---|--|---|---|---|---|--|---|--|





Sovereign Square promises all in one living - through a comprehensive spectrum of mixed use across the first 6 floors catering for every retail need; from gyms to restaurants, and shopping, food and retail - accessed entirely through user friendly, secure internal communication platforms the development promises premium vertical living, in one of Melbourne's tallest residential /mixed use developments.

"The first impression I got from them was efficiency. One phone call and I met them the following day. Once they took on the job—no matter whether it is a last-minute change of mind on the design provided or a short notice request for expo marketing collateral—they always delivered in an efficient, yet very satisfying way.

What make us most satisfied with them is the fact that they listen to us—which is missing from so many marketing and branding companies nowadays—and are able to provide the best solution to accommodate our requirements. All of their staff are very professional, patient and hard working.

With their professionalism, creativeness, patience and kindness, I'd highly recommend Qualia Creative to any company that are considering a great marketing and branding agency that can not only meet their expectations, but also exceed them."

Dandan Zhao - AXF







NORTH STAR

80 TYLER STREET, RESERVOIR

The secret jewel in Melbourne's crown. North Star is a townhouse development in Melbourne's North.

Building Type: Residential, 63 dwellings

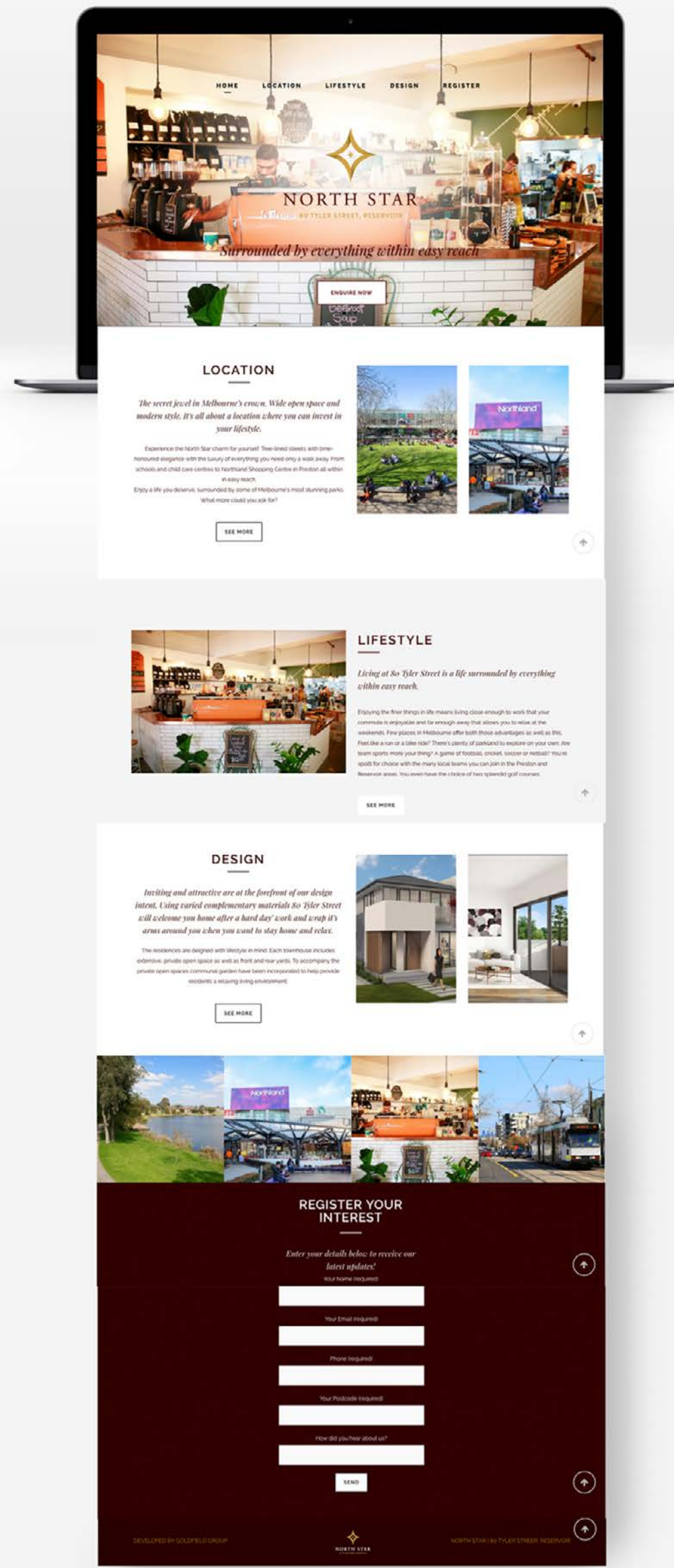
Address: 80 Tyler St, Reservoir

Agent: Goldfield Group

Architect: Taylors Development Co.

