

2010-ONWARDS



OTTER PLACE BY MILIEU

Otter Place by Milieu represents a decade of creative development. It encapsulates and distills our socially-driven approach to urban living and it marks another step in our goal to cultivate an everyday culture of design in our cities. The design draws on our projects completed across the decade and gets to the heart of who we are, what we represent, and what we envision for urban development.





Michael McCormack (Managing Director) and Shannon Peach (Director) stroll along Otter Street

We recognise that all of Milieu's commercial operations occur on Wurundjeri Land, and we acknowledge the Wurundjeri Woi Wurrung People as the Traditional Custodians of this Land. We also pay respect to the Elders past, present and emerging of the Kulin Nation and extend that respect to all Indigenous Australians. Please refer to milieuproperty.com.au for our Indigenous Recognition Policy.

As Milieu's new home, this building will be a tangible expression of our values. The essence of Milieu, and what we stand for, will be felt in each detail. Situated moments from Smith Street—the cultural and culinary heart of Fitzroy and Collingwood—this building is created in collaboration with international studio Hassell and local practice DesignOffice. As long-time residents of Otter Street, we're proud to contribute to its streetscape and community. We've worked here for seven years—and we look forward to many more.



Bianka Covic (Head of Operations) at local arts initiative Collingwood Yards



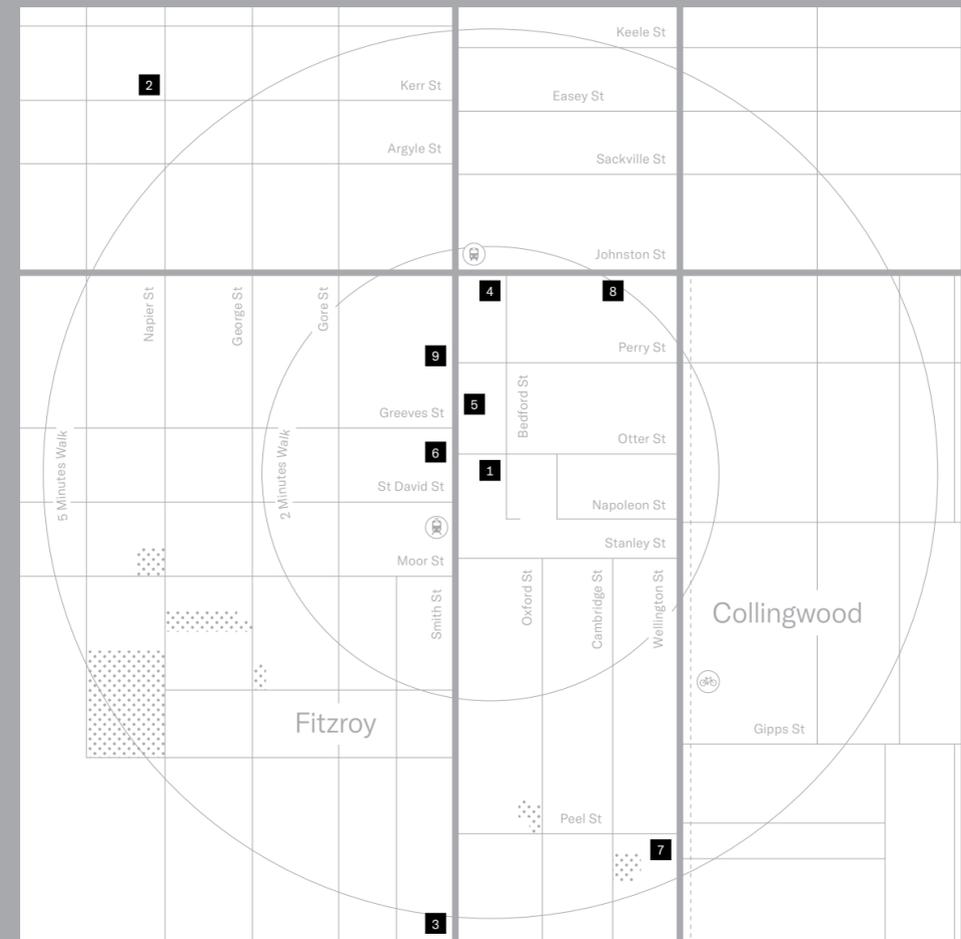
Graham Babbs (CFO) browses furniture and art at Modern Times, Smith Street



Sally Gordon (Marketing Manager) and Shakira Everett (Design Manager) dine at our venue Congress



Patrick Cooney (Sales and Marketing Director) walks Ralph along the Yarra River



Otter Place is immersed in Melbourne's most highly regarded dining precinct. Nestled between Wellington, Victoria, Johnston and Brunswick streets, the area is world-renowned for its unmatched offering of cafes, restaurants, bars and cultural institutions. As long-time residents of Collingwood, we love this neighbourhood for its distinct personality, diverse people and inclusive community.

