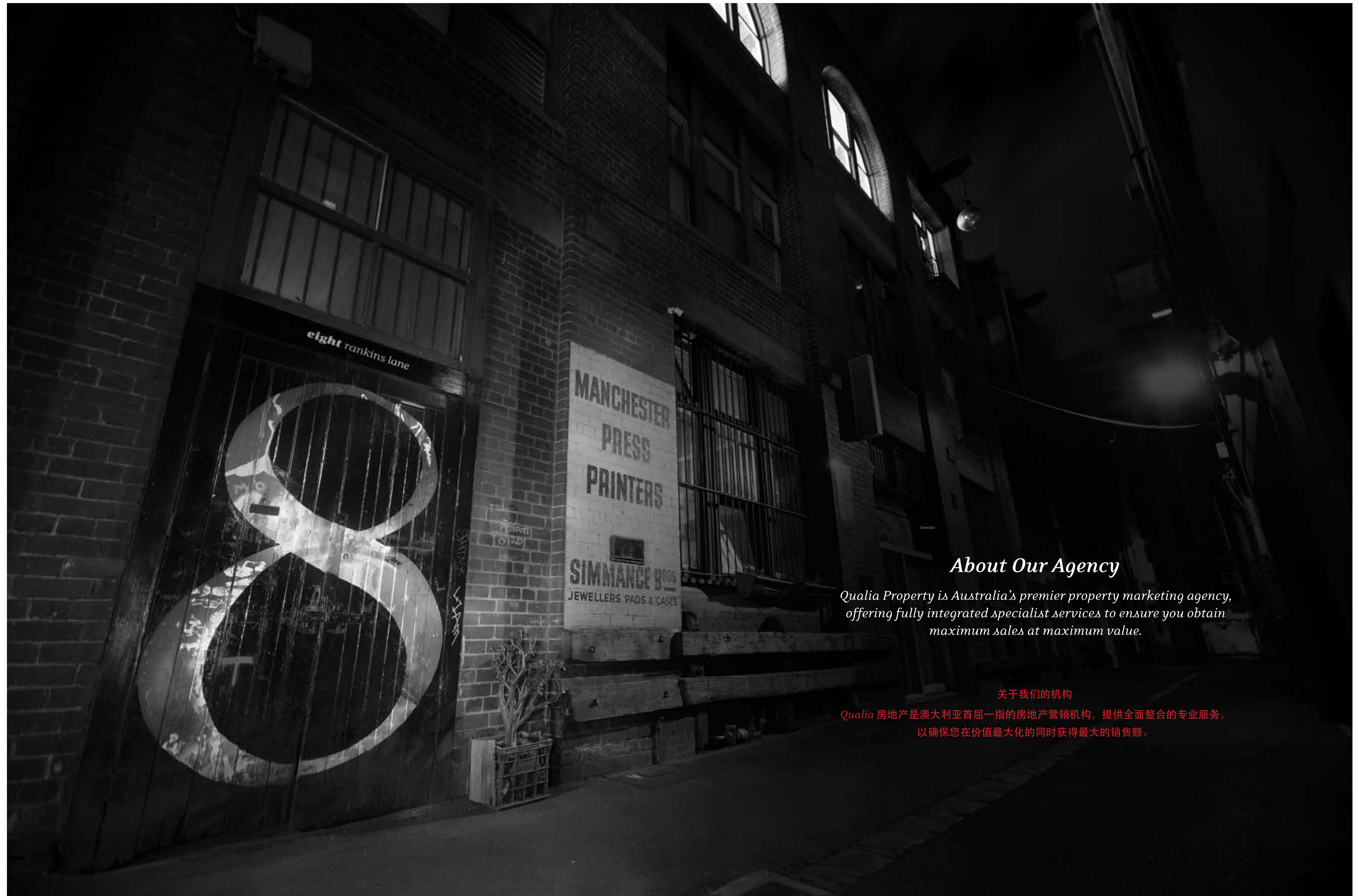


Qualia[®]
CREATIVE

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。

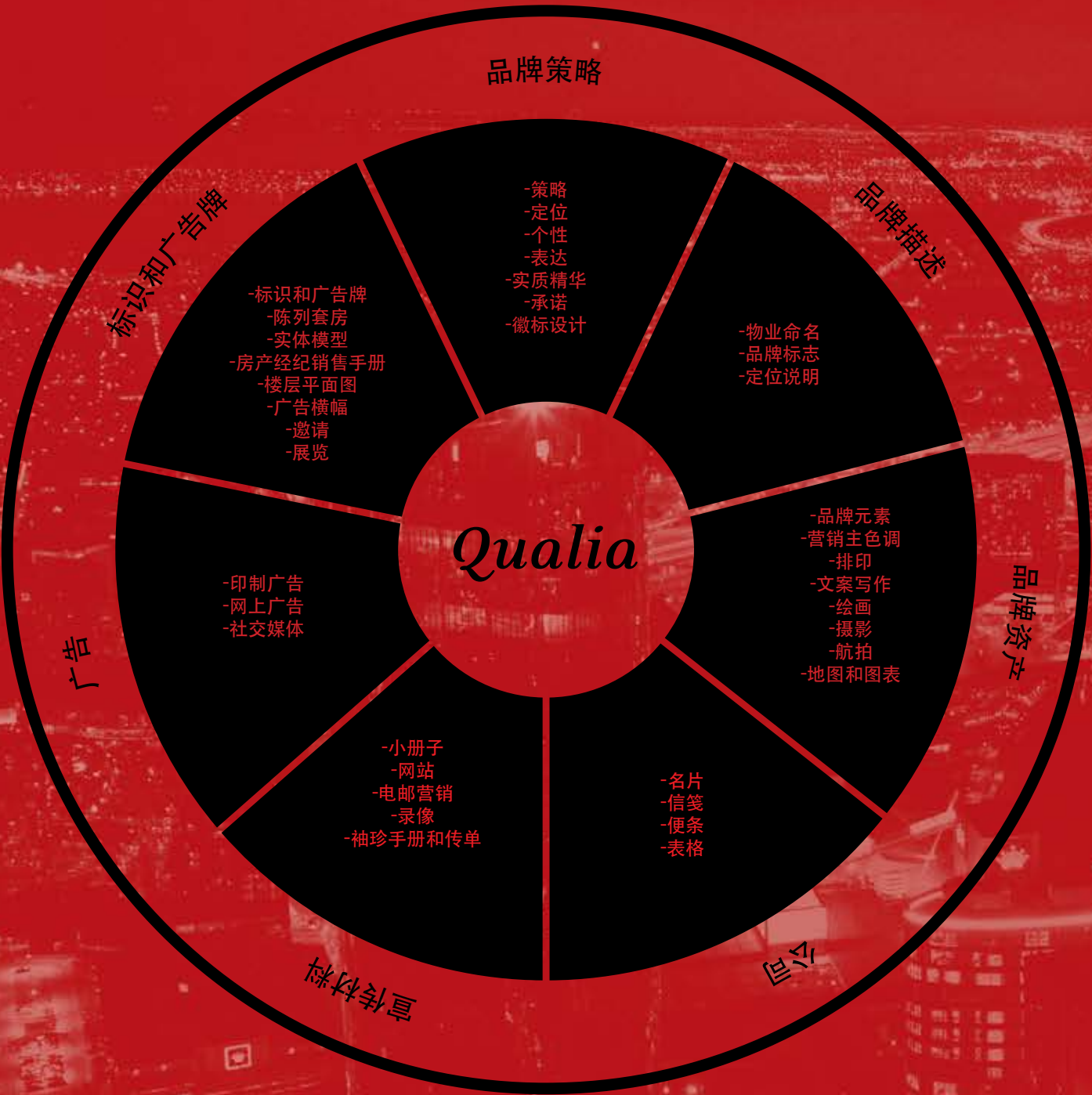
Property Development Marketing



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。
- 我们会展开房土地点和历史的研究。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
- 我们已和一批敬业的建筑师、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。



Testimonials

“ *Creative and astute professionals with outstanding communication skills* ”

“ It’s an absolute pleasure to work with Qualia Creative who are creative and astute professionals with outstanding communication skills. Without fail they go the extra mile to deliver magnificent results under exceptional circumstances of pressure. Their passion and devotion are reflected in—not only their creative and marketing skill—but also within their production management, where quality control is of utmost importance. Most notably, David & Dave take the time to understand the client and the company’s expectations and are always flexible in their approach. They are a great agency to work with!”

Suzana Mars

Senior Sales & Marketing Executive – Poly Global

“ *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

National Marketing & Sales Director – Golden Age

“ *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

“ *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

“ *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

“ *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

Building Type: Commercial high-rise of 23 floors

Address: Digital Harbour, Docklands

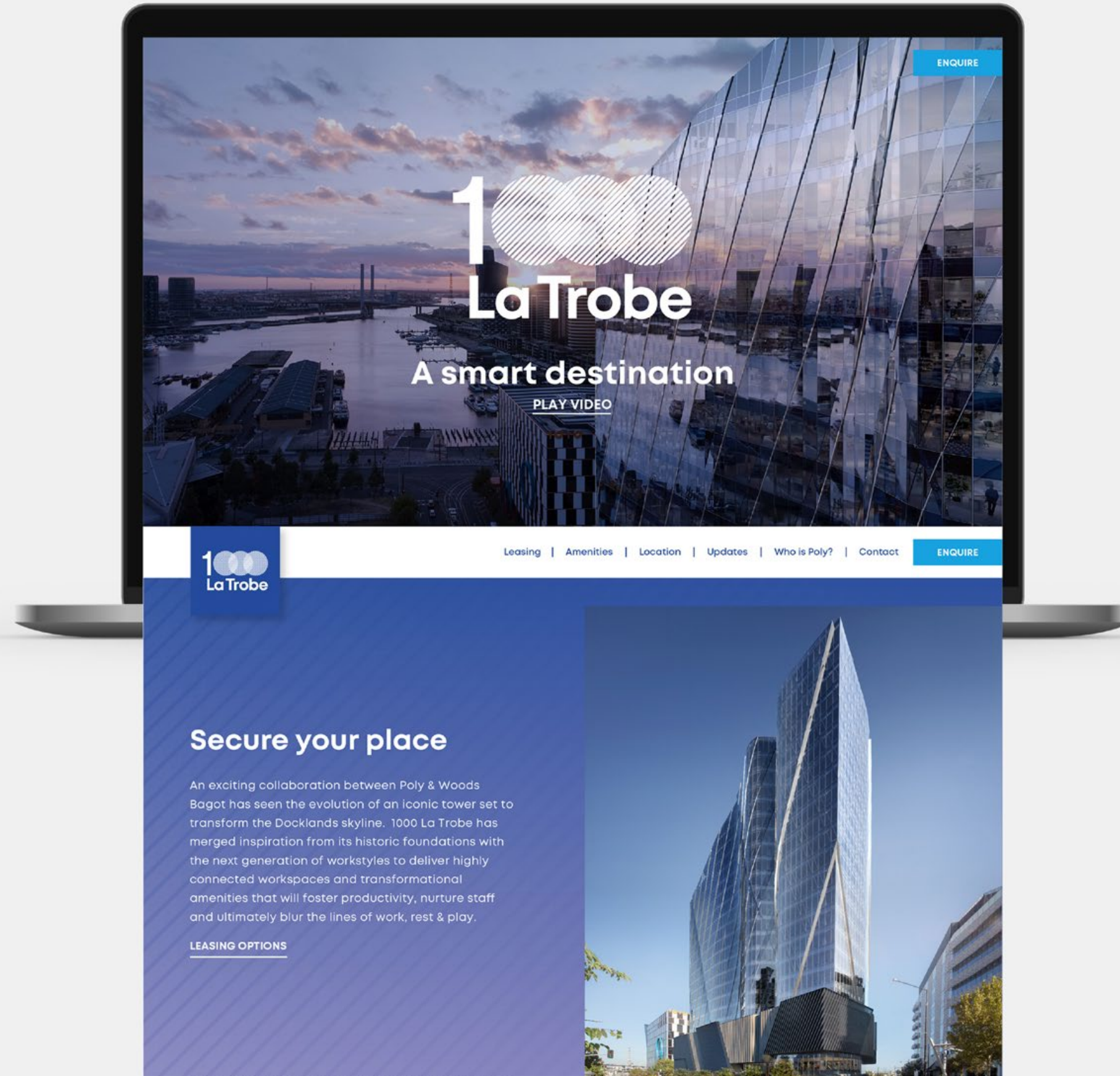
Agent: Colliers / TLL

Architects: Woods&Bagot

Developer: Poly Global

1000 La Trobe

Situated in the Digital Harbour Precinct of Melbourne's Docklands, this commercial high-rise development offers the next generation of office design and amenities.



PARK AVE

MELBOURNE

Inspired by New York’s Chelsea, Meatpacking and TriBeCa districts, Park Ave is a landmark development in South Melbourne comprising of 220 luxury residences over 19 levels. The flowing facade is designed by Elenberg Fraser, with interior design by CHT.



“We’ve worked with graphic design and marketing groups through out the property marketing industry. Qualia Creative have proven time and 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, Queens Avenue, The Parade and Park Ave. 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 - Urban Pty. Ltd.



Summit

DONCASTER HILL

Perched atop of Doncaster Hill, Summit commands the suburb's best views. It offers a range of lifestyle choices—apartments, lofts, townhouses, and penthouses—in a single location with a community feel.

