

ESCENT

APARTMENTS

Created by
BPM

ESCENT TAKES US PLACES

FROM A FAMILIAR REMINISCENCE INTO A BOLD NEW STATEMENT, IT'S AN ESCENT INTO NEW GROUND.

IT'S WHAT HAPPENS WHEN RETRO VERVE MOVES INTO BRISBANE'S WEST END – IT'S REVIVAL'S NEW ADDRESS. WITH A FRESH TAKE ON THIS MOMENT, IT CHANGES HOW WE SEE EVERYDAY. IT IS A PLACE WITH UNFLINCHING VIEWS THAT ONLY LOOK AHEAD. ESCENT TAKES US PLACES.



Artist's impression

WITH LONDON'S FAMED QUARTER AS IT NAMESAKE, WEST END OFFERS PLENTY OF COLOUR FOR THE INNER CITY SET.

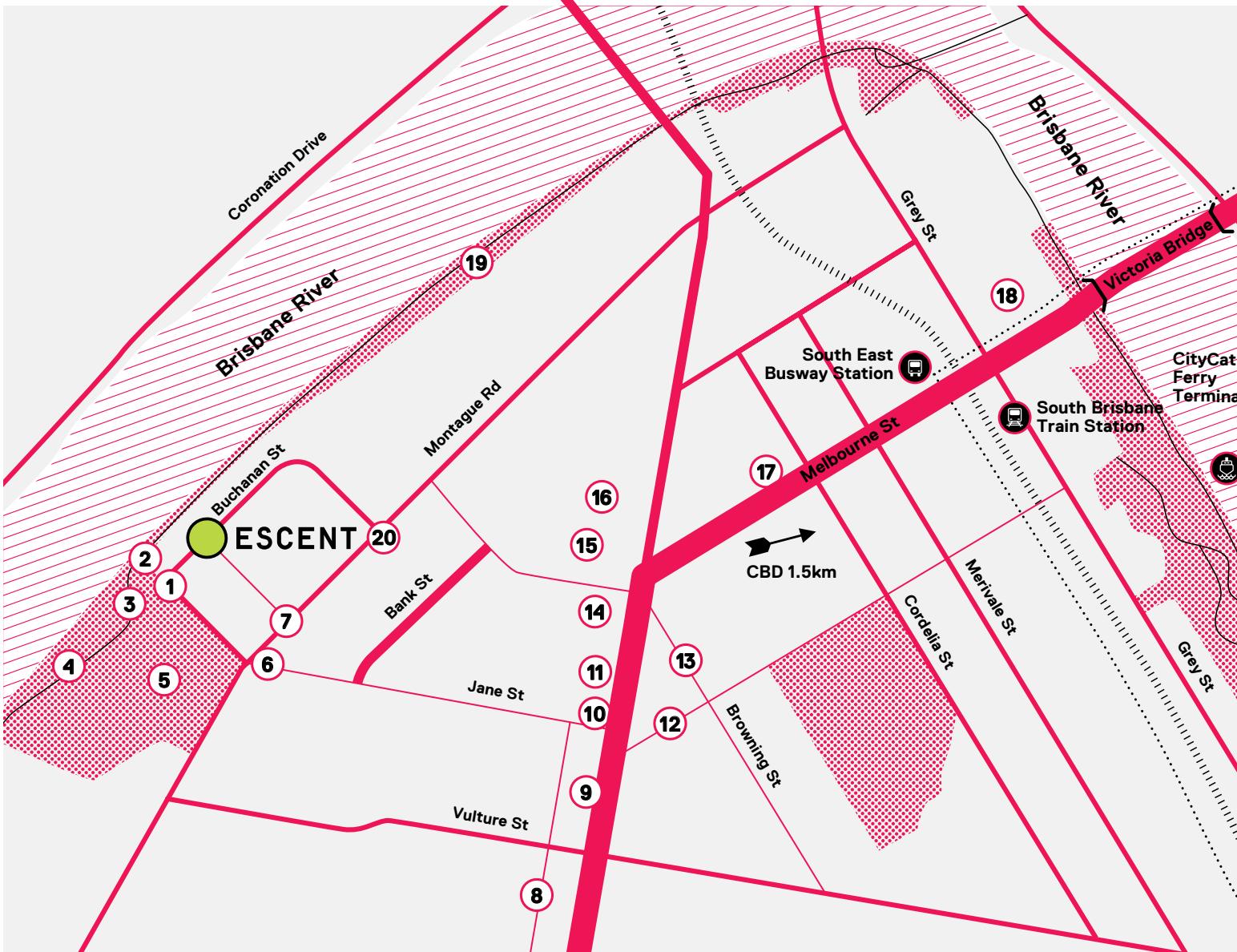
A DRINK FACTORY REFASHIONED AS WEEKEND TWILIGHT MARKETS IS AMONG THE PLACES LOCALS FLOCK – AND IS MOMENTS FROM ESCENT. ON ITS DOORSTEP, A CONVERTED KOMBI VAN IS A FAVOURITE FOR LOCAL COFFEE DRINKERS, ALONG WITH MANGO TREE CAFÉ AROUND THE CORNER. ARCHIVE BOUTIQUE BEER AND SECONDHAND BENT BOOKS CAPTURE THE MOOD UP AND DOWN BOUNDARY STREET. COMMUNITY GARDENS ADD TO THE COLLECTIVE VIBE.