- 1. Otter Place by Milieu
- 2. Napier Quarter
- 3. Burnside
- 4. Terror Twilight
- 5. Alimentari
- 6. Meatsmith
- 7. Congress
- 8. Collingwood Yards
- 9. Modern Times



Our preferred place for a sit-down coffee and a morning meal, just a short stroll from Otter Place



Maybe the best cup of coffee on Smith Street, ideal for a take-away on your morning commute



A long-time favourite of ours with specialty coffee, sumptuous breakfasts, healthy bowls, warming broths and everything in between



A Collingwood institution—a cafe, restaurant and delicatessen serving up exceptional meals and coffee alongside local and imported pantry goods of the finest quality





Otter Place is a collaboration between Hassell and DesignOffice. Hassell is a multidisciplinary design practice with a global reputation for innovative, socially-driven architecture. With significant experience across the UK, Asia and Australia, the studio is well regarded for large scale, complex civic, cultural and public works. In this rare residential project, Hassell has applied that same thoughtful and rigorous approach to Otter Place. Assembled in two distinct forms, this building reflects and celebrates its local surroundings. Composed in brick, the lower levels are a nod to the masonry of the industrial architecture throughout the area, while the simple, elegant glass form above captures, reflects and amplifies the shape and detailing of neighbouring buildings.

The Hassell team from left to right; Rob Backhouse (Principal), Mark Loughnan (Principal), Jeremy Schluter (Senior Associate) and Hui Xian Yee (Designer)



The brick tiled façade is punctuated by windows of varying sizes—each considered for the room it serves and the views it provides. Large windows are included for the living spaces, while bedrooms and bathrooms feature more intimate openings. Many are operable to help maintain comfort year-round. The façade’s lower levels feature on the neighbourhood’s distinctly urban grain, synonymous with Melbourne’s inner-north. In contrast, the upper levels nod to Collingwood’s evolving streetscape and exciting future.



Otter Place as viewed from the street, adjacent to a park and outdoor seating—proposed by Council for completion in 2022



Residential entrances alongside the new Milieu office, accessible discreetly from Bedford Street



As our sixth project in partnership with DesignOffice, Otter Place is the result of a decade of experimentation and refinement. Guided by an elevated yet functional design response, the interiors are assembled with distinguished materials and complemented by flexible layouts suited to modern living. Taking cues from the simple yet effective styling of gallery spaces, the interiors are well planned and thoughtfully detailed, utilising smart technology throughout. Lighting has been selected to enhance and support various moods and functions throughout the day. As a considered alternative to traditional downlights, the interiors include a complementary suite of uplights, spotlights and wall lights that make spaces feel intimate, calm and suitable for a variety of purposes. The elegant proportions and window placement are also optimised to receive generous natural light throughout the day.

DesignOffice Joint Creative Directors from left to right; Mark Simpson and Damien Mulvihill



Apt. 302—living area with generous-height exposed concrete ceiling and north-facing windows



Apt. 302—kitchen with appliance nook, spice rack and storage with full-height joinery and granite finishes

Our aim is to design spaces which look and feel great, and are functionally responsive, enhancing everyday life. Lighting design is a crucial part of how we work towards this. Selection, specification and placement of architectural and decorative lighting is considered collectively, and in tandem with natural light sources, to create an adaptable strategy for illumination. All too often, the default solution of uniform downlights doesn't take seasonal and contextual light into account, or allow for focused variation and surface illumination. On the other hand, more strategic lighting design can be used in a way that enhances the living experience.

In Otter Place, we've designed the lighting to reflect the way we would illuminate our own homes, taking cues from hotels and our work in the hospitality sector by lighting surfaces, planes or objects with considered sources. The type of fitting, beam angle and colour temperature are all specific to individual needs. Thinking about each of these elements means we can both create and support particular experiences, to set the scene. Whether it's creating intimacy with a warm narrow beam of light, or enhancing internal ambient levels with uplights that reflect off the ceiling — we're designing for choice and control. The ability to adjust, moderate and modulate gives residents the ability to work with lighting for different activities and hours of the day, and means the environment can be adapted to suit their lives — not the other way around.

