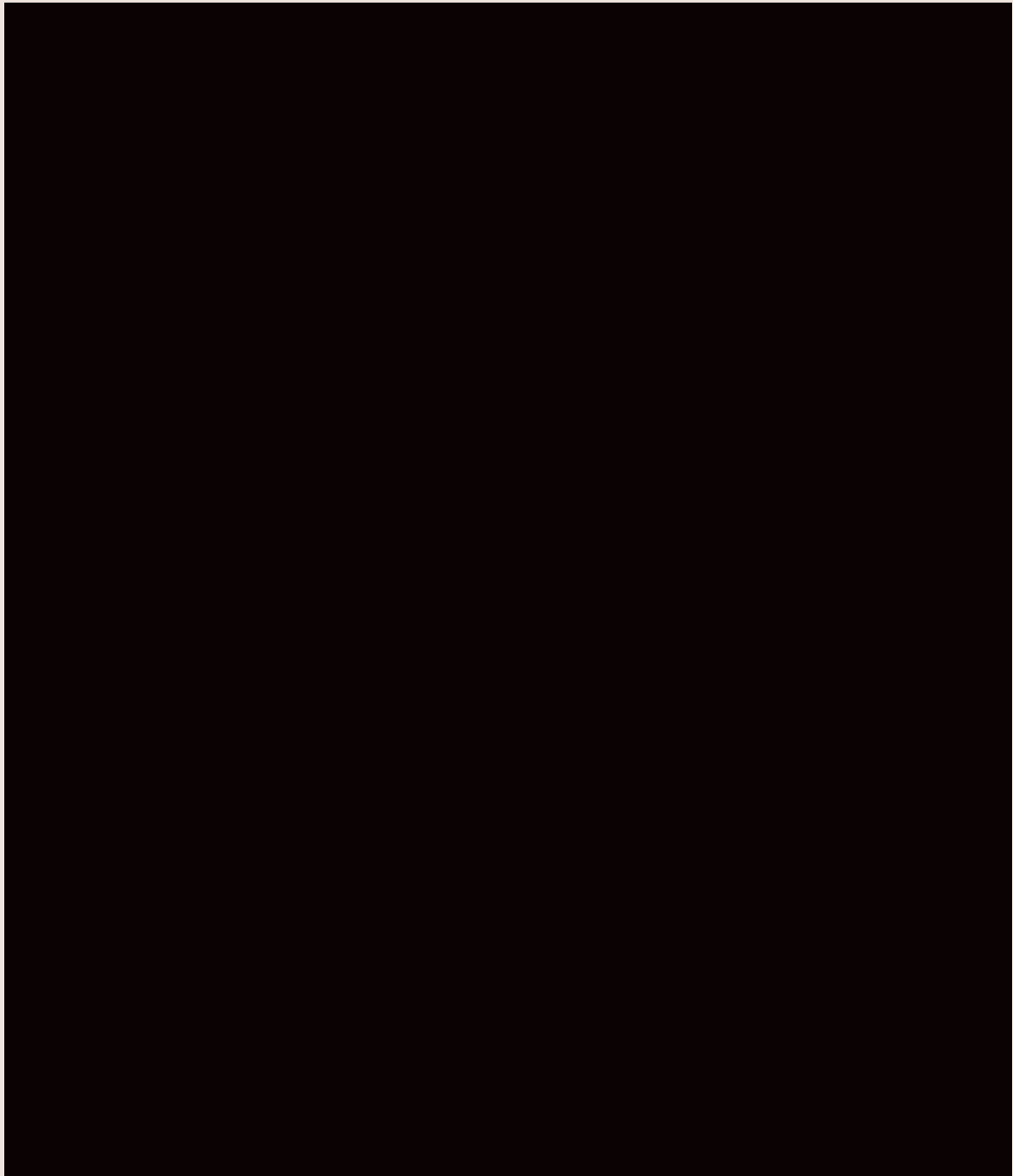


50 ROSELLA ST



Rosella

MURRUMBEENA



Rosella



In partnership with:

progressio»

BEAUTY SPEAKS FOR ITSELF



A STATEMENT OF STYLE

In an unrivalled juncture in the artistic village of Murrumbeena is a building with a nuance not easily forgotten. A bold design statement, a silhouette that will turn heads. A collection of 70 one, two, and three-bedroom residences cocooned by modern amenities, radiating finesse, emphasising function, and poised for contemporary living.