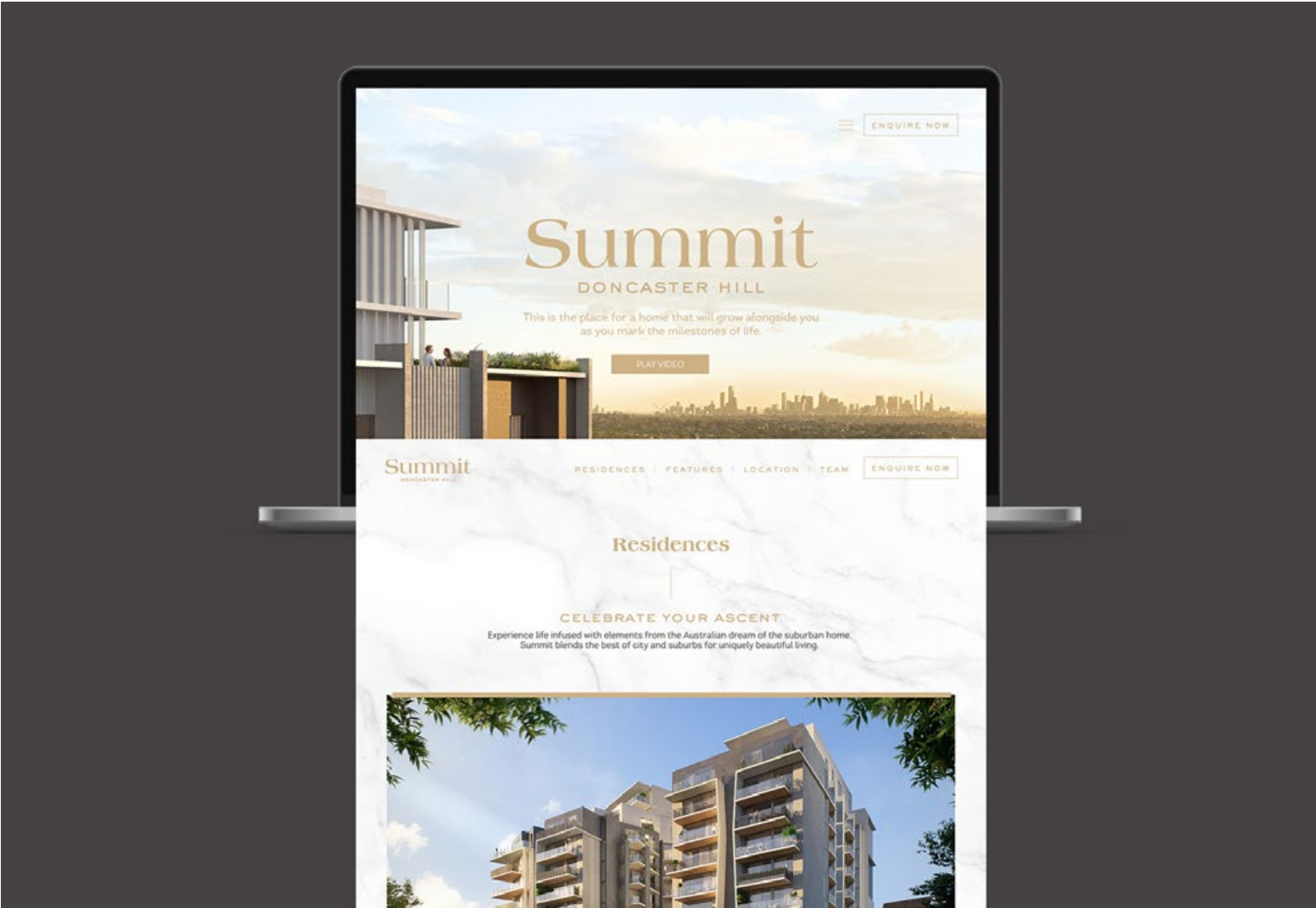
Building Type: Residential development

Address: 9-11 Williamsons F Road, Doncaster

Agent: Poly Agency

Architects: Peddle Thorp

Developer: Poly Global





The Heritage Council of Victoria has trusted Qualia to design a new landmark for the council with the idea of old and new. We explored the connection of the old and new typographically, as they continue to restore and preserve Victoria.





Art Direction: Glass Creative | Post Production: Rizer | Design: Qualia Creative | Finished Art: Kimberley Moore | Key Photography: Jennifer Hawkins photographed by Gary Heery at Sun Studios in Sydney | Artwork Photography: Andrew Ross | Artwork Photography: Gabriel Cliffe | Rocker Martell | Design: Rizer | Photography: Simon Hayward

A set design that exploded with colour and celebrated the seasonal shift in mood, palette and style. The focal point was Jennifer Hawkins—the face of Myer—framing the catwalk entrance on a 23 x 9 x 30 metre stage of colour and light.

Design Myer's Spring/Summer 09/10 launch in Sydney.

Set design

Myer

MYER

Myer is Australia's largest department store group, and a market leader in Australian retailing.





PROSPECT

BOX HILL

A harmony of Eastern and Western styles, this residential landmark located at 9-11 Prospect Street is developed by R&F Property Australia and designed by award-winning architects Hayball.

This residential hihg-rise is easily recognised through its identifiable, elegant and refined form that offers a clean yet bold addition to Box Hill's skyline.

Qualia produced the advertising campaign and associated promotional collateral.

Building Type: Mixed-use, 194 apartments

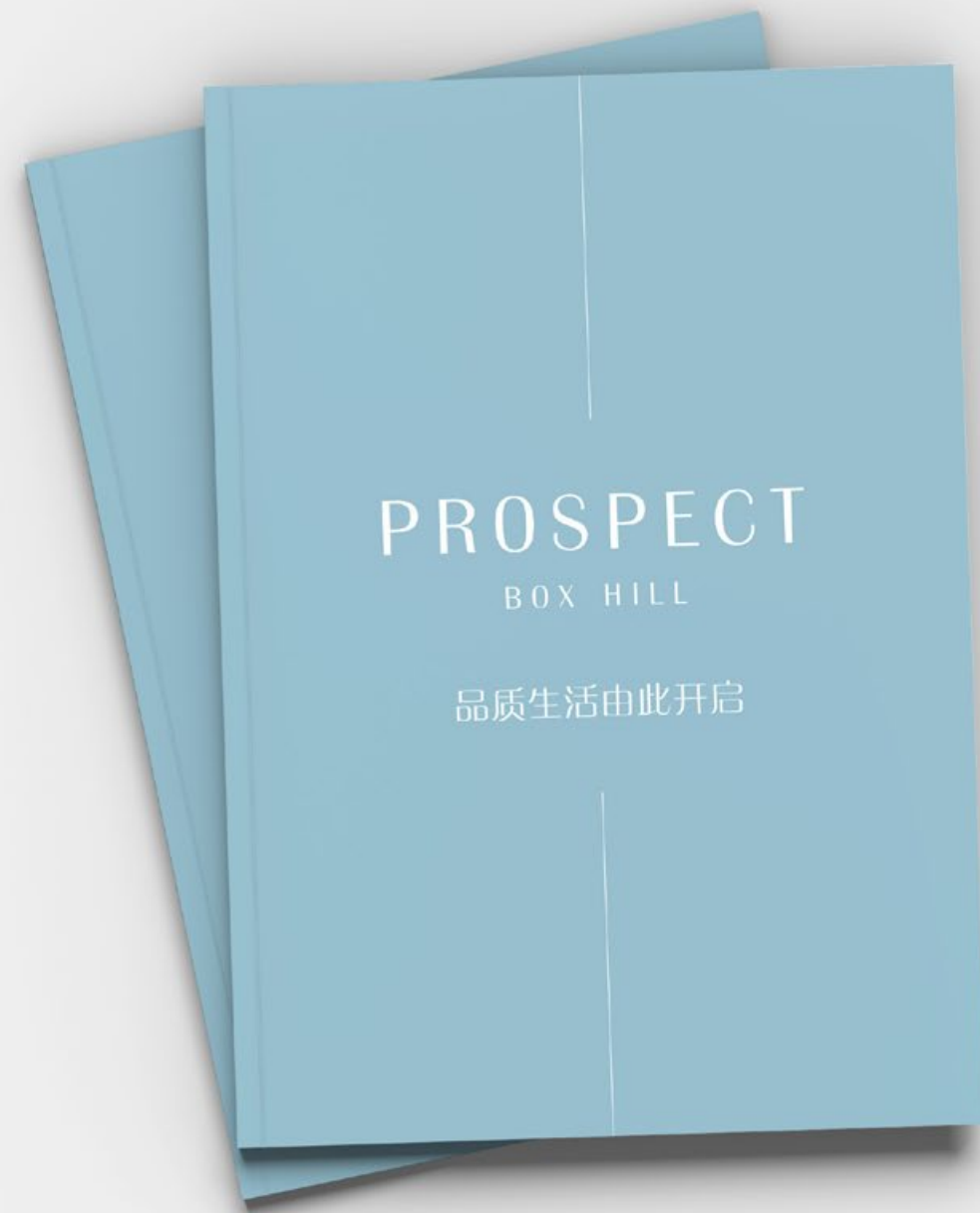
Address: 9-11 Prospect Street, Box Hill

Agent: R&F Property

Architects: Hayball

Developer: R&F Property





Building Type: Mid-rise apartment over 11 level, 52 apartments.

Address: 175 Chapel Road, Keysborough

Agent: Castran Gilbert

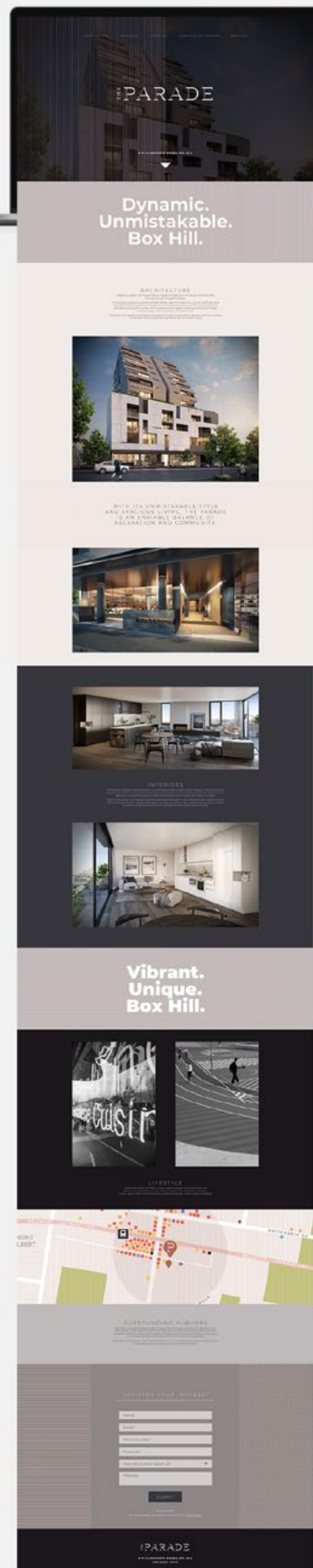
Architects: Hayball

Developer: A&A Development

THE PARADE

Designed by Hayball Architects, The Parade is a mid-rise apartment located in the heart of Box Hill. The campaign was designed to appeal to the local owner-occupier market and to reflect the industrial tones of the building's material finishes.





717

BOURKE STREET

Located on the original Batman Hill in Melbourne 's Docklands precinct 717 Bourke Street houses a complex mixed-use programme including 36,000 sqm of commercial A-grade office space.

Building Type: Commercial

Address: 717 Bourke Street, Docklands

Agent: CBRE

Architects: Metier3

Developer: CBRE



717

BOURKE STREET

MIMCO

This renowned Australian accessories label is responsible for some of Australia's most desired bags, scarves, jewellery and accessories.

Established by Amanda Briskin in 1996, Mimco is one Australia's most loved, leading accessories brands. Today, Mimco has a growing number of stand alone boutiques as well as selling to David Jones department stores across Australia and stores throughout United Kingdom.



Building Type: Townhouse development.

Address: Bridge Road, Richmond

Agent: Various

Architects: Peddle Thorp

Developer: Poly Global

Mayfair Garden

RICHMOND HILL

Mayfair Garden in Richmond Hill merges the areas cultural history with modern elegance. Set back on Bridge Road through a secluded garden an elevated living experience awaits.

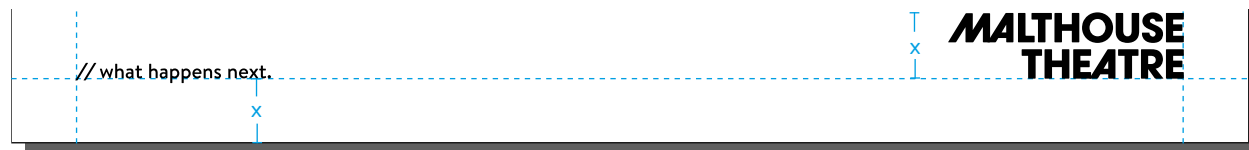






MALTHOUSE THEATRE

Qualia won the contract to redesign the renowned Malthouse Theatre’s brand style and marketing collateral. Based in the historical grounds of CUB’s Malthouse, the theatre is recognised as producing avant garde productions that push the boundaries of live performance. The solution involved creating a coherent brand style and tone of voice that has allowed the theatre company to effectively promote to audiences.



