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Landmark Brunswick Development – Wilson Ave by Neometro and Milieu

MELBOURNE, VIC, AUSTRALIA

ARCHITECTURE	INTERIOR DESIGN	DEVELOPMENT
Fieldwork	Design Office	Neometro & Milieu



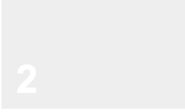
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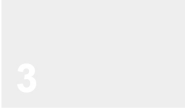
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Design and socially led urban developers [Neometro](#) and [Milieu](#) are pleased to announce their first collaboration – One Wilson Ave, Brunswick – an integrated residential and commercial project launching to market in early 2020.

Like all good relationships, the unlikely coupling of two of Melbourne’s leading developers is grounded in their shared values and vision for the continued liveability of the city. Founded more than thirty years ago, Neometro has an established history of developing community- enhancing projects, while in less than a decade Milieu has reframed the desirability of apartment living for Melburnians. Together there is no doubt that Wilson Ave will further the conversation. Michael McCormack, director of Milieu says collaborating with Neometro is driven by their distinct approaches to a common goal: the creation of architectural buildings with a sense of place and belonging, inspired by the physical and social setting of Melbourne.



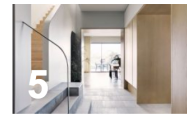
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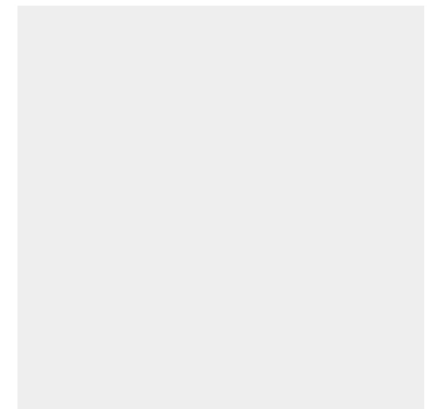


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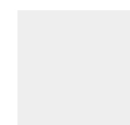
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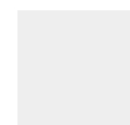
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STUDIO OF ADAM LYNCH

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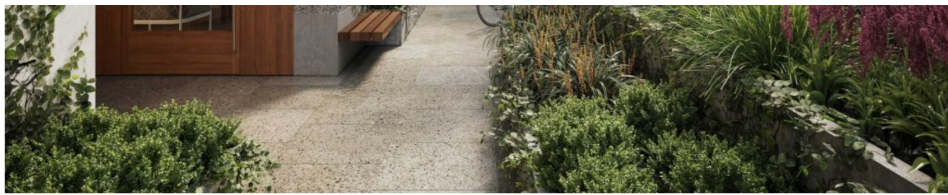
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“The beauty in this partnership is that our aligned values and expertise are only amplified,” says McCormack. “We share a commitment to design excellence and positively contributing to Melbourne’s urban landscape. Having long-admired Neometro’s emphasis on longevity, as well as their willingness to share knowledge for the betterment of the industry as a whole, we jumped at the chance to collaborate.”

“We’re both very human in our values and our approach, and this is foundational to our friendship. Our friendship is in turn foundational to our business relationship.”

Comprising 41 residential apartments, 6 live/work spaces and a number of commercial spaces for the functions of retail, hospitality and workspace across eight floors, the scale and nature of Wilson Ave was the catalyst for the developers coming together. Both businesses have extensive experience in the neighbourhood, Wilson Ave joins Neometro’s growing precinct that already comprises Jewell Station and Union Street, while Milieu is currently completing nearby Breese Street and Barry Street.



Tutton says by coming together a greater depth of experience has led to a better outcome.

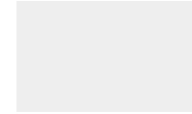


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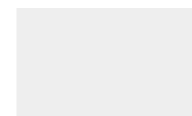
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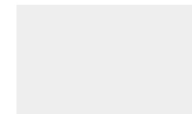
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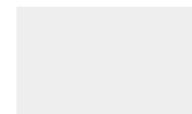
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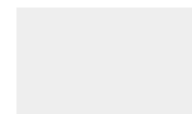
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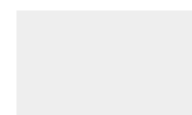
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“In many ways, Neometro and Milieu are black sheep in an industry that often sees the world through the lens of profit and not much else,” says James Tutton, director of Neometro. “We’re both very human in our values and our approach, and this is foundational to our friendship. Our friendship is in turn foundational to our business relationship.”



“In simple terms, more eyes have been cast over the design, more ideas have been put on the table, more external relationships and thought partners have been engaged,” he says. “The result will be an incredible project and an incredible place to live. Every nuance has been considered.”



“It’s been rewarding to work with people we respect.”



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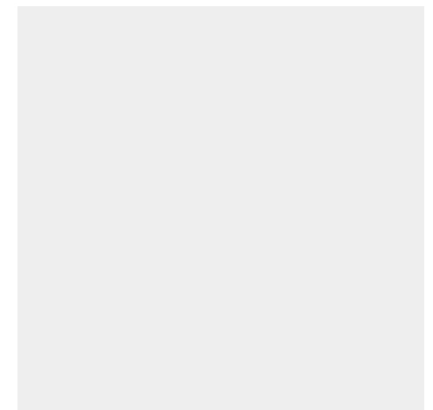
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The scale and nature of Wilson Ave was the catalyst for the developers coming together.

“It’s been rewarding to work with people we respect,” adds McCormack. “A fantastic learning experience that’s also been challenging. We each have strong opinions and as a result there have been many robust discussions that have ultimately benefited the outcome. We’re really proud of what we’ve achieved together.”

With architecture and interior design by Fieldwork and Design Office respectively, Wilson Ave responds to its local context in its architectural form and interior experience. It explores the subtle elegance of traditional utilitarian materials chosen for their ability to age with grace. The design narrative was driven by a process of distillation and deduction to create a distinct dialogue with the traditional bluestone foundations and cobblestone laneways visible throughout the neighbourhood, an enduring backdrop for living.

Neometro and Milieu share a belief in refined design and civic responsibility, creating enduring spaces of influence that enhance the neighbourhoods in which they stand, and Wilson Ave is exemplar of this honest connection.

PUBLISHED 15 APRIL, 2020

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