



An incubator building that provides work-life opportunities houses office tenancies, flexible and fully serviced business facilities and SOHOs (Small Office Home Office). The programmatically diverse building exemplifies the innovation focused approach to the brief, design process and project delivery (Site One : Elenberg Fraser)

01 BUILT PEDAGOGY

Our collaborative approach and methodology will ensure the design of a landmark building which celebrates a learning centre of best practice in teaching, reflected in best practice construction. The integrated design approach for the new Faculty of Architecture, Building and Planning will respond to the character of the existing campus, contextual and site specific responses; ensuring that precinct design and environment is an unforgettable experience; encouraging building interaction and community participation; providing for integrated design and services management to minimise environmental impact with the introduction of cross ventilation, micro climate control and passive cooling whilst being cost-effective, strong and simple to maintain.

Our team understands the building and course programme and believes that the design should respond to, and strengthen, the dynamic collaboration and linkages between schools of education, research and practice in the built environment.

We believe that creativity is a consequence of smart people challenging each other. Our team brings together all skills necessary to deliver outstanding buildings that are successful. The collaboration of Elenberg Fraser and Arina creates an atmosphere of innovation and energetic discourse between two of the best in the business. The knowledge base and skills of the staff are drawn from experience both in Australia and overseas; which is gained both from the practice of architecture and in the academic environment.

Elenberg Fraser Architecture

Combining the creativity of a design studio with the outcome-orientation of a commercial firm, we believe that design-driven and market-driven are not opposed to each other. In fact high design value and commercial success follow on from one another. Elenberg Fraser consistently delivers high design value that realise commercial objectives and raises the bar in architecture through innovation. We utilise our professional skills to the best of our ability in order to protect the interests of all stakeholders in the built environment. We build within the city as if it is our own, and we are proud of the result and conscious of the effect that our buildings have on both the city around and the inhabitants within. We have an ongoing program of research and development and internal qualitative analysis. We are committed to absolute best practice. Our mission is to carry out ambitious building projects at multiple scales and programmes, with a commitment to innovation, design and sustainability. This is proven in over 100 projects and \$AUD1Billion worth of built work. With 10 years of experience we have the knowledge to bridge the gap between creativity and commerce.