Building Type: Townhouses and stand-alone house, 5 dwellings.

Address: 2 Ashley Parade, Fairlight, NSW

Agent: Various

Architects: Prescott Architects

Developer: Arc Homes

THE FAIRLIGHT

The Fairlight, Bondi, offers four exquisite townhouses and one exclusive stand-alone house at a remarkable location next to Sydney Harbour. The development was developed by Arc Homes and built by Prescott Architects.

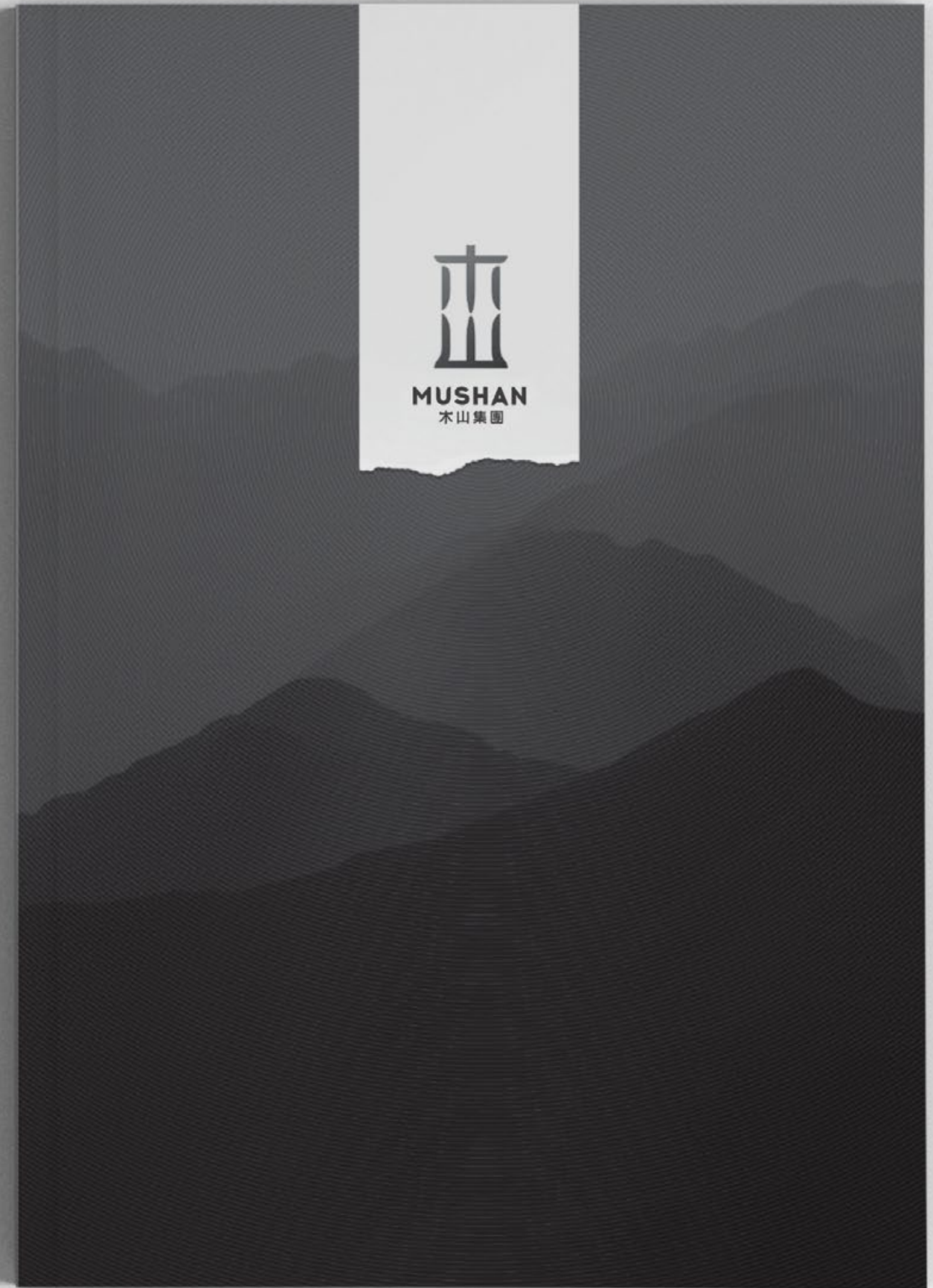
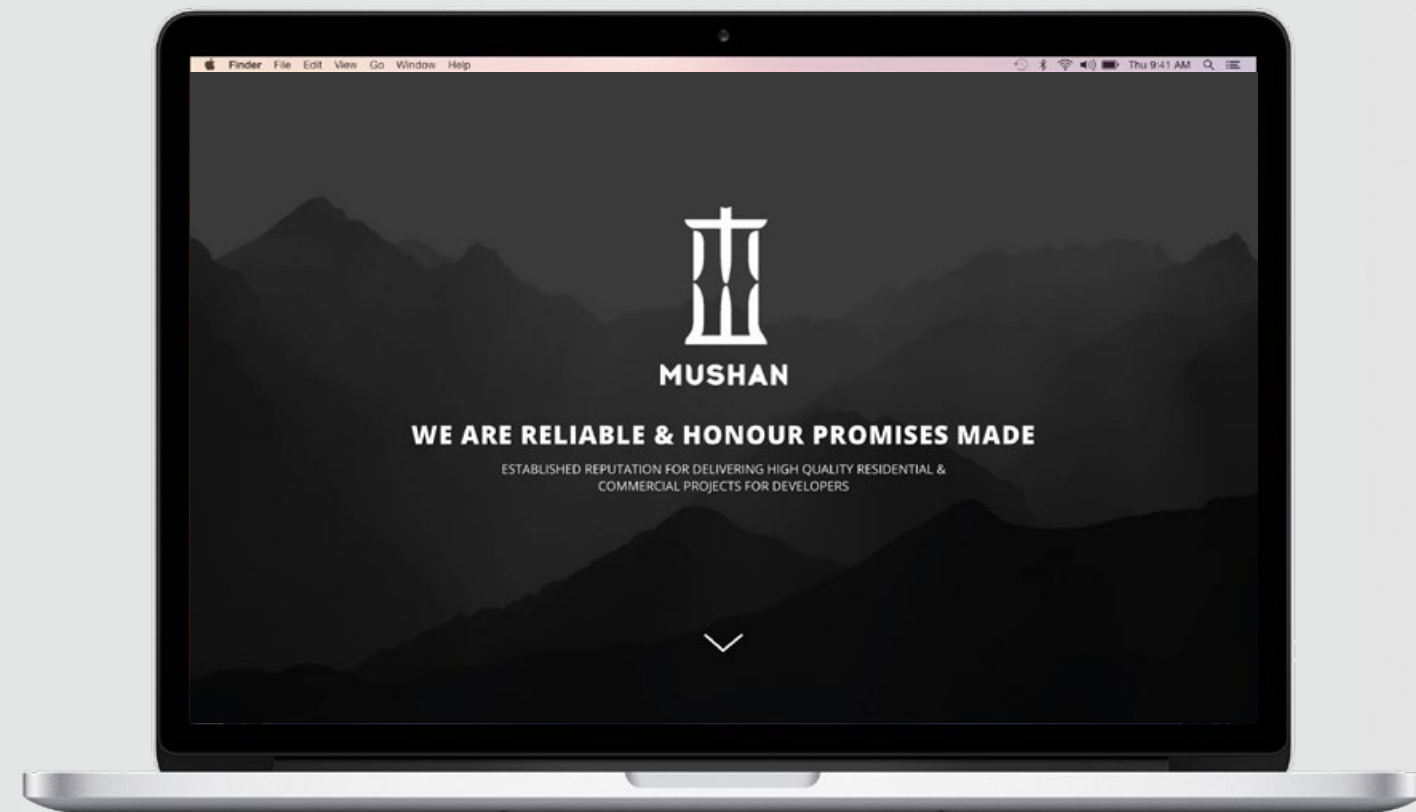






Mushan is an architecture firm, construction company and project management consultancy that operates throughout Australia, China and the Middle East.

Mushan translates into wood and mountain. Elements that are both natural and full of strength. The identity we created is a strong, balanced and contemporary approach but still maintains the companies original message and origin. The symmetry and structure was an important factor for a property and construction group.



Building Type: Town residences, 20 dwellings.

Address: Mereweather Avenue, Frankston

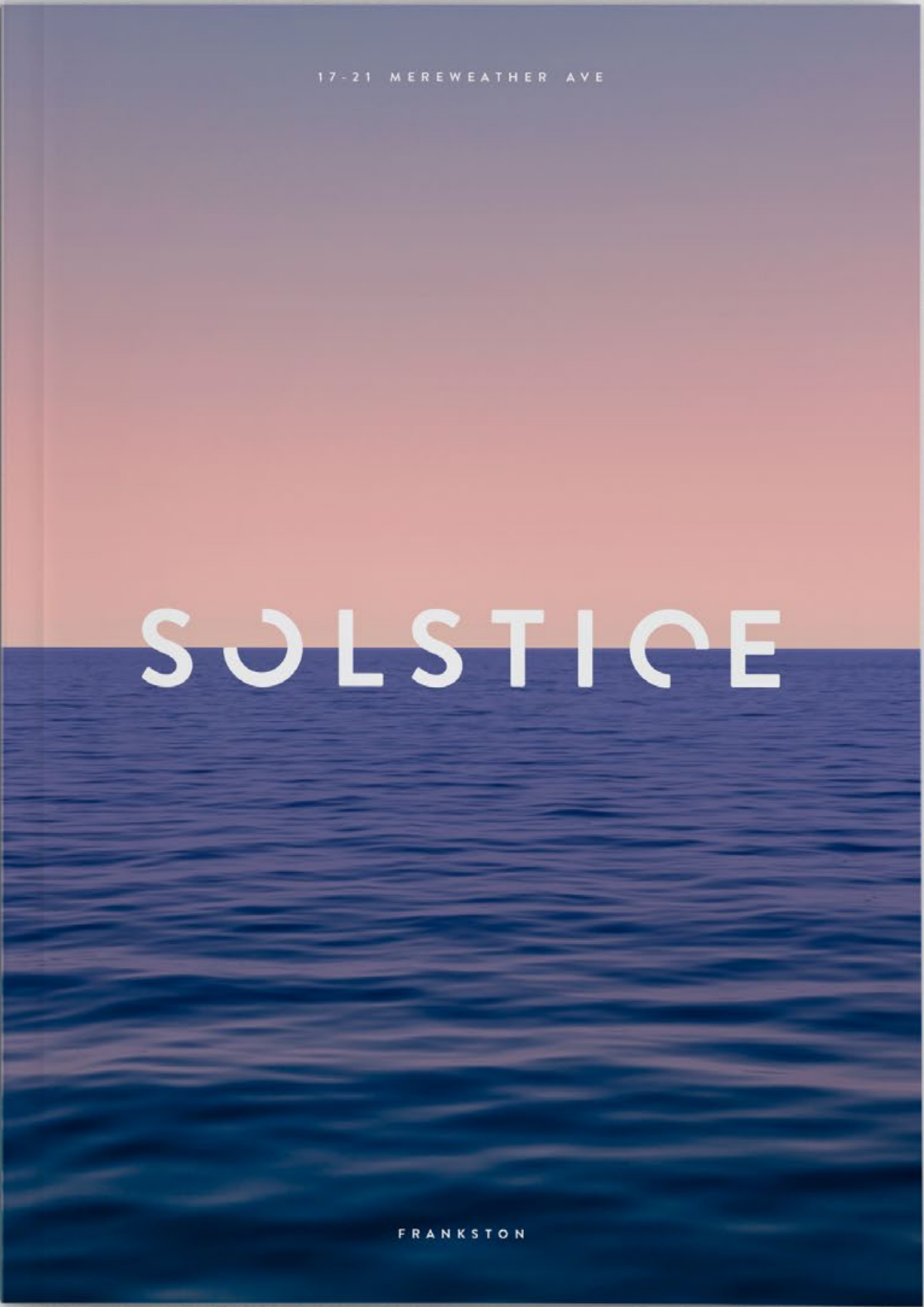
Agent: Various

Architects: CHT

Developer: Orcone

SOLSTICE

Located on a beach front strip, Solstice is a high-quality residential development that enjoys bayside living on the Mornington Peninsula. A full suit of marketing collateral was produced to create a compelling narrative that appeals to the owner-occupier market.