LIVING

Like all our projects, we approached Otter Place in a human-centric way. This means we consider how the spaces are going to work not only from a design perspective, but also how this translates to the everyday experience and general rhythms of life. For example, when getting ready for work in the morning, focused lights around the bathroom vanity cast an even and warm illumination. On darker days, decorative wall lamps provide subtle ambient light adding depth to rooms and illuminating the surface material. Returning home, integrated lighting in the welcome station creates a sense of warm familiarity. And when preparing for sleep, focused pinspots over pillows provides the intimate, sensitive level of illumination needed to read a book, but not jolt circadian rhythms out of order.

EATING

Preparing food is one of the activities we do every day which becomes more functional and pleasurable with the right kind of lighting. At Otter Place, focused pinspots over the kitchen island provide a warm and practical light for concentrated tasks, whilst an adjustable lamp integrated into the bench provides soft, low-level illumination, further facilitating use of the working surface. All kitchens in Otter Place feature an appliance nook that accommodates regularly-used equipment and keeps it together in one place — here, LED lighting illuminates the vertical plane. Entertaining is an important part of our lives, and lighting the dinner party was something we carefully considered. Pendant lighting, supplemented with wall and floor lamps, allows the setting to be as casual, focused, ambient or convivial as the mood and guests are.

RELAXING

In living spaces, lighting remains incredibly important in setting the right tone. There is abundant natural light at Otter Place, so our choices considered the relational dynamic between natural and artificial light sources. Standard downlights can cast an unflattering shadow and create a flat uniformity; whereas uplights throw light from below in a way that creates a more balanced and reflected warm glow. Custom linear uplights have been designed to create light sources tailored specifically for the apartments, and circular concrete columns are lit with focused beams of warm light to add depth to the interior surface.

The lighting strategy can also extend the living space beyond the interior. Introduction of low-level lighting on the balconies at Otter Place illuminates and animates planting and greenery, drawing the eye outward and blurring the distinction between indoor and outdoor, creating a greater sense of connection and spaciousness.

Words by Mark Simpson and Damien Mulvihill, DesignOffice



Focus lamp featured on the kitchen island at the Otter Place display suite



Apt. 601—kitchen with north-east aspect, bench-top focus lamp and LED strip lighting above cook-top



Designed with cooking and hosting in mind, these kitchens have been thoughtfully arranged and styled to make daily activity more functional, streamlined and enjoyable



DesignOffice has delivered a refined material palette elevated by enduring finishes and detailing, with spaces that are adaptable to the individual needs and sensibilities of occupants



Kitchens include state-of-the-art, Swiss-made V-Zug ovens that provide unparalleled control over cooking, including remote operation via your phone and calibration for a wide variety of recipes



Integral to the design, lighting has been considered throughout. Key features include a focus lamp built into the kitchen island to enhance the experience of cooking



Apt. 401—living area with full-height windows, wrap-around balcony and north-east facing entertainment area



Apt. 301—light-filled bedroom connected to a secluded terrace, north facing



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Apt. 202—bathroom with granite tiling and splashback, ample storage and vanity with overhead lighting

As part of Milieu's commitment to progressive development, this project draws on various practices that have come to define our approach to sustainable urban housing. Our projects combine enduring materials with thoughtful designs that facilitate healthy local communities. Our buildings are devised with environmental longevity in mind and include cross flow ventilation, solar power and carbon-neutral energy supplies.



SUSTAINABILITY

As with all current and future Milieu projects, this building is designed with sustainability in mind. Residents at Otter Place can live comfortably while reducing their impact on the environment.

CROSS FLOW VENTILATION

Residential circulation areas are naturally ventilated while bedrooms and living areas have direct access to natural light, minimising dependence on artificial heating and cooling.

100% RENEWABLE ENERGY

An opportunity for people to live more sustainably, the residences are—and always will be—powered by 100% renewable electricity. The inclusion of passive solar panels further reduces the building's impact on the environment.

THERMAL COMFORT

Thoughtful design and high-quality materials mean these homes are comfortable year-round. Residences can benefit from great acoustics, excellent thermal performance and reduced noise.

PASSIVE SOLAR DESIGN

The landscaping throughout is irrigated with recycled water to ensure plant life thrives without wasting resources. The building is also electric-vehicle ready, with provisions for owners to connect charging stations in the future.