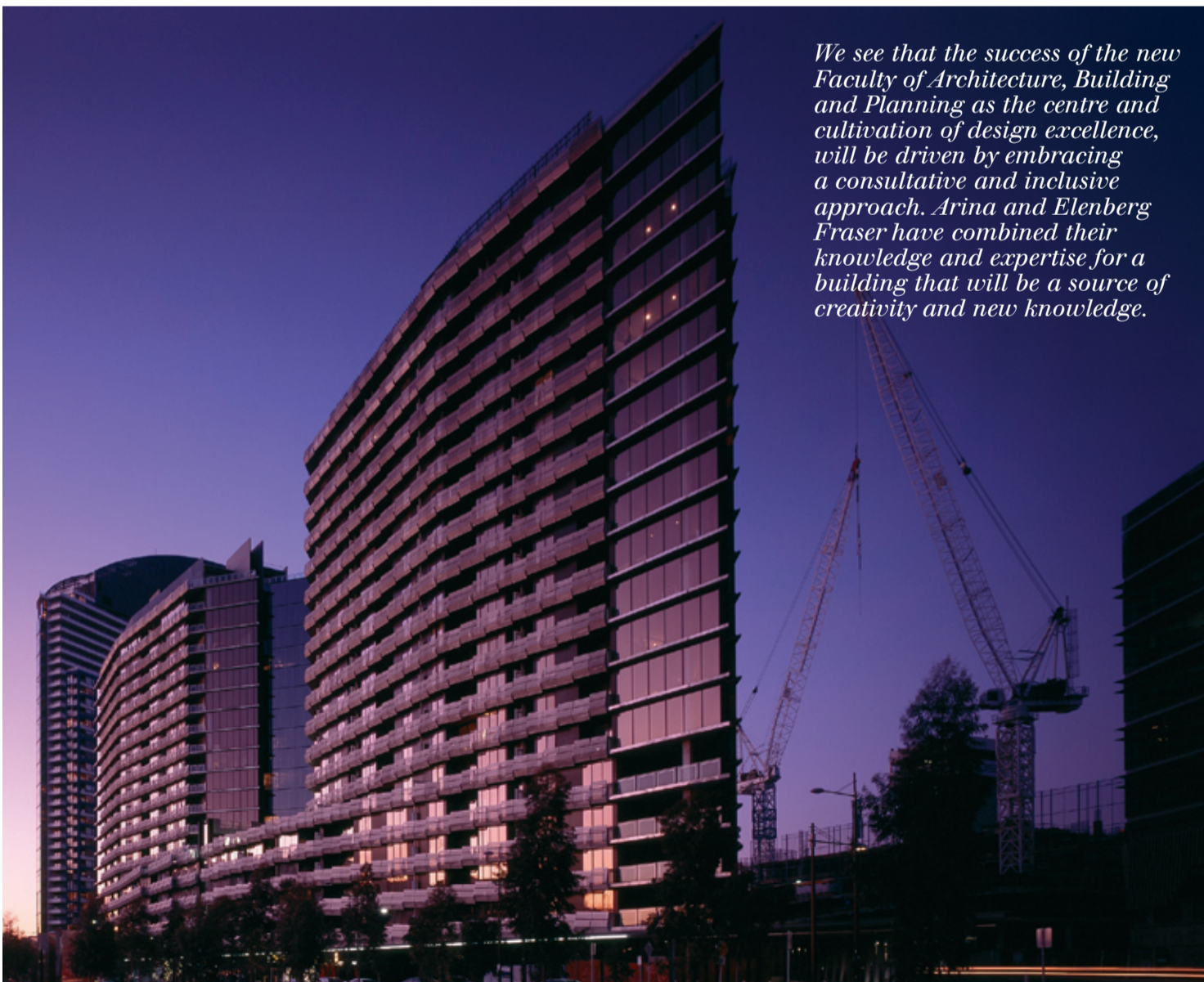
All of our work is focused on four principles that are inherent to the way we do things. It is through these principals that we create iconic buildings as landmark brands that ensure that the commercial objectives are met. We ensure that our projects are commercially advantageous; aesthetically unique; functionally rational; and sustainable and environmentally friendly.

Arina Consultants

With offices in Sydney, Melbourne, Adelaide and Singapore, Arina's clients include 24 of the 39 universities in Australia. Arina Consultants have a strong record in working closely with numerous tertiary institutions on a variety of projects ranging from briefing and master planning to construction of research, teaching and performance facilities. They have been engaged in all facets of campus design, including integration of new facilities with heritage buildings, strategic facilities planning, briefing and strategic asset management programs.

Arina provides front-end advice, in a role best described as a trusted advisor to clients to assist in key decision making on higher education projects. We operate completely independently of organizations that may have a vested interest in the promotion of architectural projects, and our advice is motivated only by a desire to make our client's facilities work for them.

Arina has developed a number of special tools to assist in scoping, briefing and developing accommodation schedules and to address issues confronting university clients. These include a briefing system, a laboratory audit system, an access audit system, a maintenance audit tool, a whole-of-campus briefing tool and an audit and reporting tool to allow a maintenance deficit to be calculated. Arina can provide benchmarking to best practice and to common space benchmarks.



We see that the success of the new Faculty of Architecture, Building and Planning as the centre and cultivation of design excellence, will be driven by embracing a consultative and inclusive approach. Arina and Elenberg Fraser have combined their knowledge and expertise for a building that will be a source of creativity and new knowledge.