A DESIGNER VISION

Nestled amongst boutique retail, hole-in-the-wall eateries, and wellness studies, and surrounded by everything a contemporary lifestyle demands, Rosella is an inspired architectural vision.

Rosellas' gentle contrast of materials is curated to complement the existing landscape, a tapestry of rough-cast concrete, dark terrazzo, and warm copper accents perfectly balanced to accentuate the character of a vibrant neighbourhood.

A six-level tower stands proudly toward the sky, flanked by a soft-edged podium below. Within, unrivalled views of Melbourne's inimitable skyline make a breath-taking backdrop to communal rooftop terraces and gardens; sprawling spaces envisioned for dining, lounging, and revelling.

At ground level, six commercial tenancies invite infinite possibilities. A neighbourhood trattoria, early-morning espresso spot, or perhaps designer shopping right under one's feet.







DOM CERANTONIO
Director, Cera Stribley

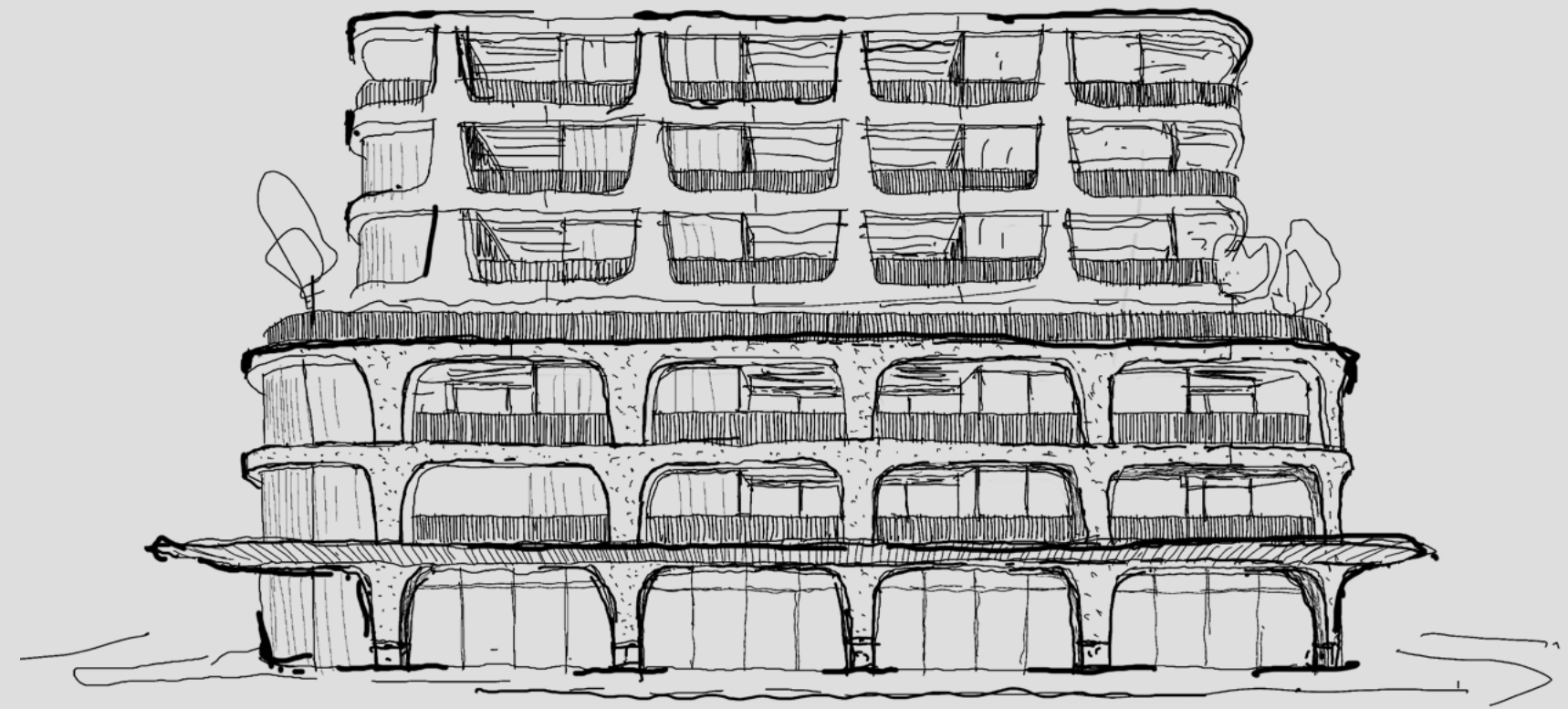
AS ARCHITECTS, WE DRAW INFINITE INSPIRATION FROM THE SURROUNDING CONTEXT OF A SITE, ITS LOCAL FABRIC, AND ITS HERITAGE.