CERTIFIED B CORPORATION

We're a Certified B Corporation. It's a globally recognised credential awarded to companies that demonstrate a commitment to using business as a force for good.

COMMUNITY

As a Certified B Corporation, Milieu fosters community through socially-led initiatives such as Homes for Homes, Pay the Rent, Open Kitchen, and a partnership with the Centre for Contemporary Photography.

HOMES FOR HOMES

As a proud partner of not-for-profit Homes for Homes, 0.1% of the sale price of Milieu properties is donated, which is used to build much-needed housing for vulnerable people.

PAY THE RENT

As part of our commitment to Indigenous reconciliation, we participate in Pay the Rent—a grassroots initiative that raises funds that go directly to Indigenous Australians.

CCP PARTNERSHIP

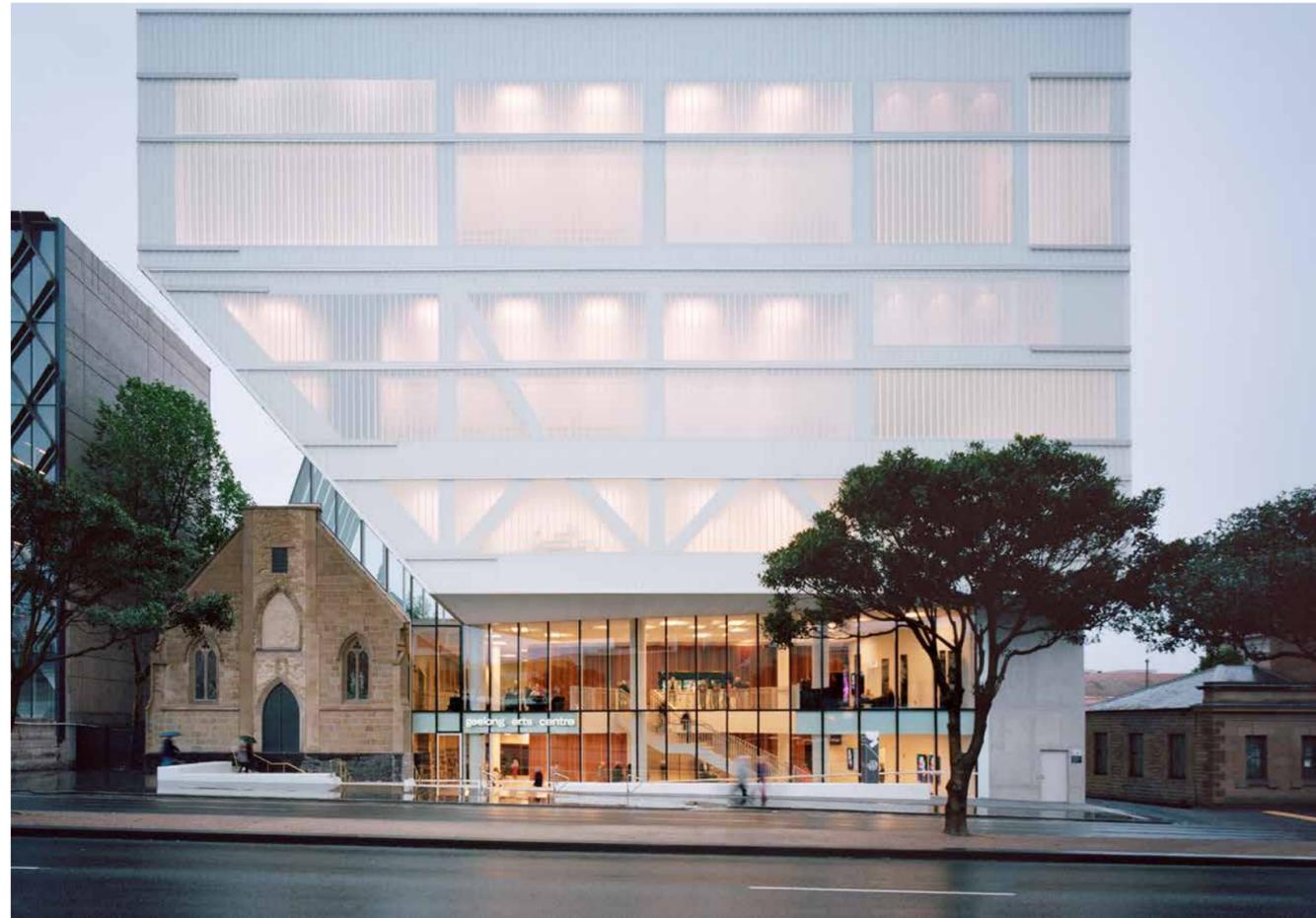
Since 2018, we've provided on-going support to the Centre for Contemporary Photography through sponsorship, collaborations and publishing opportunities.