Delivering buildings through the integration of advanced building technologies and construction methodologies results in a built environment of highly performing works of architecture. Dedication to detail and resolution on all scales of a project which is enabled through an open design process facilitates buildings that engage with their context and perform through their built qualities. (Watergate: Elenberg Fraser)



Concepts of internal streets facilitate communication by adding a social space encouraging informal contact and exchange. A work/life approach to office environments ensures openness for potential interaction and quietness for retreat in individual spaces. (Site One : Elenberg Fraser)



02 THE ACADEMIC ENVIRONMENT

The design team will need to address and accommodate key issues for the new Faculty of Architecture Building and Planning including the provision of training facilities for students which stimulate learning; utilisation of existing facilities, campus integration and expansion where required; reduction in capital expenditure; design of flexible, functional yet distinctive and high profile facilities; and cost effective solutions, profitability and longevity.

Our proposed framework for future growth would provide for flexible yet orderly, stimulating campus layouts encouraged by adoption of central external space and circulation models. We agree that the new building should address and work within the framework of the surrounding urban fabric and its planning and contextual constraints, with an innovative design that ensures delivery of a strategy which allows for different levels of Institutional growth.

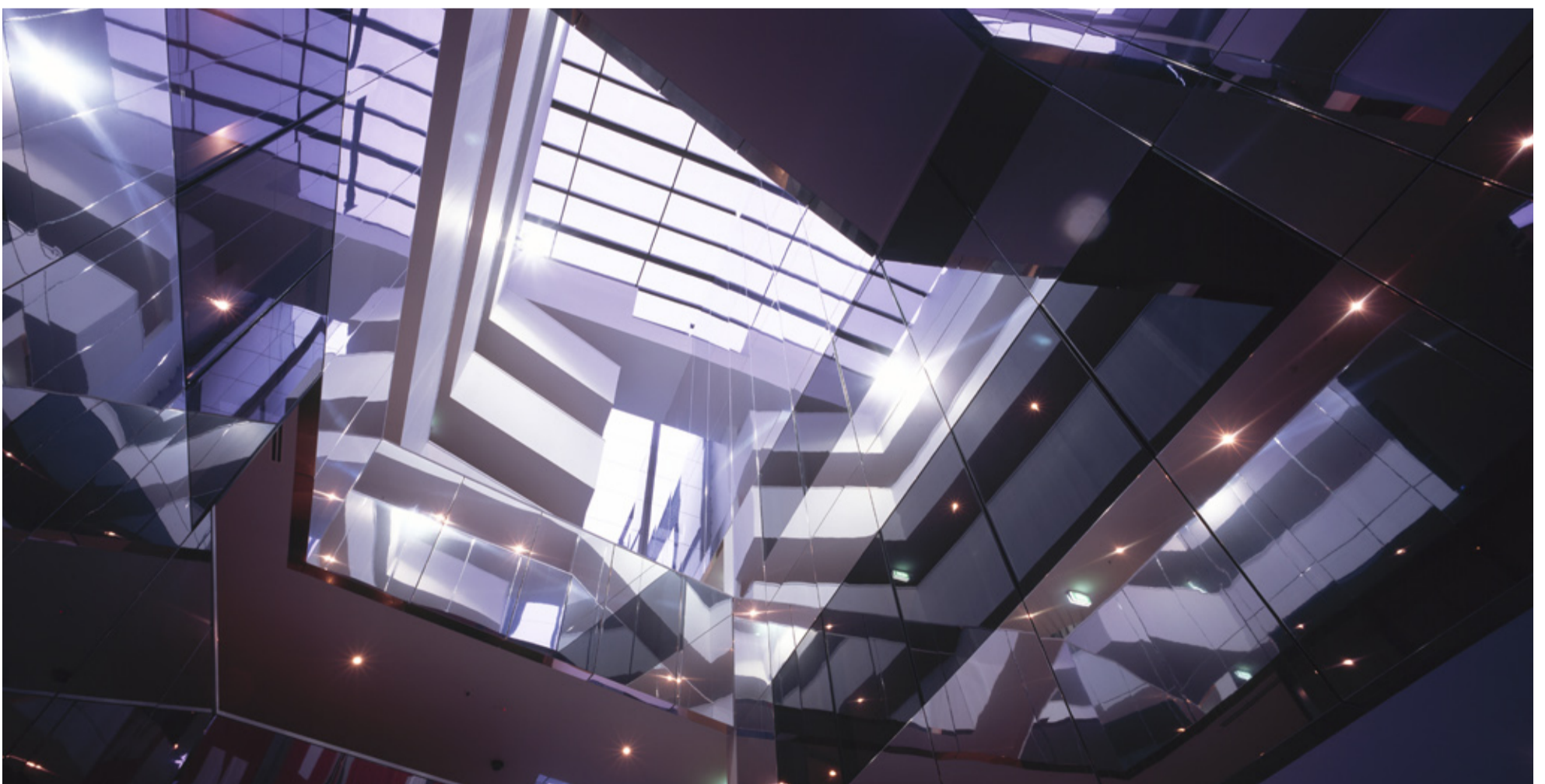
Strategic planning concepts are underpinned by the business development model for maximisation of return on investment and sustainable business development. A key element to Elenberg Fraser's success is being able to deliver superior design solutions that are commercially viable. We understand the necessity to work within an economic framework while delivering excellent and innovative architectural results.