Developer: Goldfield Group

NORTH STAR
80 TYLER STREET, RESERVOIR



Building Type: Mid-rise mixed-use | 82 apartments over 9 levels

Address: 8 Wellington Road, Box Hill

Agent: Lindellas

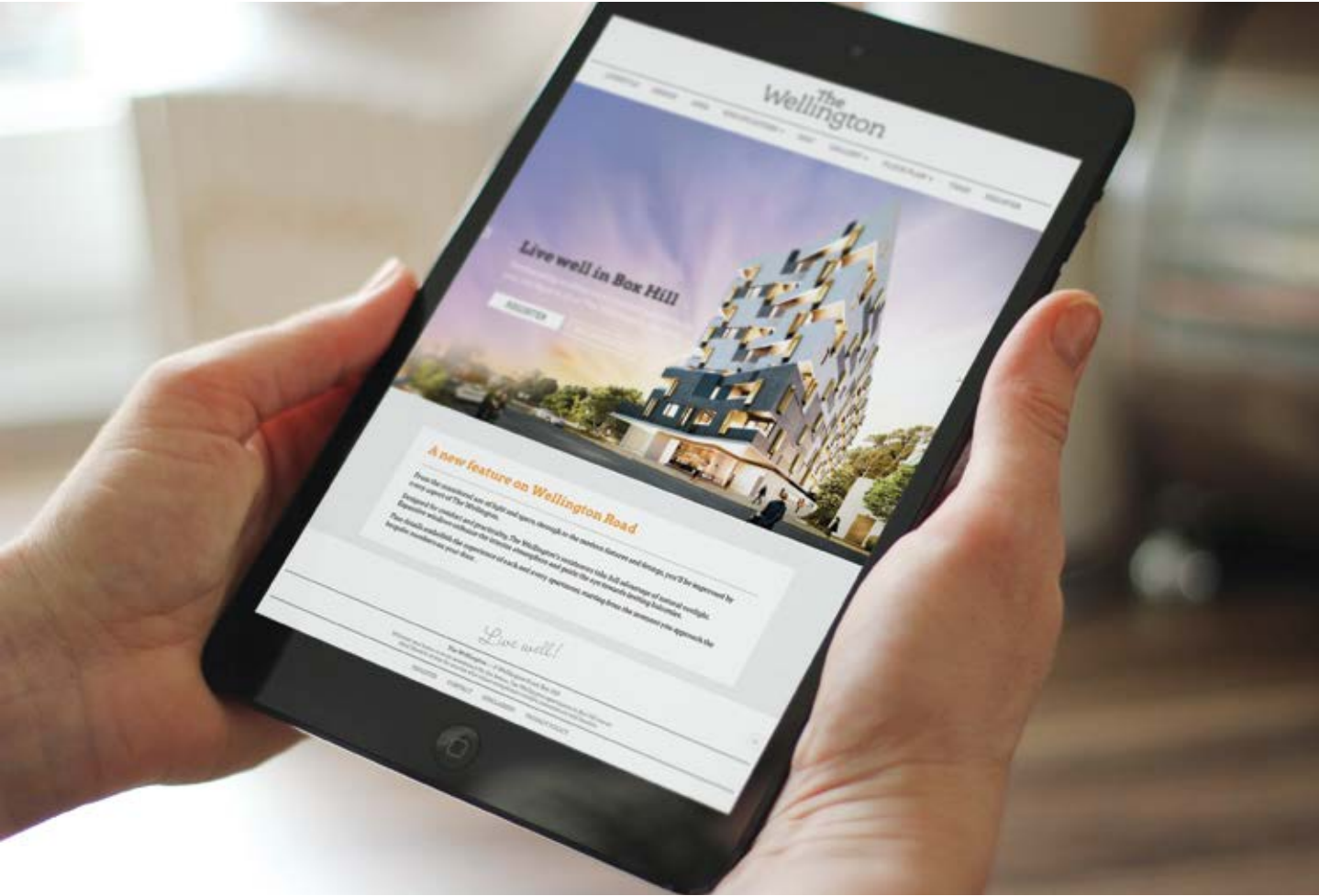
Architects: Hayball Architects

Developer: Unknown

The Wellington

The tagline for this project “Live well in Box Hill” was not only a direct word play on the Well(ington) name but an extension on the developers desire and architects vision; private balconies provide uninterrupted views, while a host of design and lifestyle features inside and out enhance an already enticing investment.