Rosella sits at the centre of a fantastic lifestyle location. You have the vibrant shopping and dining strip of Poath Road on one side; the quaint, tree-lined residential neighbourhood of Rosella Street on another; Hughesdale train station just over the road; and a host of parks and recreation reserves within arm's reach. The multifaceted nature of this locale served as a catalyst for the design response.

The undulating form of the façade speaks to the adjacent transport hub, with its arched expression designed to reflect the fluidity of the underpasses at Hughesdale Station. Materiality and tone create a gentle contrast between the podium and the tower, responding to its multitudinous site characters.

Textured concrete was chosen for the podium finish, reflecting the design language of the surrounding commercial and public buildings. A lighter, rough cast concrete is conveyed on the tower, finished with warm copper bands to the underside of each slab edge, responding to the surrounding residential character of Murrumbeena.

Generous lightwells puncture the building to allow for natural breeze and daylight within the depths of the programme. Overall, the considered design decisions provide ideal amenity to the residents.



A STYLE PHILOSOPHY

A catalyst for style, Rosella's interior design is anchored by four resounding influences; connection, movement, sophistication, and biophilic design. A cooperative of design philosophies that together embody the cultural milieu of Murrumbreena.

CONNECTION

Rosella marks the meeting point of local amenity, a connected typology surrounded by all that life desires. Connection forms a fundamental theme in Rosella's design, where shared spaces foster relationships and seamless integration with outdoor environments inspire a healthy bond with nature.

MOVEMENT

A locale steeped in rich, cultural heritage, yet in constant motion with an eye to the future. Rosella is inspired by the transient fluidity of its location, a precinct steeped with the convenience of public transport and unparalleled accessibility.

SIMPLE SOPHISTICATION

Youthful and vibrant, Rosella looks to nearby Monash University and Chadstone Shopping Centre for design influence; timeless and sophisticated for all generations, yet modern and innovative in approach.

BIOPHILIC DESIGN

Rooftop conservatories gaze across an established canopy of gum trees, while internal light wells radiate organic illumination, connecting Rosella with the natural environment and encouraging enhanced and holistic wellbeing.





THE BEAUTY OF MINIMALISM

A gathering space, a central focal point, a place to come together as the days break and end. Rosella kitchens are more than a means for dining.

Interesting, functional, and beautiful, each is adorned with essential components, including Miele appliances, expansive stone surfaces, convex cupboard pulls, and stunning gun-metal tapware inspired by international influences.

Shared, open floor plans are an expected luxury, where conversations continue from the kitchen to the terrace. In between, living spaces bounce and spill light, hold warmth, and capture views from every angle.

Gently curved walls enhance the artistry within, a nod to the arched expression of the outside form, and an inspired articulation hinting at the Hughesdale tunnels further afield.







Artist's Impression



Artist's Impression

Daily rituals are savoured in luxurious, ultramodern bathroom retreats, where everyday care is an extravagance. Simplistic yet striking materiality sets the tone for serenity, creating a coveted design aesthetic that feels truly indulgent; a halcyon escape at home.

A palette derived from neutrality is beautified with oversized wall tiles stretching from floor to ceiling, and bespoke joinery hosting hidden storage, allowing minimalism to shine.

Bedrooms are made for slow days, warmed by the sun, and caressed with the finest selection of finishes. Plush wool carpets are comforting underfoot, and a modern, neutral palette invites personalisation, or simplicity in the void of excess.