Any University building must be designed with change and growth in mind. Although the pace of change experienced in undergraduate teaching facilities is manageable and tends to occur in steps, constant change and growth in research can be very challenging.

Over the years, Arina have collected a significant quantity of information on existing teaching and learning facilities at a large number of Australian Universities, and this allows Arina to carry out accurate benchmarking to comparable institutions rather than relying on TEFMA standards or other coarse benchmarks. Arina developed a technique called 'Scenario Planning', a tool designed to rationalize examination of possible future alternatives, and to examine the extent of flexibility required to economically provision for change and growth. The need for flexibility, and the type of flexibility, is approached as an actuarial problem. The object is to spend the correct amount on 'insuring' against change and growth, avoiding under or over provisioning.

Arina recently completed a major review of worldwide trends in teaching and learning facilities. A major audit was undertaken to identify future teaching and learning facilities for the University of Sydney, and included a substantial and thorough review of collaborative learning, including visits to business schools in London, Oxford, Singapore and Hong Kong. Experience throughout Australian and the region ensures that the team have a good understanding of educational trends.

Arina Consultants Projects in Collaboration



A collection of work spaces and work environments gathered around communal atriums facilitates exchange and communication. Exposing work environments to one another and providing space for exhibitions and events is essential for collaboration and ensures a transparent and attractive work environment. (Site One : Elenberg Fraser)



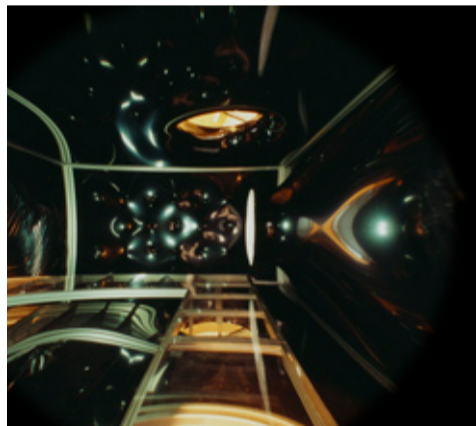
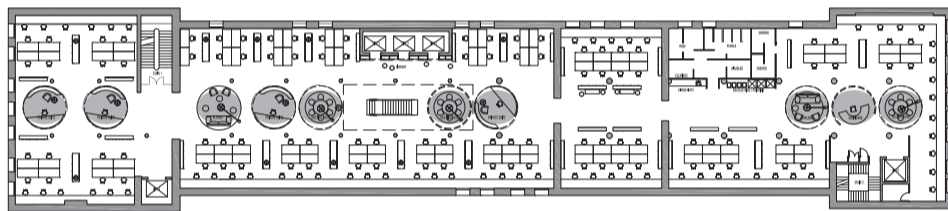
03 THE DESIGN STUDIO

We at Elenberg Fraser and Arina believe the production of exceptional graduates comes from an outstanding teaching and learning environment.