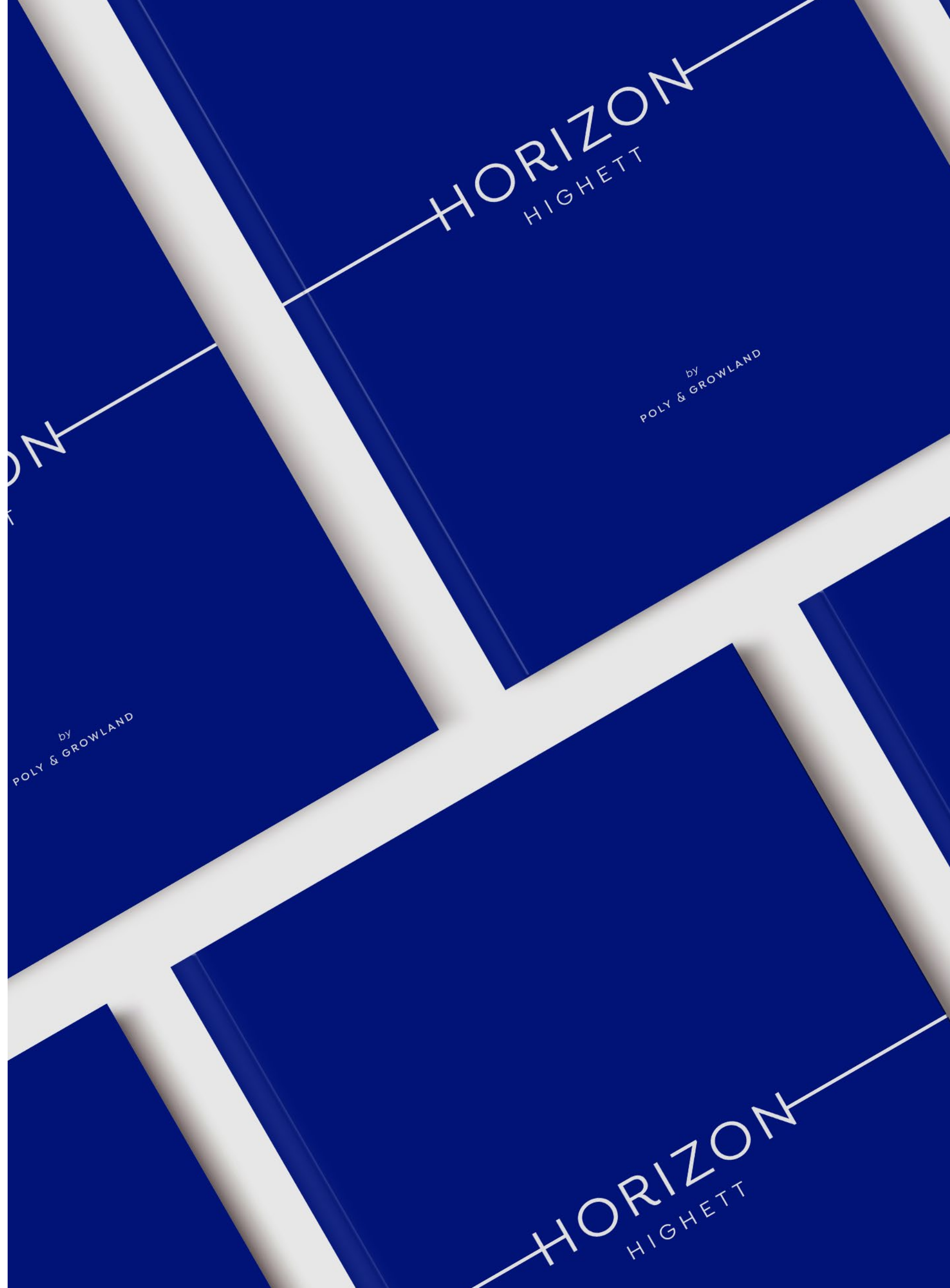


HORIZON

HIGHETT

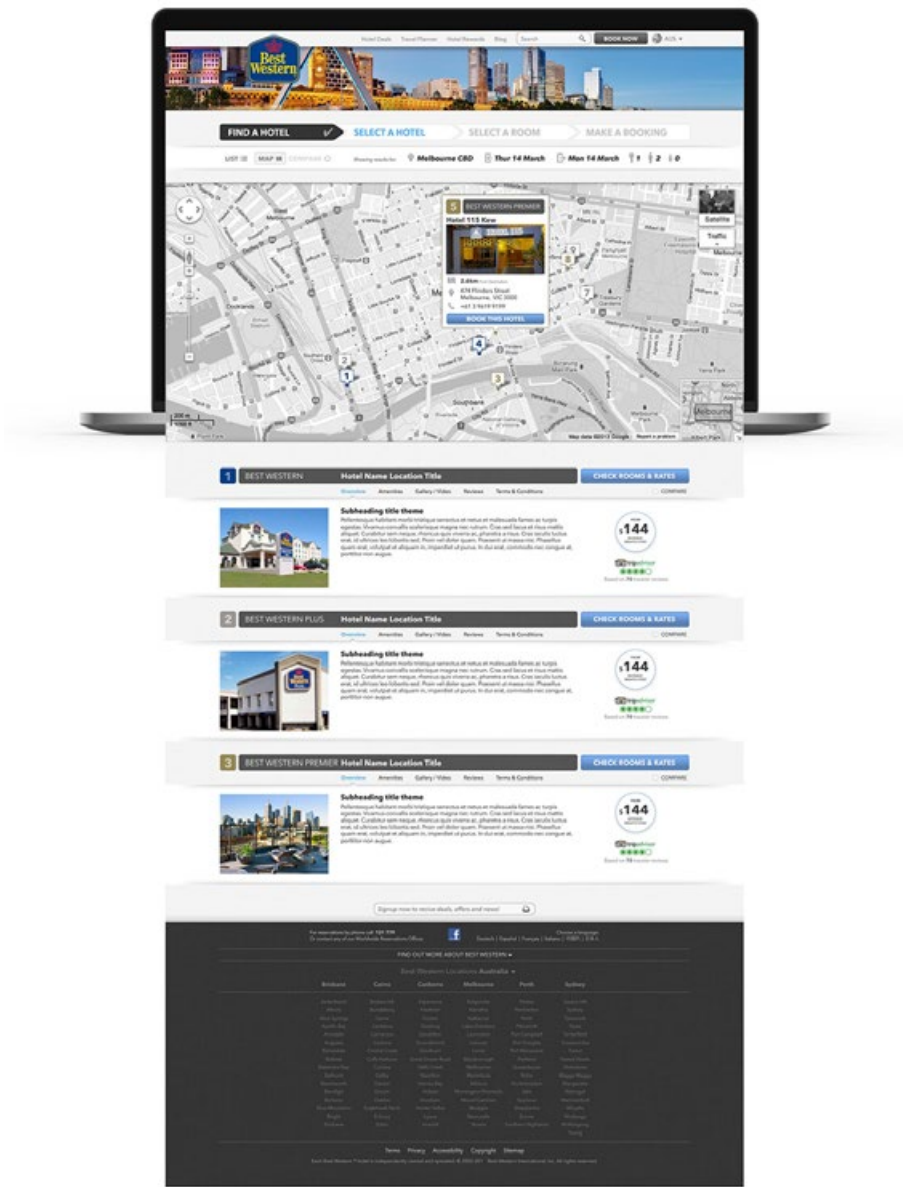
New heights of world-class living where city convenience meets bayside living in Highett. Horizon Highett sits at the intersection of many things in life worth celebrating; stunning morning sunrises, sunsets over the bay and the beauty of shimmering lights from the city skyline.

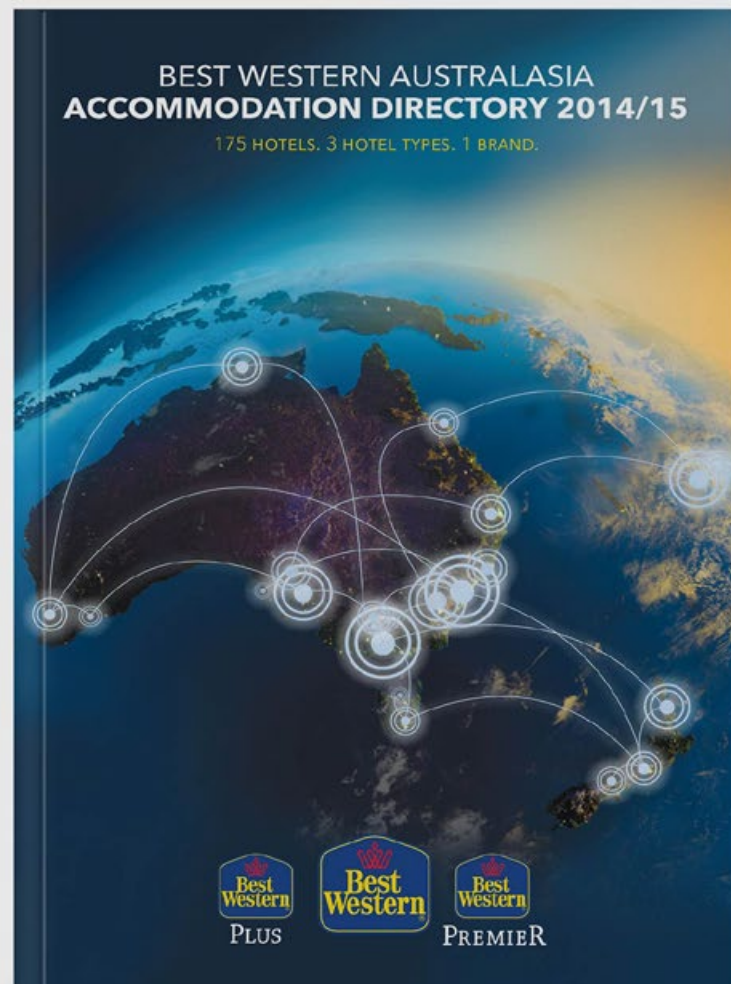




BW | Best Western® Hotels & Resorts

Best Western is a hotel and resorts brand that operates over 4,100 hotels and motels all over the world. Qualia has designed for them their website, advertisements, and an accommodation directory to enhance users' booking experience overall.





AUSTRALIAN CAPITAL TERRITORY		ARMIDALE	
CANBERRA (AINSLIE)		BALLINA	
BEST WESTERN 1st Trees Carberry ****		BEST WESTERN Ballina Island Motor Inn ****	
21 Stephen Street, Ainslie, ACT, 2602 02 6242 9900 info@treescanberra.com.au bestwestern.com.au/trees		Cnr Roper Place & River St, West Ballina, NSW, 2468 02 6686 8666 info@ballinamotorinn.com.au bestwestern.com.au/ballinamotorinn	
CANBERRA (KINGSTON)		BATEMANS BAY	
BEST WESTERN Motel Monaro ****		BEST WESTERN Sunswire Motor Inn ****	
27 Dunes Street, Kingston, ACT, 2604 02 6255 2511 motelmonaro@bestwestern.com.au bestwestern.com.au/motelmonaro		25 Old Princess Hwy, Batemans Bay, NSW, 2556 02 4475 8888 admin@batemansbaybestwestern.com.au bestwestern.com.au/batemansbay	
CANBERRA (NARRABUNDAH)		BATHURST	
BEST WESTERN PLUS Garden City Hotel ****		BEST WESTERN Goodness Inn Motel ****	
35 Bendimbarna Avenue, Narrabundah, ACT, 2604 02 6289 1552 international@bestwestern.com.au bestwestern.com.au/gardencity		1 Umbagog Street, Bathurst, NSW, 2795 02 6355 4855 info@coachesmans.com.au bestwestern.com.au/coachesmans	
CANBERRA (SYMONSTON)		BROKEN HILL	
BEST WESTERN Sandown Motel Resort ****		BEST WESTERN Broken Hill Oasis Motor Inn ****	
205 Sandown Rd, Symonston, ACT, 2609 02 6293 0355 sandown@bestwestern.com.au bestwestern.com.au/sandown		124 Kodje Street, Broken Hill, NSW, 2880 08 9088 2255 bh.oasis@bigpond.net.au bestwestern.com.au/brokenhill	
NEW SOUTH WALES		COFFS HARBOUR	
ALBURY		BEST WESTERN Parkside Motor Inn ****	
BEST WESTERN Meranville Motor Inn ****		1416 Elizabeth Street, Coffs Harbour, NSW, 2450 02 6654 4565 parkside@bestwestern.com.au bestwestern.com.au/parkside	
397 Kenna Street, Albury, NSW, 2640 02 6029 8800 meranville@bestwestern.com.au bestwestern.com.au/meranville		BEST WESTERN Zebra Motel ****	
BEST WESTERN PLUS Haveli Tree Inn ****		27 Grafton Street, Coffs Harbour, NSW, 2450 02 6652 1588 zebra@bestwestern.com.au bestwestern.com.au/zebra	
Cnr Howell Street & Wodonga Place, Albury, NSW, 2640 02 6042 9900 bookings@havelitreeinn.com.au bestwestern.com.au/havelitree		COROWA (RUTHERGLEN)	
		BEST WESTERN Heritage Motor Inn ****	
		35 Edward Street, Corowa, NSW, 2646 02 6055 1800 corowa@bestwestern.com.au bestwestern.com.au/corowa	
		DUBBO	
		BEST WESTERN Blue Diamond Motor Inn ****	
		113 Wingemana Street, Dubbo, NSW, 2890 02 6882 0866 info@bestwestern.com.au bestwestern.com.au/bluediamond	
		FORSTER	
		BEST WESTERN Lakeside Motor Inn ****	
		16 The Lakes Way, Forster, NSW, 2438 02 6554 8000 lakeside@bestwestern.com.au bestwestern.com.au/lakeside	
		GOSFORD	
		BEST WESTERN Gosford Motor Inn ****	
		25 Central Coast Highway, Gosford, NSW, 2250 02 4253 1555 gosford@bestwestern.com.au bestwestern.com.au/gosford	
		GOULBURN	
		BEST WESTERN Centretown Goulburn ****	
		27 Lagoon Street, Goulburn, NSW, 2580 02 4871 2422 bwc@bestwestern.com.au bestwestern.com.au/bwc	
		INVERELL	
		BEST WESTERN Top of the Town Motel ****	
		117 Warilla Road, Inverell, NSW, 2550 02 6122 4444 topofthetown@bigpond.com bestwestern.com.au/topofthetown	
		KATOOMBA	
		BEST WESTERN Alpine Motor Inn ****	
		191 Great Western Highway, Katoomba, NSW, 2780 02 4782 2001 alpine@bestwestern.com.au bestwestern.com.au/alpine	
		LISMORE	
		BEST WESTERN Lakeside Lodge Motel ****	
		100 Brunner Highway, South Lismore, NSW, 2480 02 6640 2125 lakeside@bigpond.net.au bestwestern.com.au/lakesidelodge	
		MAITLAND EAST	
		BEST WESTERN Endeavour Motel ****	
		Cnr Newcastle & High Street, East Maitland, NSW, 2325 02 4955 5488 endeavour@bestwestern.com.au bestwestern.com.au/endeavour	
		MERIMBULA	
		BEST WESTERN Fairway Motor Inn ****	
		180 Arthur Kaine Drive, Merimbula, NSW, 2548 02 5495 5000 info@fairwaymotorinn.com.au bestwestern.com.au/fairway	
		BEST WESTERN Sea Spray Motel ****	
		33 Merimbula Drive, Merimbula, NSW, 2548 02 5495 5299 seaspray@bigpond.com bestwestern.com.au/seaspray	
		MITTAGONG	
		BEST WESTERN The Grand Country Lodge ****	
		40 Main Street, Mittagong, NSW, 2575 02 4871 2777 grandcountry@bestwestern.com.au bestwestern.com.au/grandcountry	
		MOAMA	
		BEST WESTERN PLUS Madison Spa Resort ****	
		80 Main Street, Moama, NSW, 2711 02 5483 3001 madison@madisonspa.com.au bestwestern.com.au/madisonspa	
		MUDGE	
		BEST WESTERN Wanderlight Motor Inn ****	
		107 Market Street, Mudgee, NSW, 2850 02 6572 1058 wanderlight@bestwestern.com.au bestwestern.com.au/wanderlight	
		NEWCASTLE (CHARLESTOWN)	
		BEST WESTERN PLUS Apollo International Hotel ****	
		290 Pacific Highway, Charlestown, NSW, 2290 02 4945 4755 stay@apollointernational.com.au bestwestern.com.au/apollointernational	
		NEWCASTLE (MAYFIELD WEST)	
		BEST WESTERN Travellers Motor Village ****	
		295 Mayfield Road, Mayfield West, NSW, 2304 02 4948 1554 travellers@bestwestern.com.au bestwestern.com.au/travellersmotorvillage	