Artist's Impression





MURRUMBEENA

Close-knit Murrumbeena reflects a calm and welcoming community, where wide, leafy streets and federation-era homes meet cultural vibrancy and youthful enthusiasm. A connected neighbourhood with a distinguished artistic heritage, home to the renowned Boyd family, and inspired by their reverence.

Murrumbeena takes an easy pace, a pocket of solace in a lively shire. The heritage-protected village enjoys many long tenures, a place where locals are on first-name bases. Surrounding green spaces are abundant, public transport is world-class, dining options are vast, retail is adventurous, and life is, simply, a pleasure.

3163



Murrumbeena. 4. The Railway Crossing.



MELBOURNE CBD

HUGHESDALE STATION

POATH RD MAIN STREET

Rosella



LOCAL ABUNDANCE

Social, artistic, and cultured; Nerrim Road is a hive of activity, a village with a soul and old-world sensibilities. A place to connect, to meander, to thrift, or splurge. Everyday needs are met with ease, and occasional delights are joyfully satiated.

A weekend well-spent may include a stroll to Boyd park with a latte from the favoured Omnia Café or surrendering to the allure of a hot jam doughnut and malt milkshake from Daniel Son. For the luxury of total well-being, Sweat Nation and One Space Health promise holistic health and fitness, while an array of hair, beauty, and nail salons deliver self-care in stunningly tranquil settings.



FOR ALL PURSUITS AND PLEASURES

There are few addresses as well serviced as Rosella, where walkability is unrivalled and public transport simply enviable. Only moments away on foot, Hughesdale Station carries travellers into the CBD in 20 minutes, and Monash University Caulfield Campus in less than 6. Deakin, Melbourne, and even Swinburne University campuses, are all within 20 minutes from Rosella.

Exceptional primary and secondary schools are a comfortable walk from Rosella, and multiple early childcare centres support young families drawn to the friendly suburb.

Murrumbeena Park, Boyd Park, and McKinnon Oval are stunning green reserves for all pursuits and pleasures. Meanwhile, the nearby suburbs of Oakleigh and Carnegie promise a new discovery every weekend, with Greek cafes, English pubs, trendy bars, and the allure of retail therapy





— 77 Murrumbeena Rd, Murrumbeena

MURRUMBEENA WINE BAR

3 minutes walk from Rosella

The first of its kind in Murrumbeena, MWB is a casual and stylish wine bar nestled within a beautifully restored, century-old building. Showcasing a diverse Australian menu that supports small, local and family-run wineries, distilleries, and breweries, MWB is a cosy venue for live music, after-work drinks, and noteworthy celebrations.



— Oakleigh VIC

OAKLEIGH CENTRAL

5 minutes drive from Rosella

Specialty grocers, pharmacies, dry cleaners, and newsagents; Oakleigh Central is a reliable and frequently-visited shopping centre catering to everyday demands. Only 5 minutes from Rosella, errands are ticked off with ease in a local and familiar precinct where convenience is supreme.



— 94 Poath Rd, Hughesdale

HELLENIC DEPO GREEK RESTAURANT

1 minute walk from Rosella

Mouth-watering saganaki and traditional souvlaki prepared authentically in a uniquely Greek atmosphere only minutes from Rosella; Hellenic Depot is a local favourite for good reason. Cocktails, sweet treats, and delectable cuisine served from breakfast through to supper, Hellenic Depot is a sensational Mediterranean experience enviably close to home.