As a design team we are committed to the Design Studio as the heart of knowledge dissemination and we fully believe in the fostering diverse ideas and creativity through these spaces. We also associate the need for the Design Studio to be propelled to embrace new opportunities in technology and student and staff attitudes. We encourage the Design Studio to bring knowledge, resources and emerging technologies together to provide a powerful advantage to the architecture, building and planning students and staff of Melbourne University.

At Elenberg Fraser, we pride ourselves in the work we create and the way we create it. This we contribute to our studio set up including how staff are encouraged to interact, and how we use our spaces and surfaces as an exchange of ideas, discussions and debates. Over the years we have worked on a diverse range of projects and with each we have rigorously determined a pre and post attitudes that has surpassed our client's and our expectations. It is our focus to deliver a place of immersion that will transcend beyond current professional culture and fundamentally reignite the forefront of architecture, building and planning thinking.

Leonardi Brandhouse Design Studio : Elenberg Fraser)

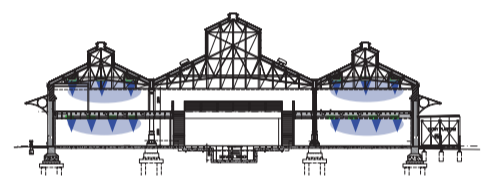


A focus to the work-place culture provides social and communicative dimension to work life. Flexible formal and informal spaces provide an enhanced work environment. (Potential Design Studio : Elenberg Fraser)

Pavilions for New Architecture MUMA : Elenberg Fraser



Interaction and retreat combined with life/work/play approach exemplifies the potential of the design philosophy to internal spaces. Potentials for interaction of formal and informal nature are exploited; boundaries and limitations are overcome to create an environment that supports creative and experiential interaction. (Watergate: Elenberg Fraser)



Combination of passive ESD principle with active ESD system provide sustainable response to the built environment.

04 THE LIVING BUILDING

“The refurbishment of the Goods Shed North will raise the bar in environmental design by creating an economically feasible state-of-the-art accommodation in a historic building”.

Planning Minister, Mr Justin Madden, Building Commission Inform, June 2008

Environmental Sustainable Design principles form one of the pillars we base our design approach on and therefore significant effort goes into research for broadening and refining our knowledge base in this particular field. New and existing technologies and materials are constantly re-assessed, reviewed and tested and, if found suitable, implemented into our designs. To minimise the environmental impact of construction and occupation of the built environment, careful environmental studies must be performed and negative entrenched practices must be avoided.

Through our constant research varied experience, we have developed relationships with consultants who are leading figures in their field, allowing us to draw on their specialised expertise. Alongside our own in-house Green Star accredited professionals, our key focus is to ensure passive design principles are embedded into our architecture.

We supplement these with active ESD systems as appropriate for the project and its global site location : such as Low energy building design, sustainable material selection, natural day lighting, life cycle costing and analysis, application of passive solar principles, maintaining high indoor air quality, thermal mass solutions, high insulation, cross ventilation and passive cooling, adjustable solar shading, water conservation, grey water recycling, storm water retention and reuse, solar hot water, incorporation of native planting and active biomass systems to name a few.

Key issues for University buildings are: coping with erratic patterns of occupation, particularly for academic offices and developing strategies for sustainability consistent with the capacity of the university to pay.

The approach of the consortium will be to employ positive strategies; reducing embodied energy by increasing room utilisation rates, increasing plan efficiency through careful grouping of rooms, and reducing the need for cooling or heating by considering patterns of occupation and grouping rooms appropriately.





05 CAPABILITY AND PROCESS

THE ABILITY OF OUR PRACTICE TO UNDERTAKE THE DESIGN AND DELIVERY OF SIMILAR PROJECT WORK IS BEST ILLUSTRATED THROUGH THE PORTFOLIO OF CHALLENGING AND SUCCESSFUL LANDMARK PROJECTS ELENBERG FRASER HAS UNDERTAKEN. FROM HIGH-RISE RESIDENTIAL TOWERS TO HERITAGE COMMERCIAL BUILDINGS, CORPORATE HEADQUARTERS, TO INSTITUTIONAL HUBS, THE PRACTICE HAS EXTENSIVE EXPERIENCE IN CONCEPT DESIGN, COMMUNITY AND STAKEHOLDER CONSULTATION, AND PROJECT DELIVERY.