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A leader in Australian property development and investments, VIMG has created a portfolio of stunning property developments across Sydney, Melbourne and Brisbane. Strategically located luxury residential developments offer intelligent investors an opportunity to enter the thriving Australian property market with landmark developments in three of the world's most liveable cities.



Business Type: Property Branding

Location: Melbourne, Sydney, Brisbane and Guang Zhou

Type: Editorial

Website: www.vimg.com.au

Client: VIMG



VIMG

IK.

stroll from the
phsicated aesthetic
development takes
riment will be equipped
yten.

活。

Haus 位于墨尔本南岸的
，是短暂无行即可到达
近众多便捷生活设施。
| 高规格品牌的家用电器，



33 COVENTRY STREET, SOUTHBANK | MELBOURNE | RESIDENTIAL | PRICE RANGE: \$385,000-\$1,325,000
EXPECTED COMPLETION: 2017
33 COVENTRY STREET, SOUTHBANK | MELBOURNE | RESIDENTIAL | PRICE RANGE: \$385,000-\$1,325,000
EXPECTED COMPLETION: 2017

PIER 99

THE PINNACLE OF WATERFRONT LIFESTYLE AT PYRMONT WITH STUNNING
MILLION-DOLLAR VIEWS OVER BLACKWATTLE BAY.

Pier 99 has it all. Close to Sydney's University College, public transport network and shopping mall.
Surrounded by iconic locations like Anzac Bridge and Fish Market, Pier 99 offers a beautiful blend
of maritime heritage and architectural innovation. Step inside the private courtyard on your way to
enjoying the luxury of light filled spaces that are at the heart of this harbour oasis.

体验顶尖的海滨生活方式，享受悉尼海港价值连城的美景。

Pier 99 让您尽情探索悉尼中央商业区的海港生活。尽享悉尼最华美的景观娱乐活动，您能布
莱克沃特湾 (Blackwattle Bay) 的碧波风光。您将精彩无限每一天。

Pier 99 顶级公寓矗立于悉尼 (Pyrmont) 海港，紧邻著名的悉尼海鲜市场，坐拥绝佳的海滨位
置，让您畅享顶层高景，舒适宜人的现代都市生活。这个滨海区域提供您梦寐以求的海滨生活。
置身处都市繁嚣的您也能感受郊区区的绝处美景，尽情享受低消费生活。



97-101 PYRMONT BRIDGE RD, PYRMONT | SYDNEY | RESIDENTIAL | PRICE RANGE: \$450,000-\$1,800,000
EXPECTED COMPLETION: 2017
97-101 PYRMONT BRIDGE RD, PYRMONT | SYDNEY | RESIDENTIAL | PRICE RANGE: \$450,000-\$1,800,000
EXPECTED COMPLETION: 2017

23
CURRENT
PROJECTS

weploy™

Weploy is a minimal online platform, designed to directly and easily connect businesses looking to hire with a community of pre-screened staff.





Song Group is a building management company that specialises in settling and establishing off-the-plan developments and management letting rights. The Song Group rebrand honours and delivers a priority service promise and raise a new standard in building management.

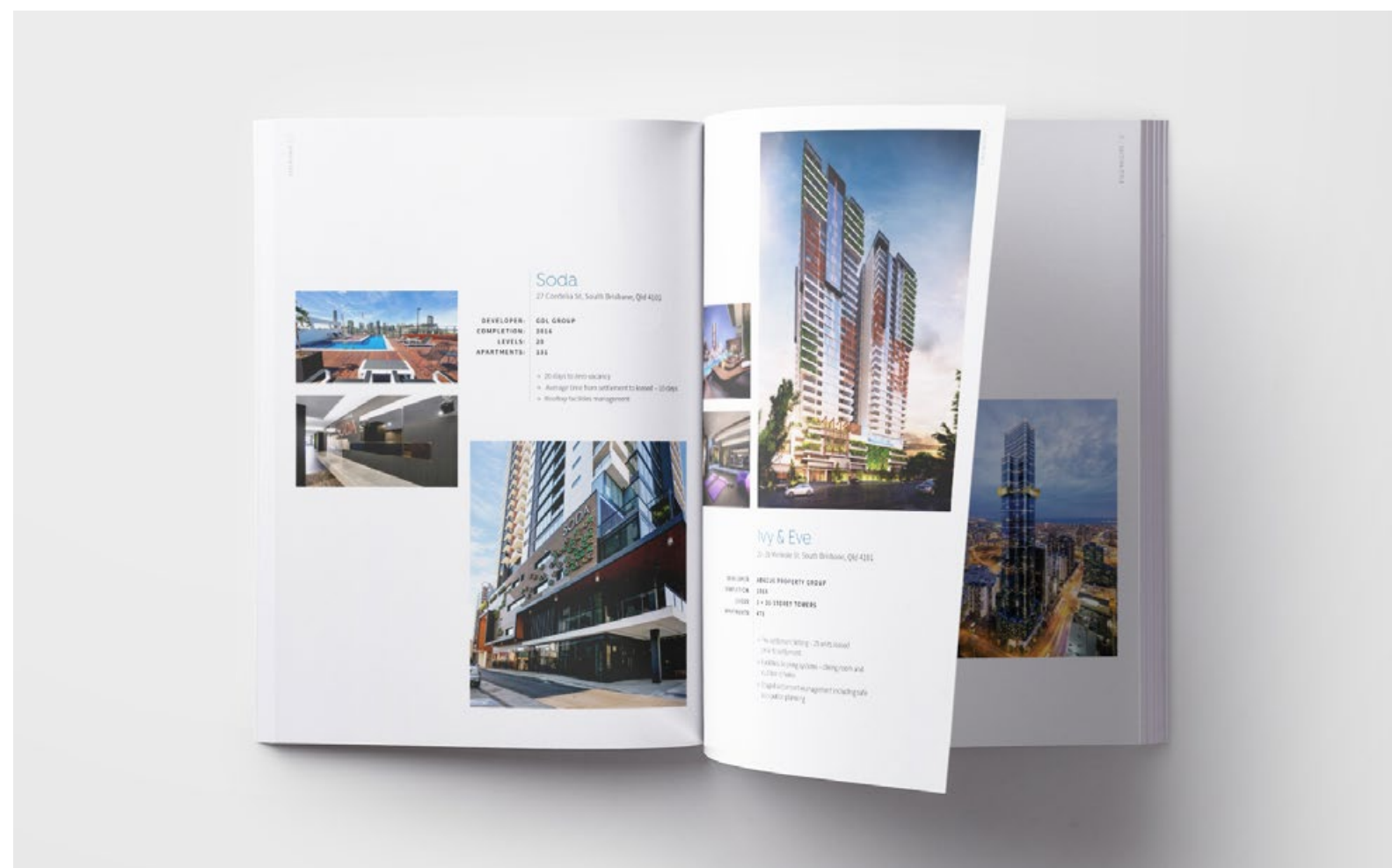
Business Type: Brand Identity

Location: Brisbane, Queensland

Type: Brand Identity

Website:
www.songproperties.com.au

Client: Song Group



NEXEN

Nexen provides the opportunity to integrate print, direct mail and digital media; email, personalised websites, social media and SMS communications. Qualia assisted in transforming IDM into Nexen. A brand refinement to reestablish imagination, creativity and connections.

Business Type: Brand Identity

Location: Truganina, Victoria

Type: Brand Identity

Website:
www.idmaust.com.au

Client: Nexen





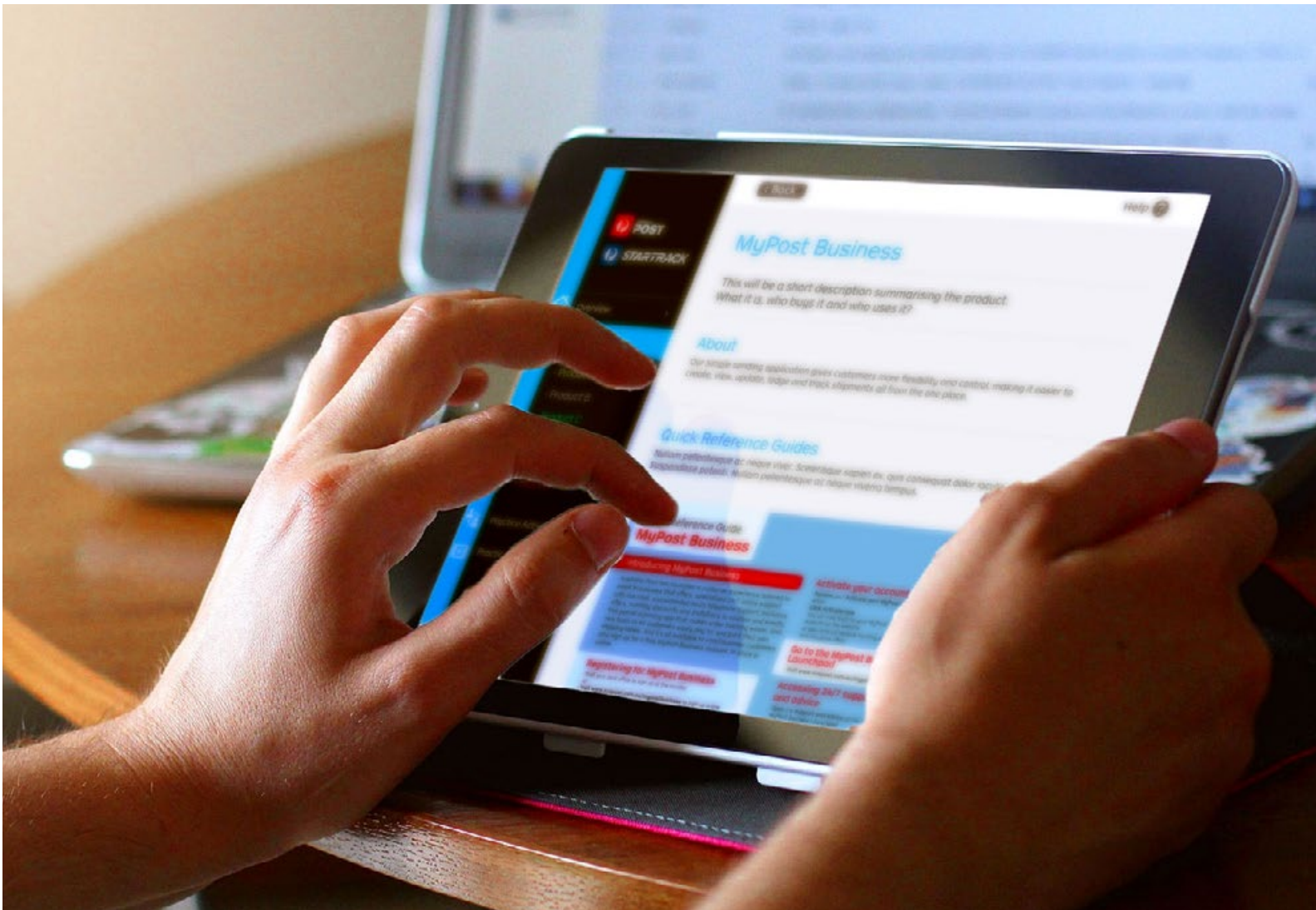


Arise is a new serviced apartment chain, looked over by the Song Group, they will be launching early 2019 with exciting hotels and apartments across Australia.