OPEN KITCHEN

Open Kitchen is a culinary cooperative founded on the belief that business can influence and nourish community rather than solely transact. Founded by Milieu Hospitality in April 2020, Open Kitchen provided complimentary meals to people impacted by the pandemic and continues today.



Communal rooftop with views to the city, generous landscaping, cooking facilities and entertainment areas



HASSELL works across architecture, landscape architecture, interior design and urban design, bringing together the best designers and thinkers from around the world in a unique collaborative process that seeks to deliver beautiful designs with measurable value. By harnessing the team's complementary multi-disciplinary skills, the firm has broad capabilities and deep experience unlocking the economic, social and cultural value of projects. Through all of their work, Hassell strives to build a more socially and ecologically resilient world.

Photography by Rory Gardiner

RECENT RECOGNITION

2021 Australian Institute of Architects NSW Awards: The Sulman Medal for Public Architecture for Sydney Theatre Company in Sydney

2021 Australian Institute of Landscape Architects National Awards: Award of Excellence for Health and Education Landscape for Herston STARS and Public Realm in Brisbane

2021 Australian Institute of Landscape Architects National Awards: Award of Excellence for Parks and Open Spaces for Riverside Green (South Bank Parklands in Brisbane)

2021 Australian Institute of Landscape Architects National Awards: Award of Excellence for Infrastructure for Pacific Highway Upgrade in NSW

2021 Australian Institute of Landscape Architects National Awards: Landscape Architecture for International for Xichong Coast Recovery Plan in Shenzhen, China

2021 Australian Institute of Landscape Architects National Awards: Landscape Architecture for International for Colma Creek Climate Adaptation Planning in South San Francisco, U.S.

2021 Australian Institute of Landscape Architects WA Landscape Architecture Awards: Award of Excellence for Civic Landscape and a Landscape Architecture Award for Cultural Heritage for WA Museum Boola Bardip in Perth by Hassell + OMA

2020 Interior Design Excellence Awards: Workplace over 1,000sqm for Transurban Melbourne

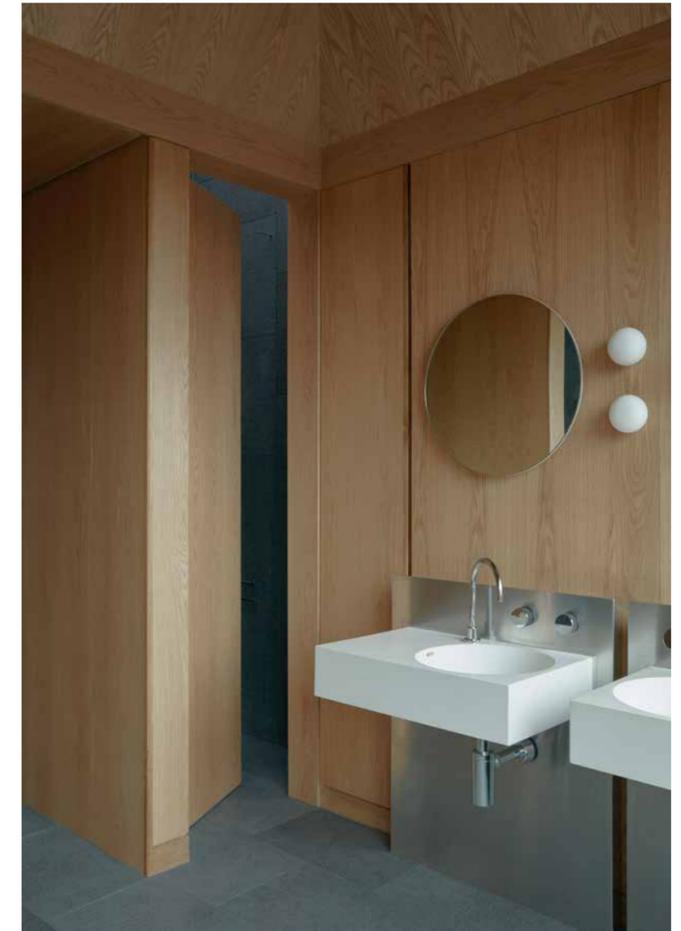
2020 Australian Interior Design Awards (AIDA): Premier Award (highest honour) for Di Stasio Citta in Melbourne