CONTEMPORARY CULTURE IS ON SHOW AT THE NEARBY GALLERY OF MODERN ART, WHILE THE SAE INSTITUTE NEXT DOOR BRINGS LOVERS OF FILM TO THE AREA. FRANCOPHILES ARE ALSO INDULGED BY THE ALLIANCE FRANCAISE SCHOOL CLOSE BY – WHICH CELEBRATES ALL THINGS FRENCH. AT THE RIVER, IT GETS OUTDOORSY WITH LOCAL ROWING CLUBS AND RUNNING AND WALKING TRAILS. A CLIMBING WALL AND FITNESS CENTRE ARE ACCESSIBLE WITH FACILITIES JUST AROUND THE CORNER.

LOCAL COLOUR



Davies Park, Weekly market



1
Kombi Koffein
Buchanan St

Muriel the Kombi can be found most days at the base of the Cutting Edge building down by the river, with a posse of film types and West End strays milling around the makeshift patio furniture waiting on the best caffeine hit to be found in these parts.

5
Davies Park
Montague Rd, West End

Located on the banks of the Brisbane River, this luscious green park is sure to be a favourite. From 6am-2pm every Saturday, the park is home to Davies Park Market and is a great source of organic produce, flowers, vintage clothing and bric-a-brac.

11
Twilight Market
Cnr Wilson & Boundary St
West End

This corner of the West End may look like a mundane car park by day, but come Saturday afternoon, the area transforms to become something truly special: the West End Twilight Markets.

18
QA|GOMA
141 Melbourne St,
South Brisbane

A 10 minute walk from Escent QA|GOMA presents the perfect retreat for artists and art lovers alike. When your tired eyes can't take anymore, treat yourself at GOMA's café, bar or restaurant beautifully situated on the water.

WEST END KEY

- | | | | |
|----------------------------|---------------------------|---------------------------------|-----------------------------------|
| 1 Kombi Koffein | 6 Stove Cafe | 11 Twilight Market | 16 Markets Shopping Centre |
| 2 SAE Institute | 7 Fitness Centre | 12 Archive Beer Boutique | 17 Five Sisters |
| 3 Rowing Club | 8 Bent Books | 13 Lychee Lounge | 18 QA/GOMA |
| 4 Rowing Queensland | 9 Dont Tell Fannie | 14 The Gunshop | 19 River Walk West End |
| 5 Davies Park | 10 The Hi-Fi | 15 Three Monkeys | 20 Urban Climb |

