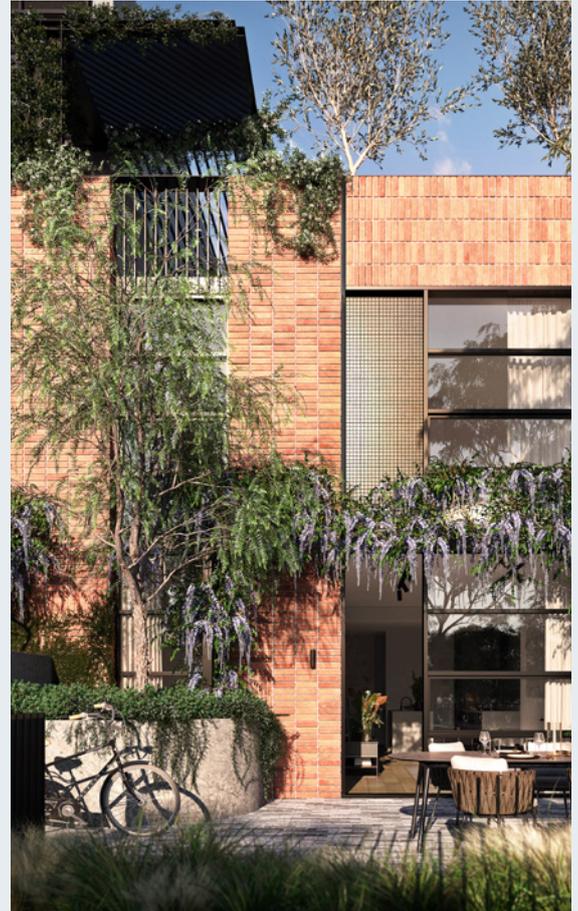




CASE STUDY:

# Spotswood Yards - Porter, Melbourne

Architect: Sora Interior Architecture and Design | Developer: Blue Earth | Products specified: AEG 60cm SteamBake Oven (BEE455010M), AEG 50cm Integrated Rangehood (DGE3650HB), AEG Fully Integrated Dishwasher (FSE51600ZO), AEG 4 Zone Full Induction Cooktop (IKB64431XB) and Vintec 50-Bottle Single-Zone Black Glass Wine Cabinet (VWS050SBB).



## BACKGROUND

Located on the corner of Melbourne Road and Birmingham Street, the Spotswood Yards development epitomises the new standard for modern urban living. Originally a Victorian Railway Workshops complex, today the emerging precinct is undoubtedly Melbourne's Inner West's most significant land transformation masterplan site. The project has been secured by Blue Earth, whose ambition is to develop a world-class resort-like residential haven that boasts eight buildings and 700 apartments, and creates a gateway to one of the fastest developing Growth Corridors in Australia.

"On this rare 50,000sqm of prime, masterplan real estate, Blue Earth is developing a lifestyle masterpiece of affordable, highly appointed apartments with exclusive access to luxury resort type resident amenities," explains Doug Middleton, Blue Earth's Sales Manager.

## CHALLENGES

The selection of kitchen appliances was instrumental in creating refined, highly-resolved interiors that would reflect the cutting-edge character of the development – and appeal to the young professional who is tech-savvy, health-conscious and appreciates the finer things in life. As a result, the kitchen fit-outs had to be not only sleek, and visually appealing, but excel where serviceability, quality and automation were concerned.

Consistent with Blue Earth's philosophy to future-proof their developments, it was paramount for the project to be equipped with appliances that use only the latest and most sustainable technology. This was augmented by the fact that the Victorian government has laid out a roadmap for gas substitution, in the bid to advance more sustainable outcomes. This initiative includes helping households throughout the state upgrade their traditional gas appliances to electric ones.

As a result, the selected products had to reflect the lifestyle of the development's sophisticated clientele, while ensuring that Spotswood Yards dwellings were future-proofed for years to come – both in terms of functionality, and supporting the state's ambition to reach net zero greenhouse gas emissions by 2050.

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## SOLUTION

With a range of kitchen appliances that seamlessly combine environmental credentials, outstanding quality of finish and the latest in cooking and storing product development, Electrolux Group's offering was an ideal match for this state-of-the-art project.

"Leading the industry by future-proofing our buildings and only using cutting edge technology are central to all Blue Earth developments, and the ability to deliver world-rated sustainable technology into Spotswood Yards was the reason we selected AEG appliances," says Doug.

Electrolux Group provided a complete appliances solution through the AEG and Vintec brands, with all of the products featuring the latest in sustainable efficiency, sophisticated style and pragmatic functionality – fusing form and function perfect for contemporary apartment living.

AEG has been bringing innovation to residential and commercial settings all over the world since the brand's inception in the late 1880s, and the products selected for Spotswood Yards bring the brand's intelligent tech and premium, responsive design to this future-forward residential project.

The modern apartments have been equipped with AEG's German oven with SteamBake features and a four-zone induction cooktop – both highly exclusive, commercial products – as well as the Italian-made, fully-integrated dishwasher with Air Dry and Light

Beam on Floor. The incorporation of high-end features – like the SteamPro which automates steam cooking through an intuitive touch screen – both elevates and simplifies the more complex cooking experiences, enhancing the efficiency, ease and healthy outcomes the Spotswood Yards lifestyle is synonymous with.

The selection of AEG's high-end appliances was completed with Glass Wine Cabinets from Vintec, a long-standing manufacturer of wine storage solutions. Engineered to store up to 50 wine bottles, the beautiful underbench units boast simple, Scandinavian design and speak to the shift that sees the health-aware residents consume less alcohol but invest more keenly in better quality wines. Petite but mighty, Vintec's unit ensures the wine is stored in a stable, UV-protected environment with good quality airflow, making cellaring premium alcoholic products possible in a compact apartment setting where floor space is particularly precious.

"Blue Earth buyers demand the latest technology, aesthetics, luxury and serviceability of appliances in their apartments, and we are able to satisfy that perfectly with the latest AEG range of appliances," Doug sums up. "Blue Earth is particularly demanding of our vendors – from a product and supply point of view. The outcome with Electrolux Group has met (exceeded) all our demands and expectations."



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