2020 AIDA: Best of State Prize for Commercial Design for Di Stasio Citta in Melbourne

2019 Prix Versailles: Sports for Optus Stadium in Perth (World Title)

2019 New York Design Awards: Interior Design (International Corporate) for Arup Melbourne (Gold Winner)

2019 Australian Urban Design Awards: Local and Neighbourhood Scale Award – Flour Mill of Summer Hill (Built Projects)



DESIGNOFFICE delivers confident and flexible interiors that imbue spaces with individuality and bold style. Their approach emphasises empathy and understanding, resulting in personable designs that resonate with their occupants. Established in 2008 by Mark Simpson and Damien Mulvihill, DesignOffice creates buildings and spaces for the hospitality, retail, residential, commercial and institutional sectors. This is their sixth project with Milieu and their first collaboration with Hassell.

Photography by Tom Ross

RECENT RECOGNITION

2021 Australian Interior Design Awards: Commendation (Hospitality Category) for BYRDI

2021 Australian Interior Design Awards: Commendation (Residential Design Category) for The Carringbush Hotel

2020 Interior Design Excellence Awards: Highly Commended (International Category) for Superette International

2019 Interior Design Excellence Awards: Winner (Retail Category) for Mastani

2018 Interior Design Excellence Awards: Winner Designer of The Year

2018 Interior Design Excellence Awards: Winner (Multi-Residential Category) for Peel By Milieu

2018 ICFF Awards: Winner (Innovative Booth Design Category) for Nau by Cult

2017 Eat Drink Design Awards: Highly Commended (Retail Design) for Handpicked Wines Cellar Door

2017 Australian Interior Design Awards: Winner (Hospitality Design) for Higher Ground

2017 Australian Interior Design Awards: Winner (Commercial Design / Best of State) for Higher Ground

2017 DenFair Awards: Commendation (Best Large Stand) for Nau by Cult

2017 The Age Good Food Guide Awards: Winner (Cafe of the Year) for Higher Ground

2016 Eat Drink Design Awards: Winner (Best Cafe Design) for Higher Ground

2016 Eat Drink Design Awards: Highly Commended (Best Restaurant Design) for Higher Ground

SALES ENQUIRIES

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Spaces of Influence®
milieuproperty.com.au

Since 2018, Milieu has been providing on-going support to the Centre for Contemporary Photography, through sponsorship, collaborations and publishing opportunities. The result of a shared passion for art, design, photography and creativity, the partnership is an opportunity for Milieu to engage with and support Fitzroy's arts community, and make a positive contribution to the area's creative culture. All artworks included in this brochure have been selected by CCP.

Artwork Credits:

Page 19: (left) Guy Grabowsky (@symbiont_g), *Symbiotic Surface* 2020, framed hand printed analogue C-type photographic print, 120 x 155 cm; (right) Guy Grabowsky (@symbiont_g), *Sapphires Lay in Broken Emeralds* 2021, framed hand printed analogue C-type photographic print, 112 x 140 cm
Page 20–21: (left) Christopher Allery (@ciaallery), *Night* 2021, framed archival inkjet print, 70 x 52 cm; (right) Christopher Day (@christopherday_), *Orange Pond* 2021, framed acrylic, watercolour, pigment print on paper, 48 x 37cm
Page 22–23: Claudia Pharès (@cludia_phares), *Motherwork* 2021, C-type print, 31 cm x 41 cm
Page 26–27: Christopher Allery (@ciaallery), *Jiá Zhú Táo* 2021 framed archival inkjet print, 70 x 52 cm
Page 32–33: Erhan Tirli, *kirk yilik hatir* 2021, framed archival inkjet print, 53cm x 43.6cm

Design by Studio Hi Ho
Photography by Lauren Bamford and Pier Carthew
Styling by Marsha Golemac

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Active collaboration is central to how we work. A special thanks to everyone who has contributed their talent, enthusiasm and energy.

MILIEU
Michael McCormack
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BESEN
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Lisa Chan
Louisa Macleod
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Nicky Lobo
Annabelle Strover
Sarah Arnott
Talia Stoch
Tom Reid
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HASSELL
Mark Loughnan
Robert Backhouse
Jeremy Schluter
Stephen Tan
Di Ritter
Hui Xian Yee
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