— 1341 Dandenong Rd, Chadstone

CHADSTONE SHOPPING CENTRE

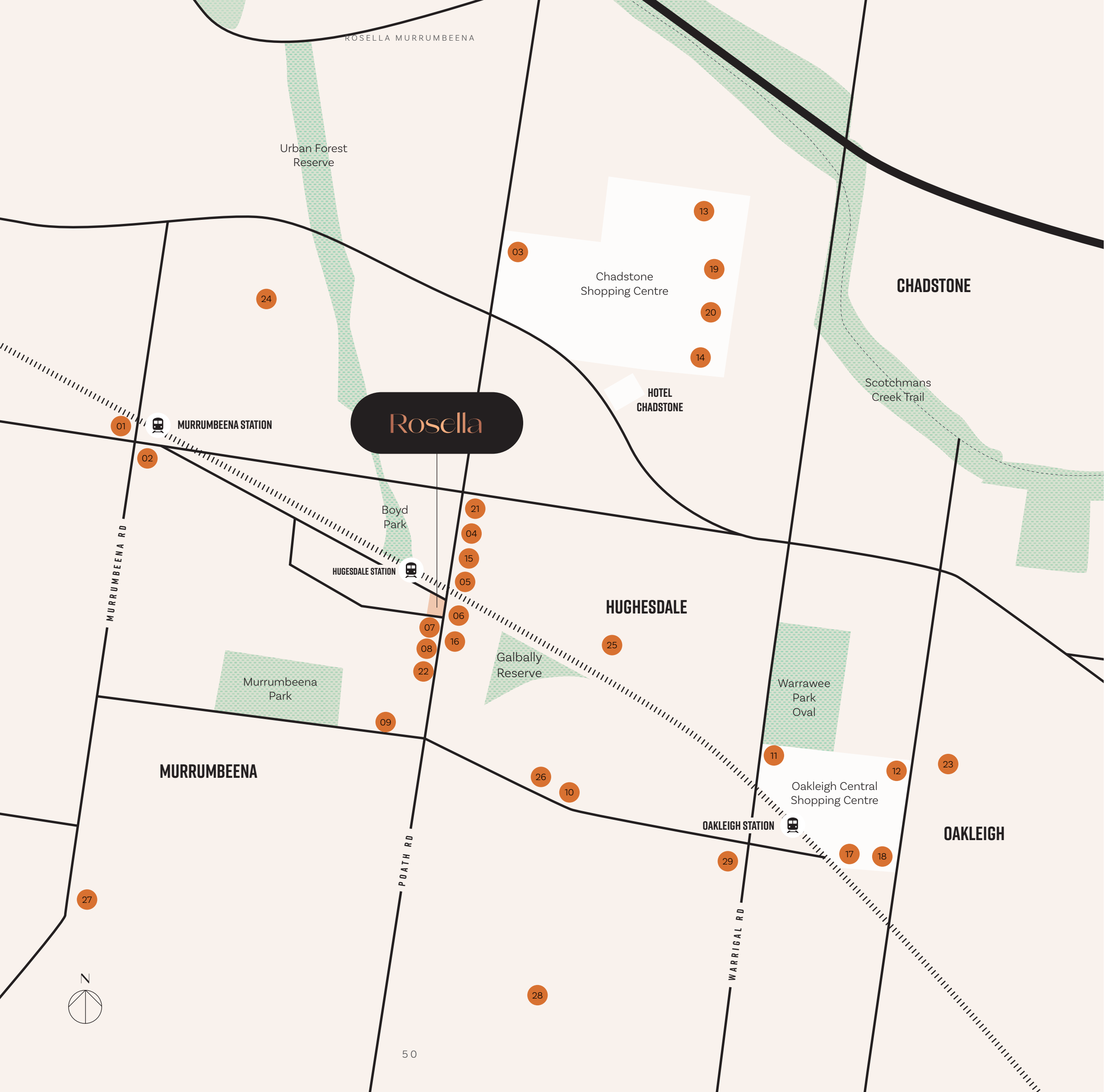
3 minute drive from Rosella

A fashion, food, and entertainment destination, Chadstone is larger than life, a stylish retail Mecca famous Australia-wide. The well-heeled will savour the 3-minute commute from Rosella to the largest shopping centre in the Southern Hemisphere, where local and international designer stores, restaurants, movies and entertainment sit alongside a 5-star hotel and luxurious day spa.





Rosella is a new expression of confident sophistication in a connected neighbourhood where convenience and culture collide. An oasis within a built environment, in which all modern needs are met. Where beauty speaks for itself.