COMMUTER OPTIONS

City Cat
University of
Queensland
Northshore Hamilton

Train Airport
Cleveland
Beenleigh
Shorncliffe

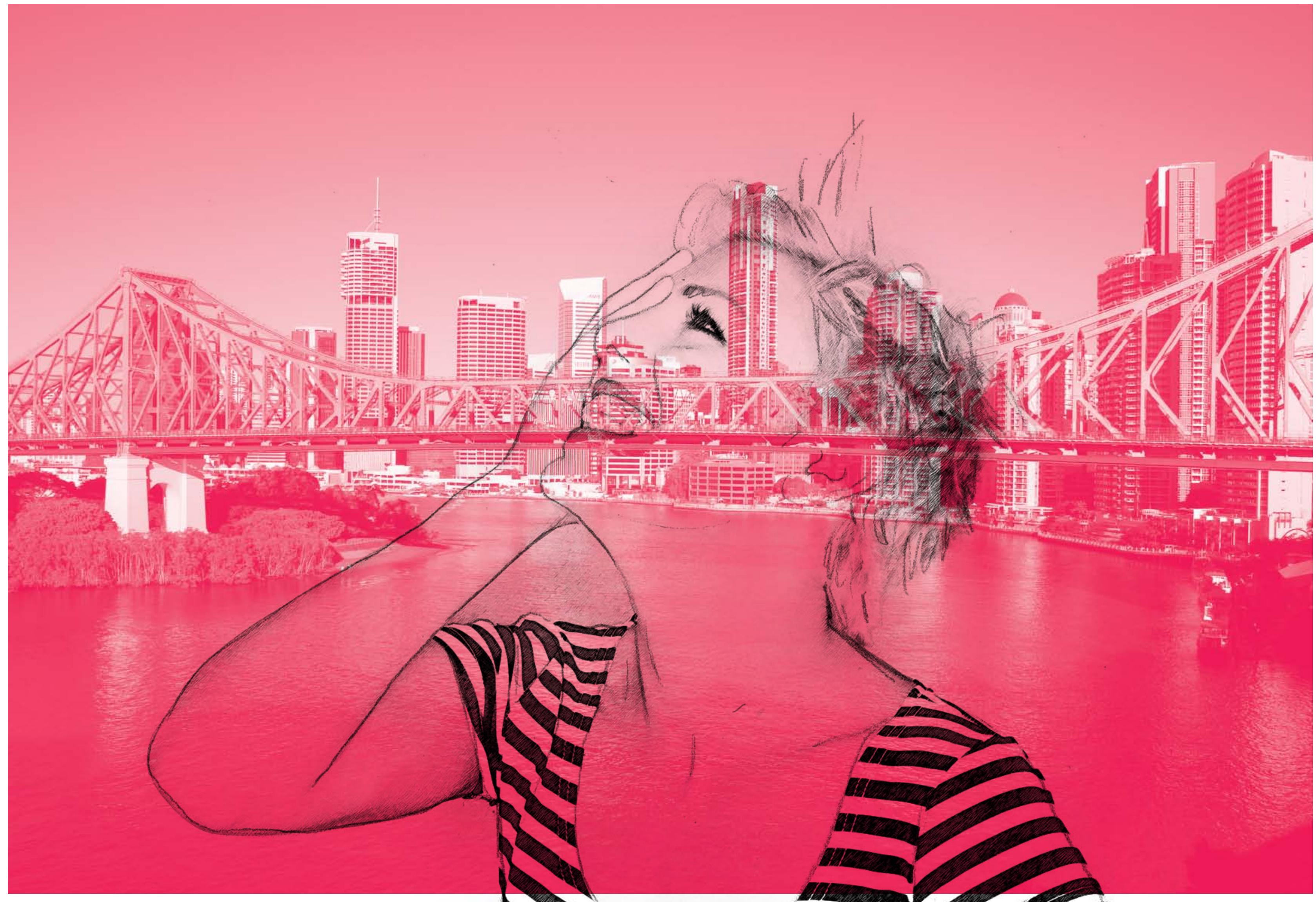
**South East
Busway Station**

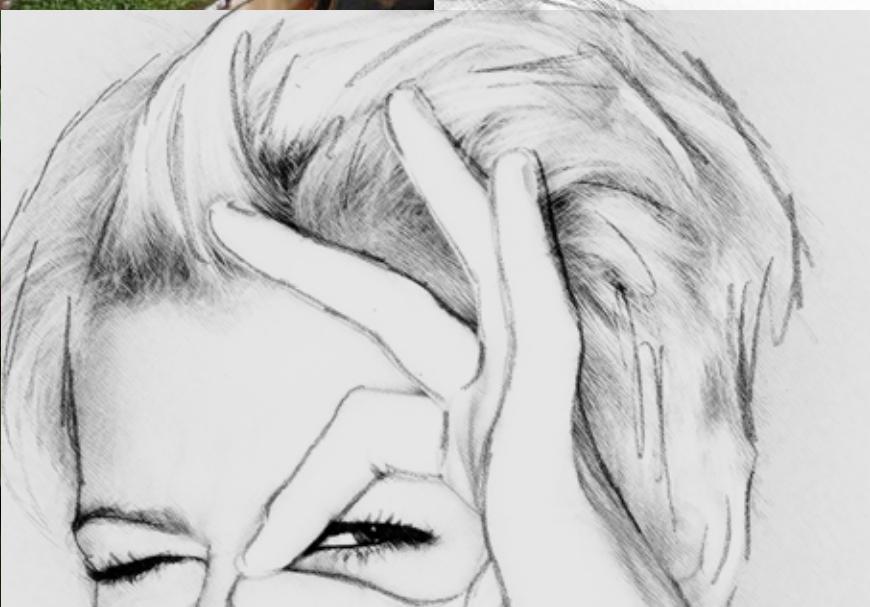
GOING PLACES

IN ONE OF THE CITY'S MOVING SUBURBS, ESCENT IS
ALREADY SOMEWHERE – MAKING GETTING ANYWHERE
ELSE A SHORT OUTING.

ON THE BANKS OF THE BRISBANE RIVER, TRANSPORT
BEGINS ON FOOT FOR RESIDENTS. JUST MINUTES
FROM THE BUSTLE OF THE PRECINCT'S FAMED
BOUNDARY HIGH STREET, ITS PROXIMITY BRINGS THE
WEST END HOME. RIVERSIDE WALKS TAKE RESIDENTS
TO BRISBANE'S CBD – MAKING THE 1.5KM DISTANCE
A WALKABLE PROSPECT. BUSES AT THE END OF
BUCHANAN STREET AND THE NEARBY RIVER CAT
TERMINAL OFFER MORE COMMUTER ROUTES – WITH
THE CITY OR SOUTHBANK ARTS PRECINCT REACHED
FROM ESCENT IN LESS THAN 10 MINUTES.









Artist's impression

SHINY AND NEW

WITH A LOOK THAT'S SO GLASSY, ESCENT MAKES A POLISHED FORAY INTO THE WEST END.

FASHIONED WITH A QUALITY THAT'S BOTH MOODY AND FRESH, IT PICKS UP ON THE URBAN CONTRASTS OF THE PRECINCT, AS IT REFLECTS MOVEMENT IN ITS WAVED FAÇADE. SHINY VENEERS AND INDUSTRIAL EDGES TAKE IT SOMEWHERE ELSE – WITH TONES REMINISCENT OF MELBOURNE LIVING. ITS BOLD BUILDING FABRICS AND FLUID LINES ADD A FITTING GLOSS TO THE AREA'S NEWEST RESIDENT. THE CURVATURE OF PANELS GROUND IT WITH A FLEXIBLE QUALITY. ESCENT REFLECTS A KIND OF EUROPEAN COOL AS IT FITS WITH REVIVAL CHARACTER OF THE BRISBANE'S WEST END.