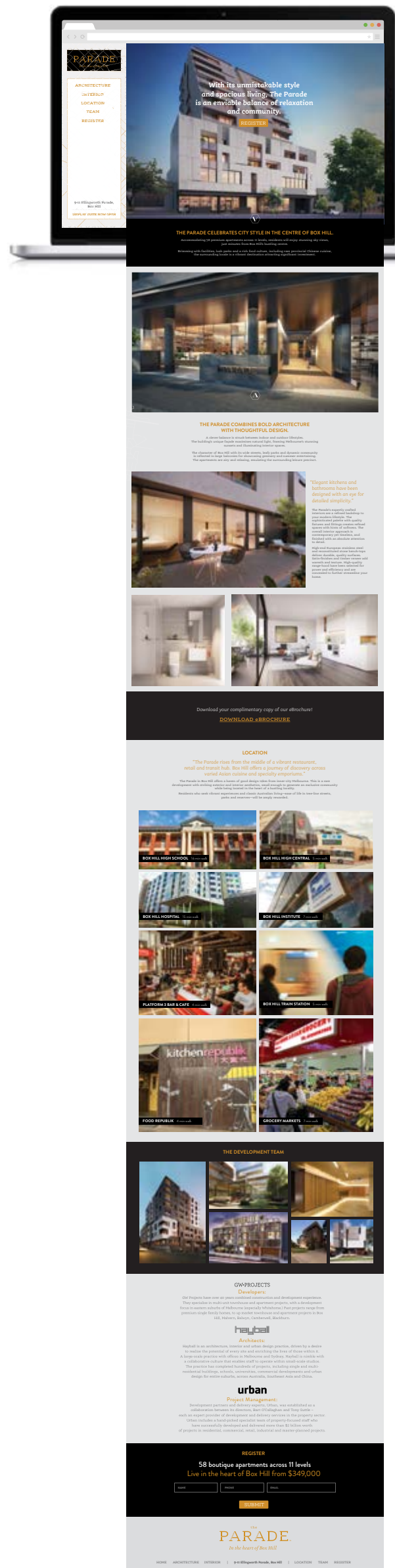




The Wellington
8 WELLINGTON ROAD, BOX HILL



In the heart of Box Hill





casa del mar™

MORDIALLOC

Everyone dreams of a place by the ocean. The marketing of Casa ran with that dream; from the colour palette derived directly from sunset photography and ocean views to the brochure chapter breaks with inverted telescope imaging (a nod to early nautical navigation.) Sun drenched sky views, and the all day light-play of ocean views featured prominently throughout the marketing collateral.