We endeavor to utilise our professional skills to the best of our ability in order to protect the interests of all stakeholders in the built environment. We build within the city as if it is our own, and we are proud of the result and are conscious of the effect that our buildings have on both the city around, and the inhabitants within. We have an ongoing program of research and development and internal qualitative analysis. We are committed to absolute best practice.



ABILITY AND SKILLS - ARINA

Arina have the diverse range of skills required to add value to most University projects, and some particular strengths, which are reflected in the development of specialized software tools for Briefing, Facility Audit, Access Audit, Briefing and Contract Administration.

The skills Arina can provide are a unique mix including:

- The ability to creatively analyse complex functional problems, including the capacity to rigorously and flexibly search for the best solution within means.
- A project team with direct experience in the creation and delivery with a full range of projects in the University sector and a comprehensive understanding of recent trends in pedagogy.
- The demonstrated capacity to develop productive relationships with academics and university staff.



THE 6-D DESIGN PROCESS - ELENBERG FRASER

In rethinking architecture's services and products, Elenberg Fraser have developed a unique six step process that allows the design delivery that meets client expectations. This process has been proven in over 100 projects and \$AUD1Billion worth of project work. With 10 years of experience we have the knowledge to bridge the gap between creativity and delivery. The process is known as the '6-Ds':

DISCOVERY

An overview of the project, definition of the project brief is the introduction to the discovery process. Each of our designs result in a unique identity that addresses the research results of the needs of your brief, your target, societal and cultural trends and ecological influences. An initial vision strategy will also be created incorporating, site, programme and architecture.

DIRECTION

Elenberg Fraser helps you to create opportunities, uncover potential and explore an array of options to test a project's financial, cultural, and ecological viability. In doing so we add certainty, confidence and trust to your vision for a project. Because we understand customer needs and market trends we are in a unique position to work with you strategically - much before we start discussing design concepts.

DESIGN

Having proved the soundness of the vision, we progress to further develop the initial design concepts. This will help formulate and describe the concept and ultimately shape the project's creative path. Design of the building, character and identity. Ensuring that it meets its commercial objectives. Architecturally developing the design, working on façade and component design, creating an eccentric element. Resolving all planning and coordinating consultant input.

KEY PERSONNEL

Geoff Hanmer (ARINA) Director

Geoff graduated from the University of Adelaide in 1982 with a first class honours degree in Architecture. Among other awards, he received the ACI Boral Prize for his architectural thesis (jointly topping his year) and the Wormald Prize for his work in building science. Key projects at this stage of his career included concept design of the new building for the National Institute of Dramatic Art (NIDA) at Kensington and the Reserve Bank Training College in Kirribilli, NSW. In 1993, Geoff was appointed a sessional in Facility Evaluation for the Faculty of Design Architecture and Building at the University of Technology, Sydney (UTS). He has been responsible for a number of significant projects with WHP, including refurbishment of the 1,000 seat Clancy Auditorium at UNSW

Callum Fraser (Elenberg Fraser) Director

Callum, a registered Architect, and Zahava Elenberg co founded Elenberg Fraser in 1998 and have since built an innovative and successful architectural practice. Callum is responsible for the design direction at Elenberg Fraser and has overseen the design and completion of landmark buildings, residential and commercial projects and design proposals in Australia and recently in the UAE. Callum has a specific interest in sustainable design and the minimization of the effects of construction and building occupation on the environment. His expertise also lies in creative master planning and the practice actively engages in projects of all scales and design briefs.