ARCHITECTURE

ESCENT IS A UNIQUE DESIGN SOLUTION TO INNER CITY LIVING. THE ARCHITECTURAL FORM IS A RHYTHMIC AND PLAYFUL BALANCE OF PROPORTIONAL ELEMENTS. DYNAMIC MOVEMENT IS EXPRESSED IN THE ARTICULATED GLAZED ENVELOPE DEFINING THE LIVING SPACES WHICH CONTRAST THE SLEEK ELEGANT BUILDING FRAME.

THE EXPOSED EDGES OF FLOOR PLATES AND THE MASONRY BUTTRESS WALLS ACT AS BOOKENDS TO DEFINE THE BUILDING.

WELL PLACED GENEROUS BALCONIES ALLOW A STRONG CONNECTION BETWEEN THE INTERIOR AND EXTERIOR. THE BUILDING HAS BEEN CAREFULLY CRAFTED WITH A SERIES OF OPEN PLAN APARTMENTS THAT PROVIDE A TRANSITION FROM THE ENTRY OF EACH APARTMENT TO OPEN PLAN LIVING SPACES AND BALCONIES BEYOND.

INTERIORS

THERE IS A HARMONIOUS AFFILIATION BETWEEN THE ARCHITECTURE AND INTERIOR DESIGN WHICH IS GRACEFUL YET STRONG IN PRESENCE.

THE KITCHEN AND BATHROOM DESIGN EXPRESSES A SENSE OF SOPHISTICATION, OFFSET BY TEXTURAL FINISHES AND A RICH, CONTRASTING PALETTE OF MATERIALS.

RUSTIC, NATURAL ELEMENTS ARE FRAMED WITHIN SMOOTH, CONTRASTING EDGES CREATING AN ELEGANT INDUSTRIAL FEEL TO THE INTERIOR SPACES.