Building Type: 65 townhouses (9767sqm GFA)

Address: 2 Park Street & 76-76A Albert Street, Mordialloc

Agent: Unknown

Architects: Chamberlain Architects

Developer: Koloda



casa del mar™

MORDIALLOC

your home by the sea

PARK ST & ALBERT ST, MORDIALLOC

Concept cover



"Balconies flow naturally into living spaces, granting a sense of casual luxury and spacious comfort."



Location



Building Type: Residential, 5 luxury dwellings

Address: Cnr Fairlight St & Ashely Rd, Fairlight, NSW

Agent: ARC Homes

Architect: Prescott Architects

Developer: ARC Homes

THE FAIRLIGHT

Taking pride of place with stunning views over North Harbour, The Fairlight is a private oasis of style and sophistication in Sydney.



THE FAIRLIGHT

Tranquillity in North Harbour like no other.

A BEACON OF ELEGANCE

Taking pride of place with stunning views over North Harbour, The Fairlight is a private oasis of style and sophistication. Comprising four townhouses and two exclusive stands, alone house your future peace of mind. Lovingly designed with professional families in mind you can relax in quiet surroundings with stunning ocean views.

Living at The Fairlight life will slip into an easier gear. Close to public transport and shops but nestled into a beautifully elevated rocky outcrop with landscaped gardens everyday will feel like a holiday. The original heritage listed wall marking back to the past is respectfully blended into the contemporary architectural language as crisp aesthetics designed for low maintenance envelop light filled dual aspect spaces.

THE FAIRLIGHT 1

A STUNNING LOCATION

Fairlight is one of Sydney's best suburbs to live in. It's easy to see why, you can explore Manly Dam by bike, kayak around North Head or relax on Manly Beach. Safe and secure away from the hustle and bustle of the city Fairlight has a calm village vibe that residents love.

Surrounded by pine trees and all natural glory there are few place that compete with Fairlight. Catch the ferry to the city or just enjoy the delicious food in some of the best restaurants in Sydney. It's all here waiting for you at The Fairlight.

THE FAIRLIGHT 2

Enjoy the exclusive ocean views over North Harbour.

THE FAIRLIGHT

The list of benefits is impressive. The elegant two story townhouses enjoy private basement parking while the separate house has four bedrooms. All are pet friendly with views to Garigal National Park to the North. Large private balconies front and rear with ocean views slip just the start. The Fairlight is 500m from Fairlight Tide Swimming Pool, 800m from Manly Golf Club and 1.5km from Manly Beach.

THE FAIRLIGHT 3

THE FAIRLIGHT

Manly Hospital
Health & Amenities / 2.5km

Manly Village Public School
Education / 1.4km

Manly Beach
Beach & Recreation / 1.5km

The Corso
Shopping / 1.2km

Manly Wharf
Parks & Recreation / 1.5km

Manly Golf Club
Parks & Recreation / 1.5km

Manly West School
Education / 1.6km

Stockland Balgowlah
Retail & Shopping / 700m

Sydney Harbour National Park
Parks & Recreation / 2.5km

Shelly Beach
Beach & Recreation / 1.4km

Delwood Beach
Beach & Recreation / 1.5km

Fairlight Tide Swimming Pool
Parks & Recreation / 800m

Fairlight Beach
Beach & Recreation / 1.5km

PARKVIEW

BALWYN

Overlooking Stradbroke Park at 1082 Burke Road, Balwyn, each boutique Parkview residence marries some of the nation's finest cosmopolitan living with one of the city's most prestigious suburban locations.

A floral motif subtly emerging from natural textures inspired by native flora formed the basis for the marketing—striving to capture some of the distinct allure of the Australian bush and its unparalleled natural light.



Let us bring your imagination to life.

Contact David Gill at Qualia Creative
to discuss your next development
61 3 9029 9090 or davidgill@qualiacreative.com.au

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