- An ability to distinguish functional needs from wants and persuade stakeholders to work together with a high degree of understanding and tact.
- A critical approach to the analysis of space needs with the ability to suggest alternative solutions and methodologies.
- A range of tools and protocols for recording, analyzing and distributing information, including a briefing database tool, specifically designed for the preparation of accommodation schedules.
- An extensive knowledge and understanding of the technical needs of Engineering, Science, Medical and Performing Arts disciplines, and the ability to develop solutions to these needs in a creative way.
- An understanding of, and commitment to, the creation of sustainable universities.
- The demonstrated capacity to drive a project forwards.

University of NSW, Matthews Lecture Theatres refurbishment.
Macquarie University, Animal House.
Centre for Regional Education, Uni of Sydney, Orange, Biology and Pharmacy Laboratory and Nursing Lecture Rooms
University of NSW Goldstein Hall, Level 1 refurbishment, (New CATS rooms)
Macquarie University New Research Laboratories
University of Western Sydney, Building 17 Fitout.
The University of Sydney, New Research and Lecture Building .
University of NSW, Clancy Auditorium refurbishment.
University of NSW, Dance.
Deakin University, Building P, film and performance
University of Technology Sydney, Science Faculty master planning and brief.
La Trobe University - Masterplan, Bundoora and Bendigo campuses
Monash University - Alfred Centre design management.

DEVELOPMENT

During the design development phase we build on the initial idea to ensure the seamless integration of the architecture with other associated disciplines of the building project. Ensuring all architectural objectives are met, we apply, coordinate and resolve all consultant input.

DOCUMENTATION

During design documentation a comprehensive set of documents are prepared that describe the design concept in greater detail to ensure a successful built outcome. The preparation of the contract document set is detailed and refined in order to ensure that the building will be delivered as planned.

DELIVERY

Our role in the construction process will ensure that your building is built in accordance with design documentation. The complete project will be unique and purpose designed, will communicate your vision.

Liberty Tower (\$70m)
Penguin Books (\$17m)
Watergate Place (\$92m)
Site One (Cost \$55m)
Huski Ski Lodge (\$3.9m)
McLean Delmo (\$6.5m)
St Falls (\$24m)
401 St Kilda Road (\$24.0m)
Goods Shed (\$28m)
Surrey Road Residential (\$25m)
A'Beckett Street (\$60m)
NESP La Crosse (\$115m)
Melbourne University Stairs (\$365,000)

ARINA ELENBERG FRASER



...the building's design is a response to the need for a modern building that is both functional and aesthetically pleasing. The building's design is a response to the need for a modern building that is both functional and aesthetically pleasing. The building's design is a response to the need for a modern building that is both functional and aesthetically pleasing.

The texture and materiality of the building is drawn from the idea of opposing textures, the rough and the smooth, porous textured concrete and metallic, laminated glazing. In the east and west faces, the tower's horizontal expression is generated largely from its balconies supported by local precast concrete beams that have an open concrete, a potentially corrugated face. In the north and south faces, the tower's expression is vertical and clear. Due to the openness of the environment, the glazing screens the image of the sky in contrast to the roughness of the concrete. The building fabric is articulated in these screens, between exposed concrete soffits and flush, curtain wall glazing.

The towers are each composed of two slanted slabs wrapped around a central air circulation space that is exposed at either end of the building as sharp grooves. These grooves create a narrow chimney through which the cross ventilation of the apartments is achieved. The materials and structural configuration are organised so that either side of the groove is expressed as a co-ordinating building: curtain wall tower to one side, horizontal slab expression of the other. The technique renders the building with a variety of grain and texture. The verticality of the ends contrasts the horizontal form of the stepped diamond-shaped blocks. The diamond form in itself is derived from the desire to create larger terrace areas for the internal apartments and to create a change in direction within the building surface.



LIBERTY TOWER
ELENBERG FRASER'S FIRST LARGE BUILDING IS AN ELEGANT ESSAY ON THE TOWER FORM AND ON SPECULATIVE BUILDING.