EAT DRINK

- 01 Murrumbena Wine Bar
- 02 Levi Cafe
- 03 Chadstone Shopping Centre Dining
- 04 Bar On Poath
- 05 Tokodon Asian Restaurant
- 06 Hellenic Depo Greek Restaurant
- 07 Brew Bar & Cafe
- 08 Ciccio's Woodfire Pizzeria
- 09 Jack The Milkman Cafe
- 10 Temperance Society Cafe
- 11 The Oakleigh Doughnut Co
- 12 Kalimera Souvlaki Art

SHOPPING

CHADSTONE SHOPPING CENTRE

- 13 Coles
- 14 Woolworths

- 15 Wines On Poath
- 16 Grocery Wine & Spirits

OAKLEIGH CENTRAL SHOPPING CENTRE

- 17 Coles
- 18 Woolworths

HEALTH & WELLNESS

- 19 Myhealth Chadstone
- 20 South Pacific Health Club Chadstone
- 21 Poath Road Clinic
- 22 Pivotal Gym
- 23 Anytime Fitness

EDUCATION

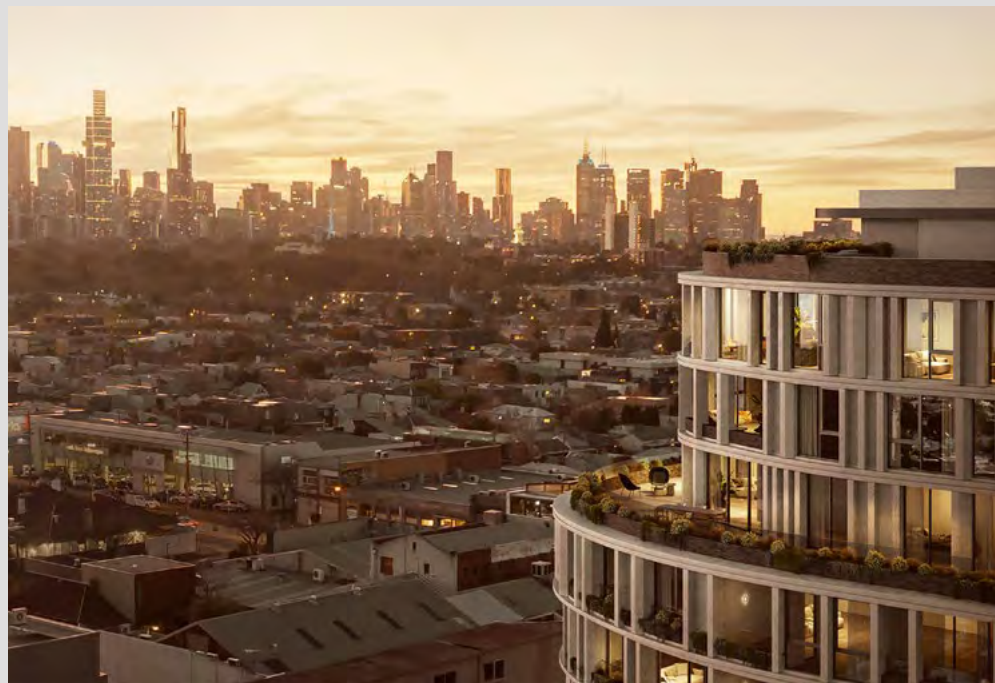
- 24 Murrumbena Primary School
- 25 Oakleigh Grammar
- 26 Headstart Early Learning Centre
- 27 St. Patrick's Primary School
- 28 Hugesdale Primary School
- 29 Sacred Heart Girls' College



— Architect & Interior Designer

CERA STRIBLEY

Cera Stribley, is a bespoke practice based in Melbourne. Established in 2014, the studio is collection of almost 40 architects, designers and spatial planners. Founded by Domenic Cerantonio and Chris Stribley, who joined forces after having studied together and following their careers at some of Melbourne's most renown firms, Cera Stribley is a truly unique studio, designing unparalleled design outcomes.





—Development Partner



progressio »

Progressio is a new property company established by Simon and Thomas Gray to develop and construct boutique, high quality residential and commercial projects in Melbourne. Simon has over 40 years experience in residential and commercial property across Australasia, working and leading major Tier 1 construction companies. Progressio is all about quality property.



— Developer



During their 30 years in property development, Damgar Property Group has fostered strong relationships with key industry partners including Architects, Engineers and Planning Consultants. All projects are funded in conjunction with Australian Banks, whom they have long-standing relationships with. As builders in their own right, Damgar have a keen eye for quality and liveability. They know what it takes to get the job done properly.

DAMGAR PROPERTY GROUP STANDS AT THE FOREFRONT OF BOUTIQUE RESIDENTIAL DEVELOPMENT IN INNER MELBOURNE.



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