An initiative with Australia Post to better improve the user interface of their website and application.



Building Type: Townhouse development. 72 dwellings.

Address: 175 Chapel Road, Keysborough

Agent: Various

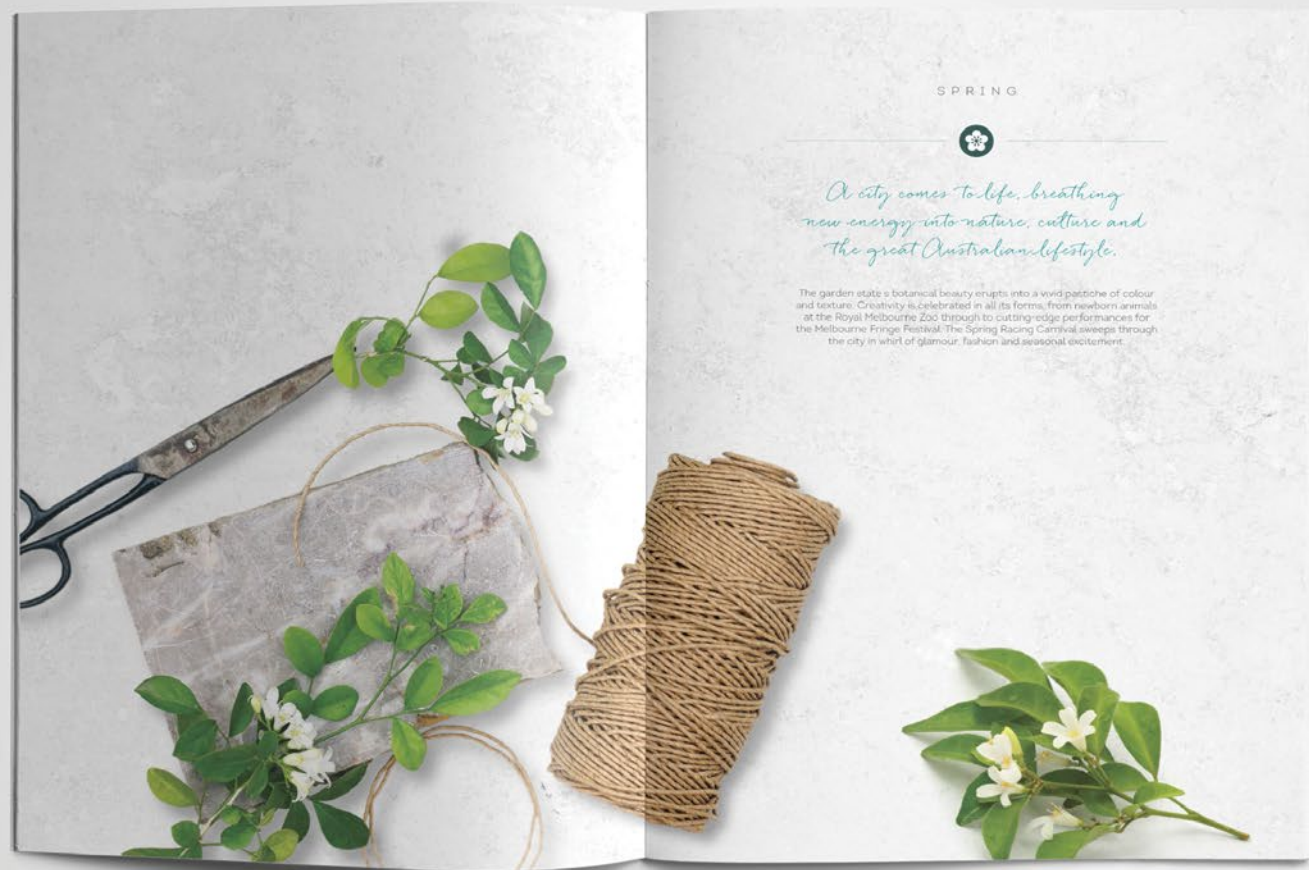
Architects: CHT

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

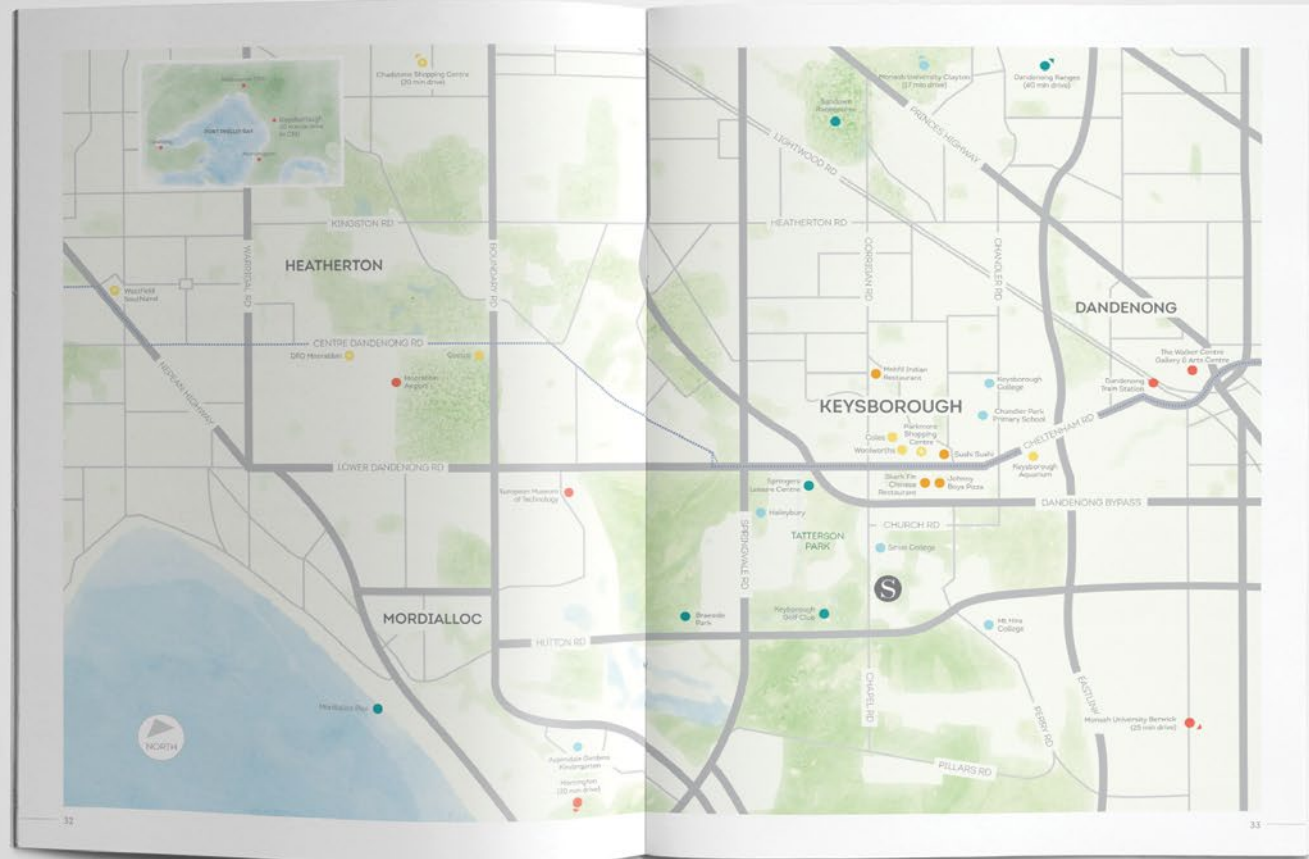


A city comes to life, breathing new energy into nature, culture and the great Australian lifestyle.

The garden state's botanical beauty erupts 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.