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06 MERIT

AWARDS

Huski RIAA Victorian Architecture Awards, Regional Prize (2006)
 Wallpaper*, Design Awards Best Ski Resort: Huski (2006)
 Public + Commercial Buildings Composite Frame Finalist Huski, Timber Awards (2005)
 Ernst + Young, Entrepreneur of the Year, Southern Region - Zahava Elenberg (2005)
 Telstra Young Business Woman of the Year - Zahava Elenberg (2005)
 (inside) Design Excellence Awards (IDEA), Retail category shortlisted finalist - Kookai (2003).

SELECTED PUBLICATIONS

Vogue Restaurants, Fujian Science & Technology publishing (Gingerboy) 08
 Mark: *Another Architecture*, (Netherlands), issue 11, Dec 07-Jan 08.
The Australian Financial Review, 6th March (LA Crosse)
Townhouses & More, Sibylie Kramer, 08, Braun, Germany (A'Beckett)
 Mark: *Another Architecture*, (Netherlands), issue 11, Dec 07-Jan 08.
The Weekend Australian Financial Review, The Saints is Marching in, April 19-20 08
This Week, Saint Falls Stage One, Winter Edition (St Falls)
Phaidon Atlas of 21st Century World Architecture, 08, Phaidon Press UK
The World's Coolest Hotel Rooms, Bill Tikos, 08, Collins Design (Huski)
Monument, Ice Capades, Issue 85
To Touch Wood, D.Meyhofer (ed.), 08, Braun, Germany (Huski)
Cool Restaurants - Top of the World, 08, TeNeus (Vue de Monde)
DAZ Living the Modern Exhibition, Europe + Asia 08
Cool Ski Design, Projecto Contract, Numero 41, Feb 08 (Huski)
FuturArc; New Architecture, (Australia), volume 7 07. (Watergate)
(Inside) Magazine, Hawker Heaven, Issue 47 07. (Gingerboy)
AIT Magazine, (Germany) Gingerboy Restaurant, Melbourne, 6-07
Architect Victoria, (Australia) 06, Winter. (Site One)
Monument, Pavillions for New Architecture, exhibition review, Issue 71.

MEMBERSHIPS

Architects Registration Board of Victoria
 Australian Institute of Architects
 Property Council of Australia
 Design Institute of Australia

Architectural Review Australia 094 06.
Australian Gourmet Traveller, Snow business, July 06.
Architectural Review Australia, 095, Difference is the New New, exhibition review.
Architecture Australia, Pavilions for New Architecture, November/December.
The Contemporary Art Centre of South Australia Room for Reverie, Project XI: Broadsheet. Vol 34, No. 4 05
Pavilions for New Architecture exhibition catalogue, 2005 Pavilions for New Architecture, MUMA, Victoria.
Waterfront Spectacular; Robust Modernism, Apr 2. (Watergate)
 Alpine Style, When Art and Design Collide and Collude, June 04 (Huski)
Australian Financial Review, Lodge Scales New Heights in Design, July 04. (Huski)
The Age (Melbourne) Magazine, The New Establishment - Power, Influence and the Next Generation, Nov 04
Architect Victoria, //Slice, Spring.
Australian Financial Review, The Wow Factor, May.
Melbourne Magazine, Chambers Made, May 04.
Docklands Magazine, What's Next, June 04.
Architecture Australia, Liberty Tower, May/June 05.
(inside) Australian Design Review, issue #28 2003 (Kookai QVB).
Domain The Age, Moving Hard and Fast, November 02
National Building News, Monthly Vol 3 No.5.
Australian Financial Review, Watergate Place, June 01 (Watergate).
Architectural Review Australia, 079 01, Unbuilt schemes for Melbourne Docklands.
ZOO, issue #11 2000.
Australian Architecture Now, Thames and Hudson 2000.

EXHIBITIONS

Abundant Australia, Venice Biennale
DAZ Living the Modern Exhibition, Europe + Asia
Pavilions for New Architecture exhibition, MUMA, Victoria.
RAIA Small Exhibition, Small Span Galleries, Melbourne.
Melbourne International Biennale, Pause
Melbourne International Biennial. Sign of Life.
40 UP Exhibition. 40UP - Australian Architecture's Next Generation Sydney, Melbourne and Berlin.