Business Type: Web Design

Location: Mulgrave, Victoria

Type: Web Design

Website: www.connoisseuricecream.com.au

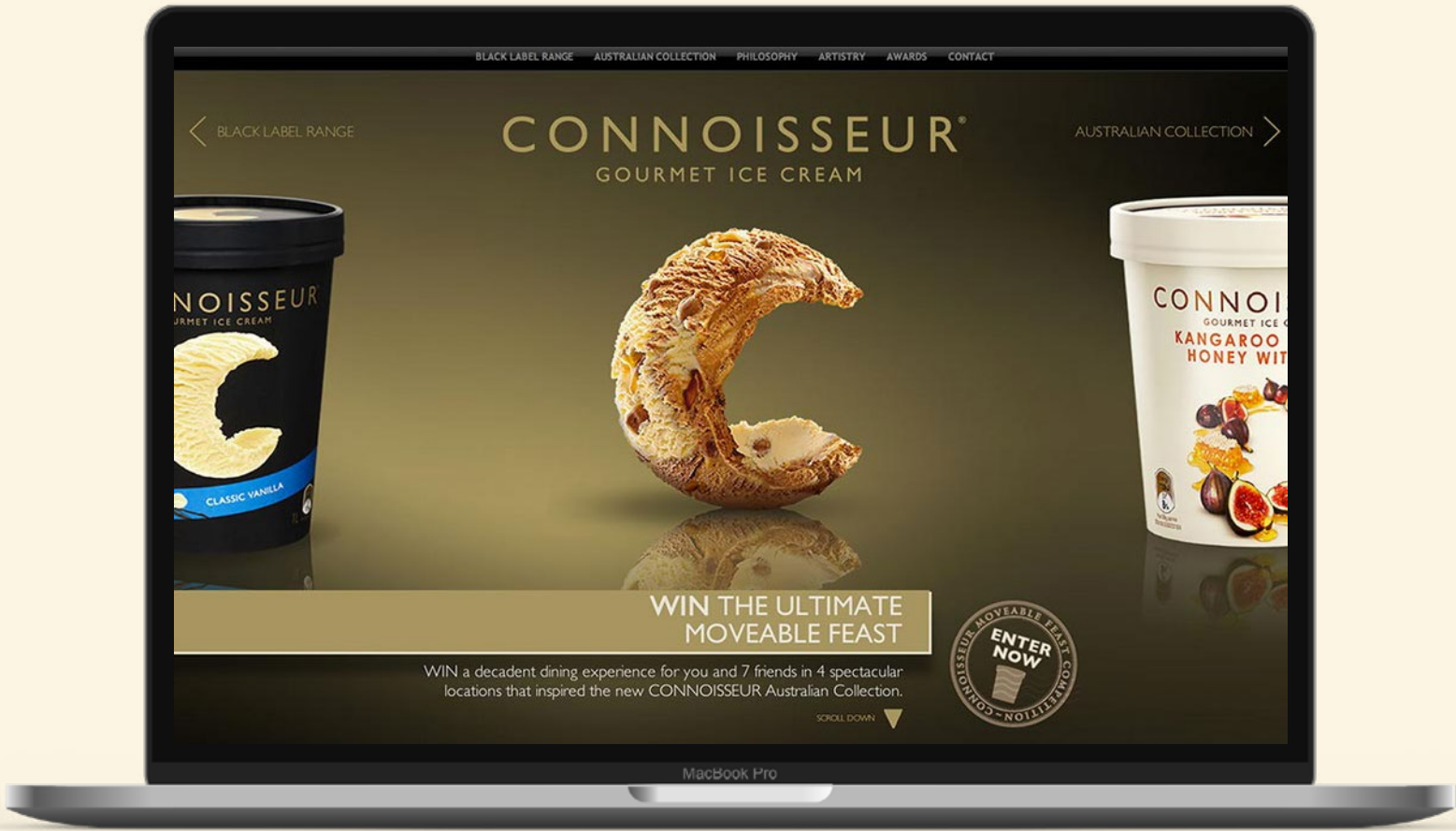
Client: Connoisseur Ice Cream

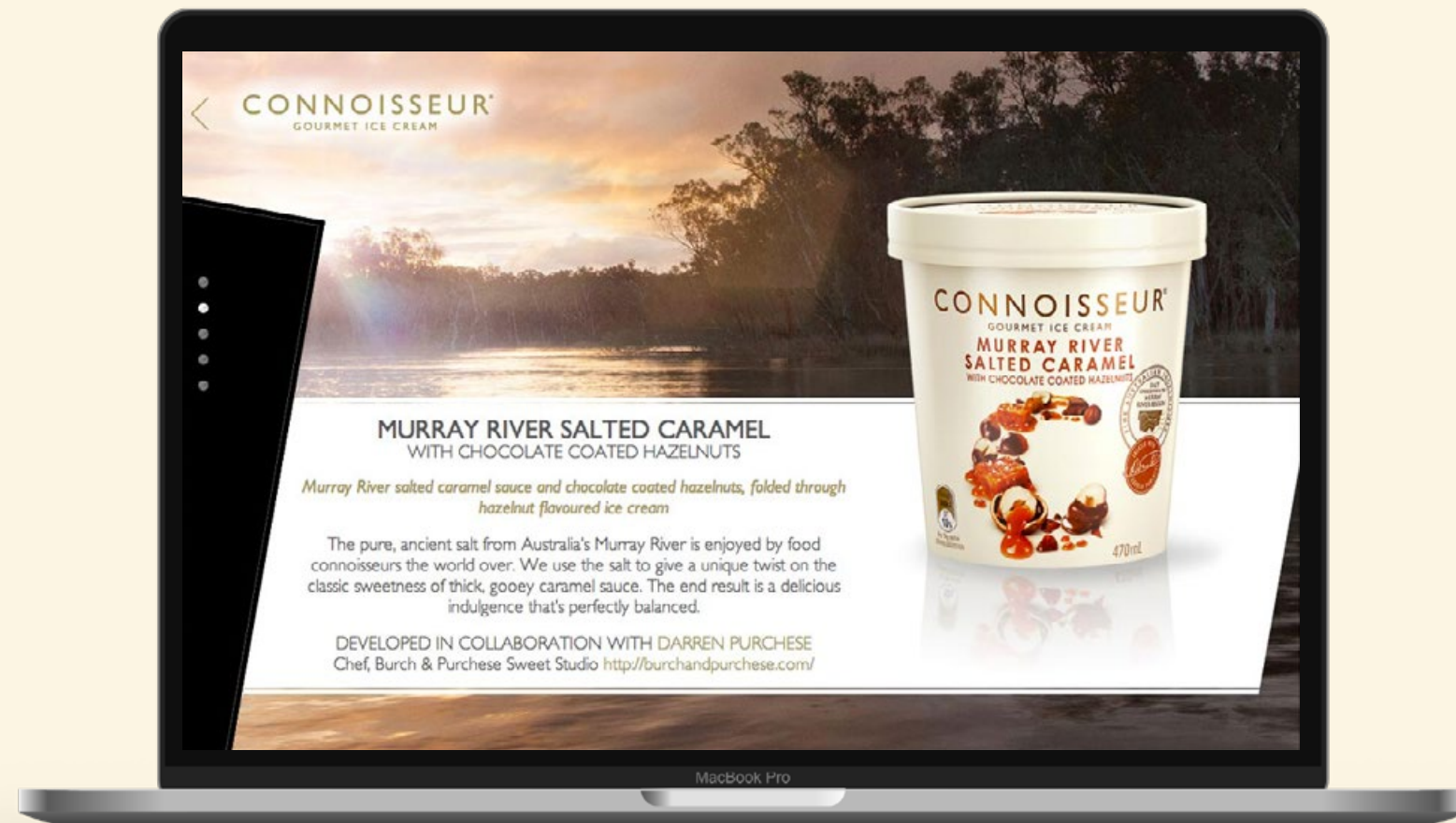
CONNOISSEUR®

GOURMET ICE CREAM

CSSWINNER
Site Of The Day

Connoisseur is Australia’s leading premium ice cream brand, Qualia has had the opportunity to design their website to launch the Australian Range. The site has been awarded Site of The Day on CSS.



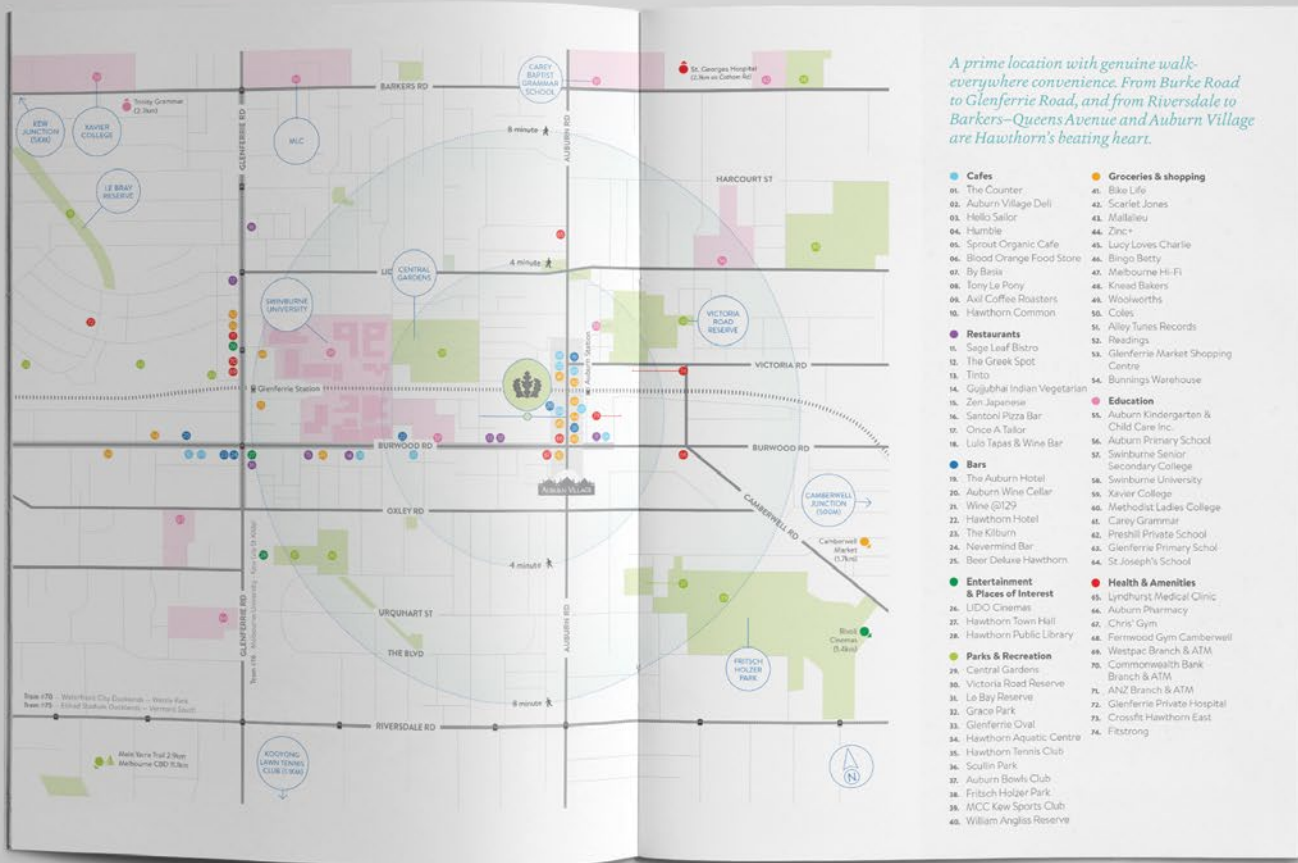




QUEENS AVENUE

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







STATE LIBRARY VICTORIA

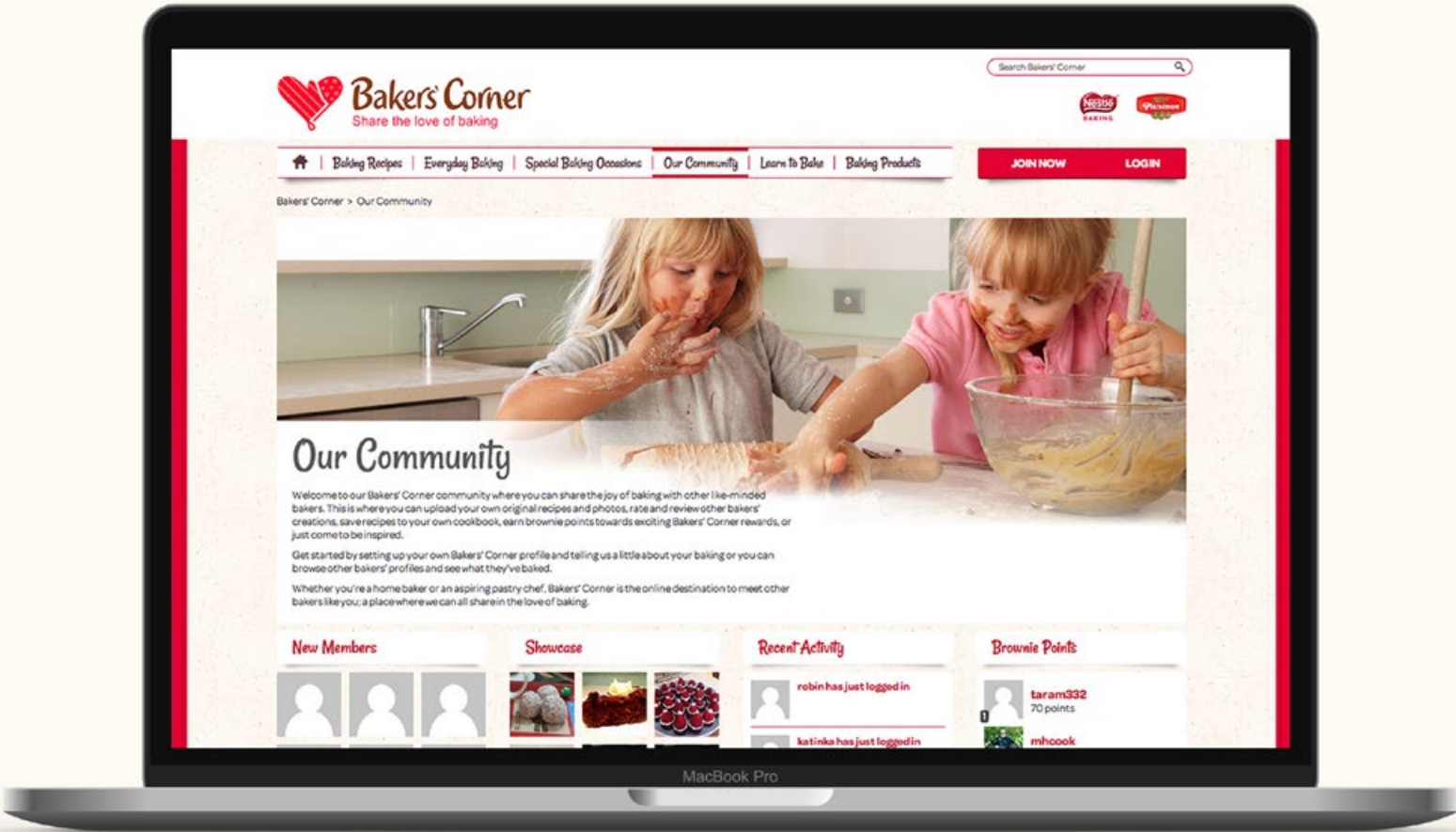
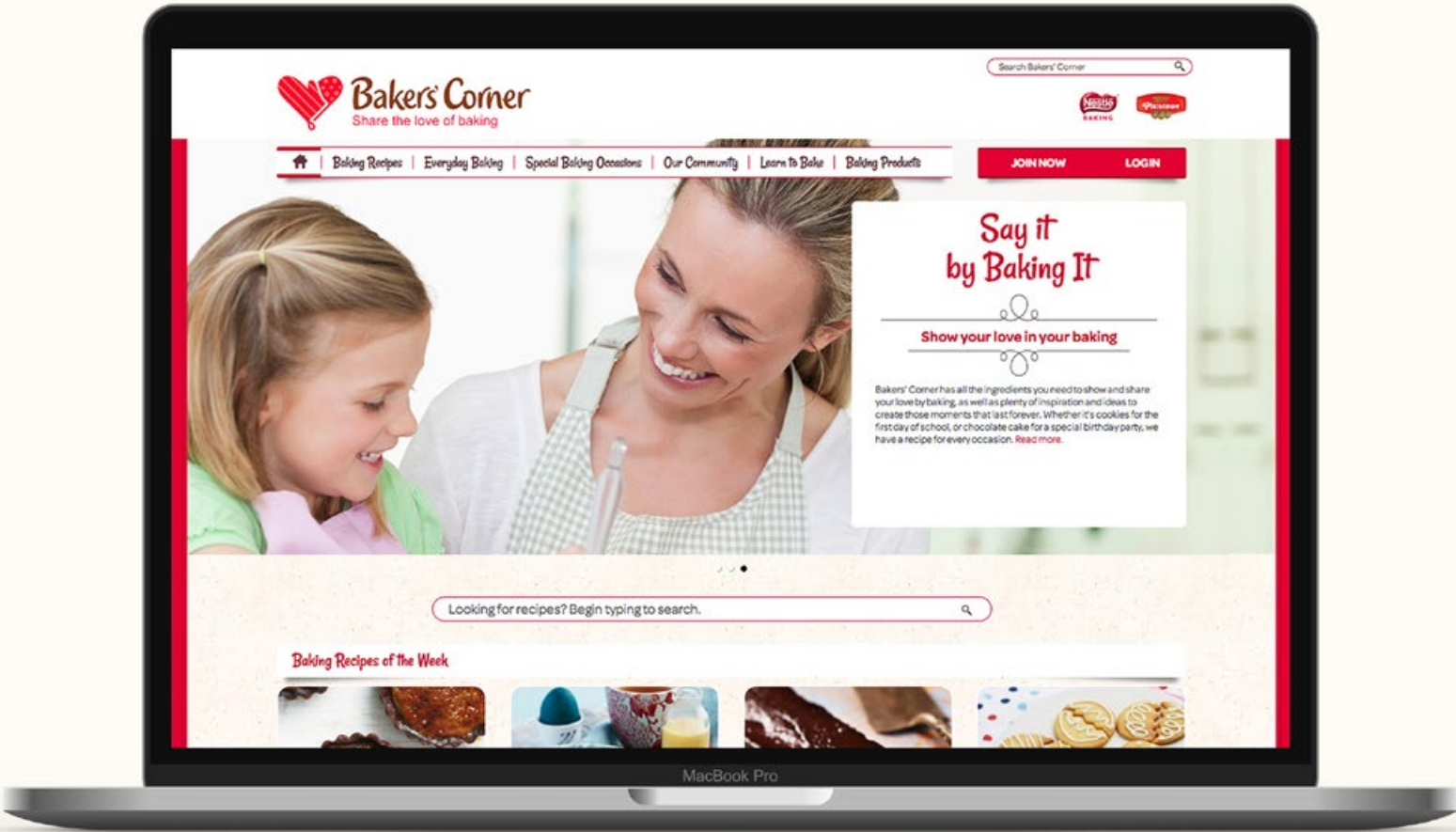
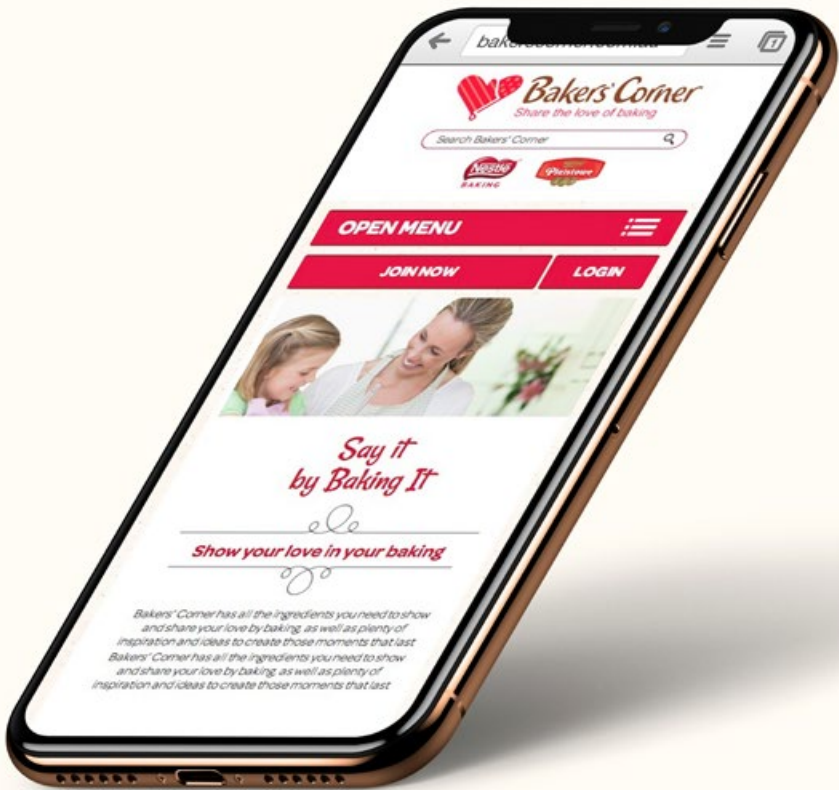
What's your story?

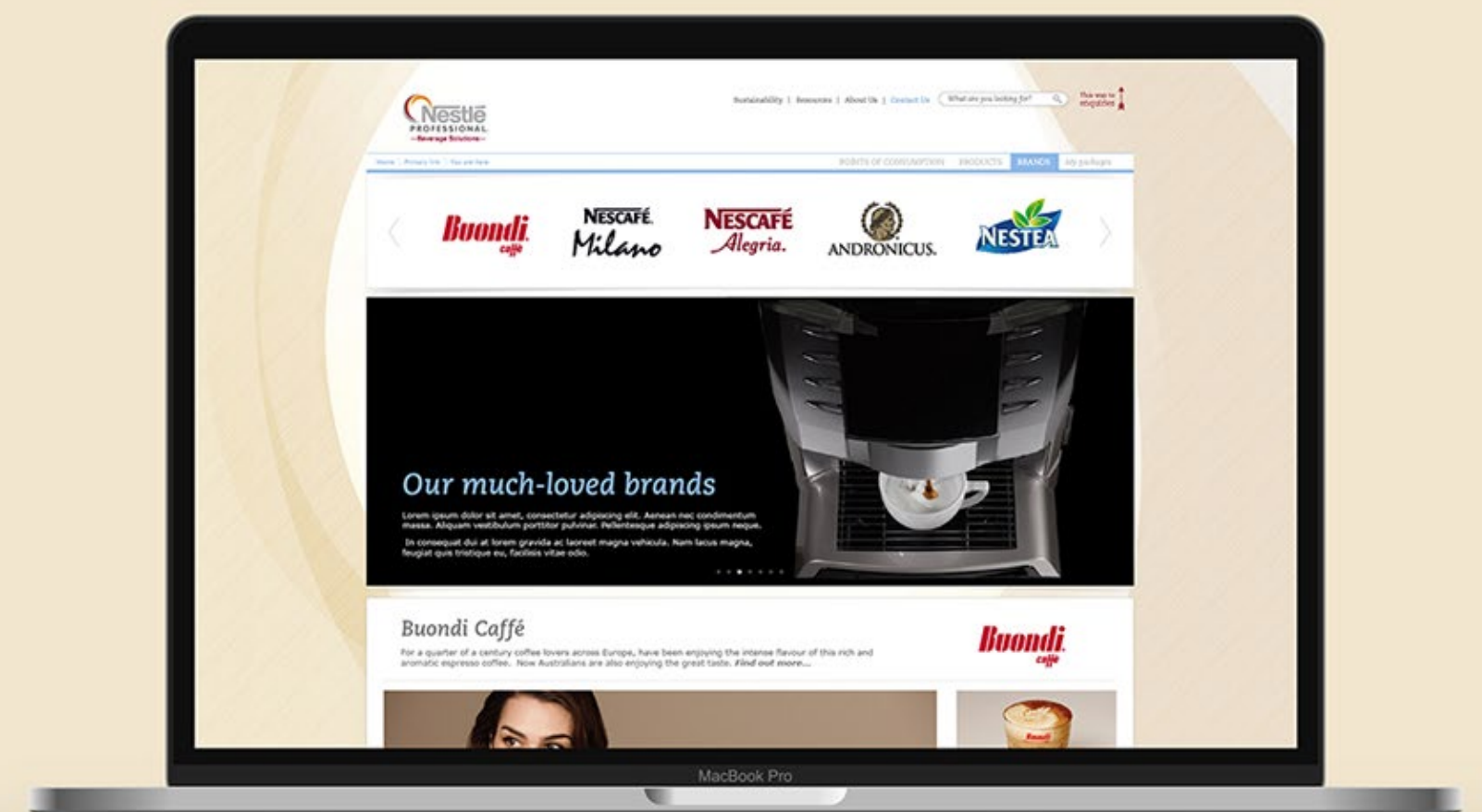
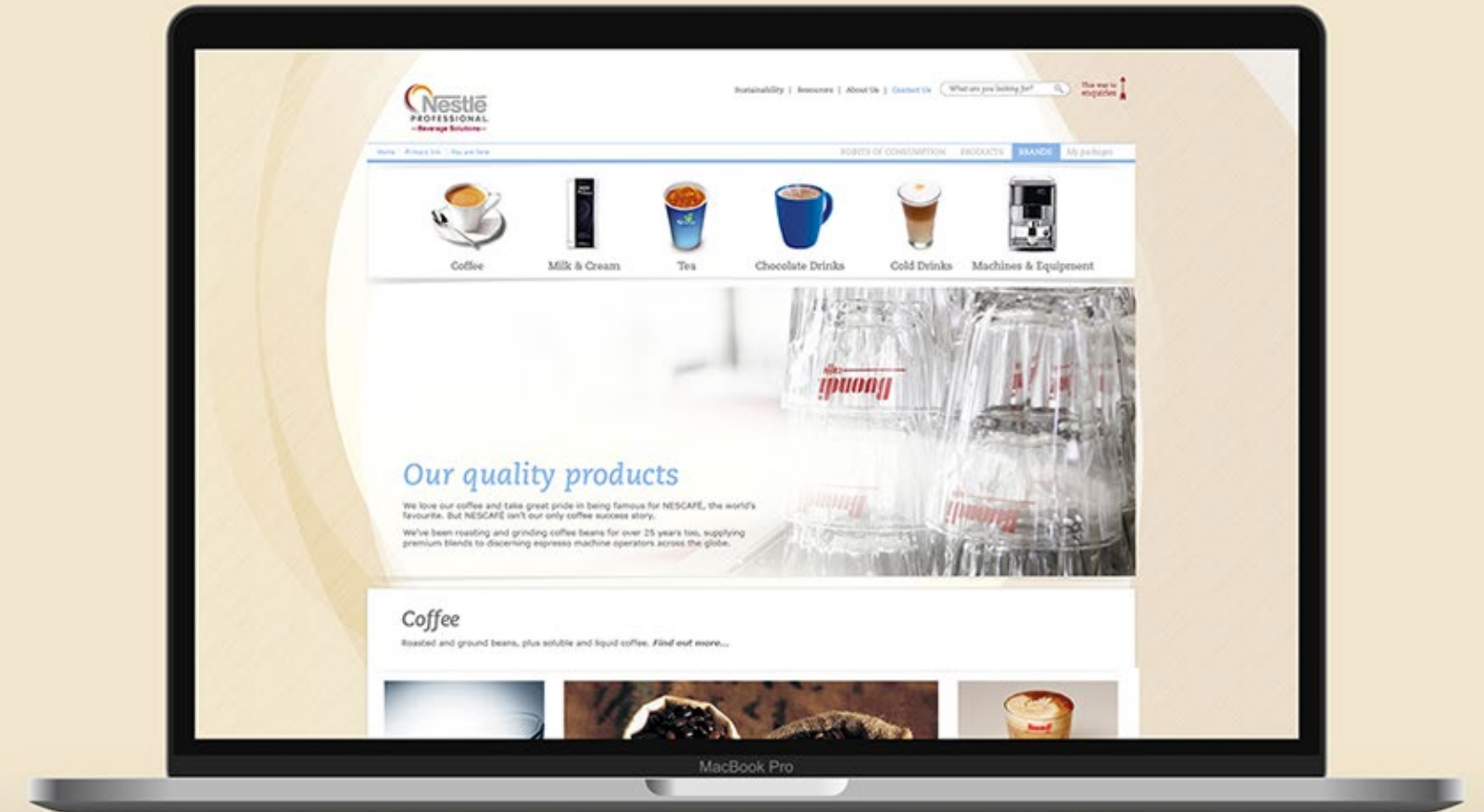
The State Library of Victoria's redevelopment project, Vision 2020 is looking forward to have their interior space redesigned. Qualia is currently working with the redevelopment team on bringing a breath of fresh air into the well known and highly visited state library.



Nestlé is a world leading Nutrition, Health and Wellness company. With the initiative of supporting their consumers' love for confectionery, and better understanding of their products, Bakers' Corner introduces baking ideas and healthy recipes to home bakers, made with quality products from Nestlé, of course.

Similarly, Qualia has also designed the Professional Beverages website. The website supports businesses with corporate updates and Nestlé product updates and offerings.





L'ORÉAL MELBOURNE FASHION FESTIVAL

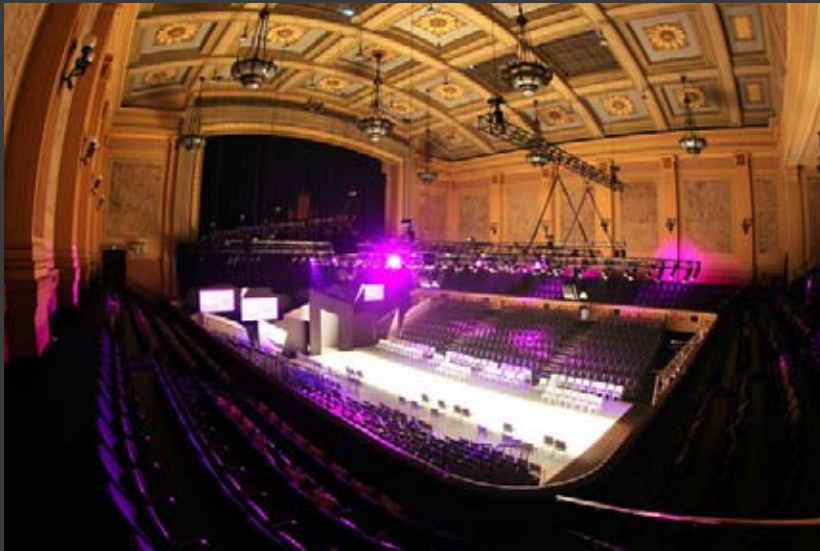
L'Oréal Melbourne Fashion Festival is one of the most attended forums on the Australian fashion calendar. From designer parades, pop-up shows, business seminars to cultural events and an array of glamorous after parties, the Festival attracts global interest and growing media attention each year.

A richly layered composition of exploded frames and imagery that revealed changing scenes at different sight lines. The design, like the shifting media landscape, aimed to engage more intimately with individual audience members.

A set that communicates the shift in fashion from traditional, print marketing and magazines towards an ever-evolving online media landscape that blurs the definition of reader vs publisher, picture vs frame, and screen vs window.

Set and related collateral design for the Business Breakfast Seminar and Beauty Workshops.

L'Oréal Melbourne Fashion Festival



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