Artist's impression



Artist's impression



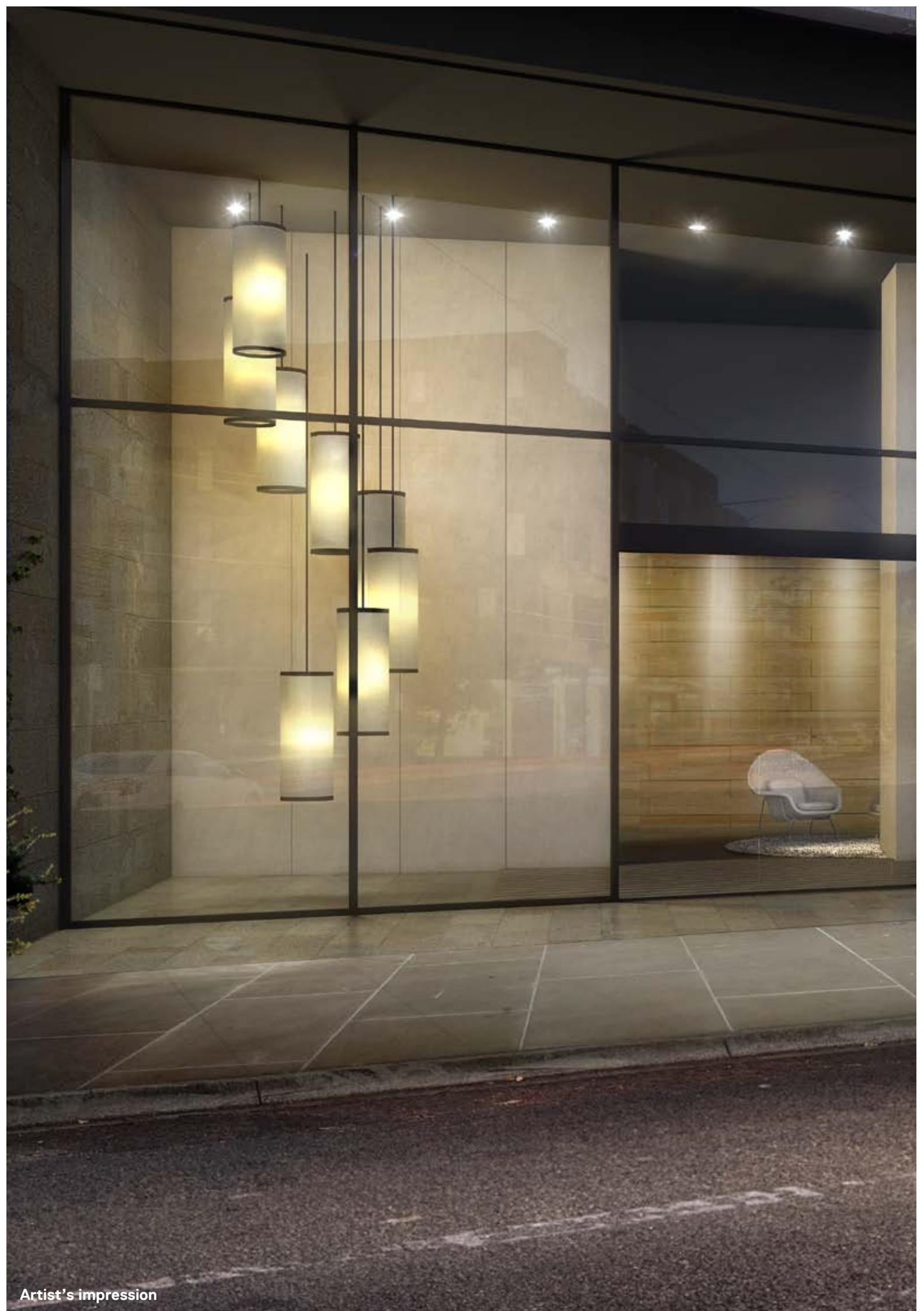
Artist's impression



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Artist's impression

ESCENTIAL INVESTMENT

HERE ARE SEVEN REASONS WHY ASTUTE INVESTORS SHOULD
CONSIDER ESCENT IN WEST END, BRISBANE, AS GOOD-LONG TERM
INVESTMENT OPPORTUNITIES.

MICHAEL MATUSIK, A 25 YEAR VETERAN IN THIS BUSINESS, IS A LEADER
IN RESIDENTIAL MARKET ANALYSIS PROPERTY ADVICE IN AUSTRALIA.

MICHAEL IS THE FOUNDER OF MATUSIK PROPERTY INSIGHTS,
A BRISBANE-BASED SPECIALIST RESIDENTIAL AND PROJECT
CONSULTANCY; HE WRITES A REGULAR COLUMN FOR THE COURIER
MAIL, PENS THE MATUSIK MISSIVE; GIVES AROUND 50 PRESENTATIONS A
YEAR, AND IS A REGULAR PROPERTY COMMENTATOR ON 4BC1116 RADIO.

TO FOLLOW MICHAEL'S WEEKLY COMMENTARY ON
THE QUEENSLAND MARKET VISIT: WWW.MATUSIKMISSIVE.COM.AU

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1. LOCATION

West End gets a 98 out of 100 Walk Score® which means it is a Walker's Paradise. By way of comparison, the average Walk Score for the greater Brisbane area is just 49 out of 100.

2. VALUE FOR MONEY

ESCENT is priced 10% below other new apartment projects across inner Brisbane.

3. TIMING

Now is the time to act as the Brisbane residential property market has entered an upturn.

4. DEMOGRAPHICS

The local population has increased by 23% since 2006. Brisbane's West End Peninsula is going through an urban revival.

5. DESIGNS

The apartments in ESCENT are well proportioned & designed.

In addition to excellent locational advantages, ESCENT offers investors a number of design imperatives which should maximise rental return & capital growth. These include:

- Well-appointed property with quality fixtures, fittings & finishes
- Good natural light with floor-to-ceiling glass wherever possible
- Good natural ventilation with most apartments having two sides to prevailing breezes
- Physical separation between bedrooms in the two-bedroom apartments
- Bathroom or ensuite to each bedroom
- Dedicated secure car park & basement storage for each apartment

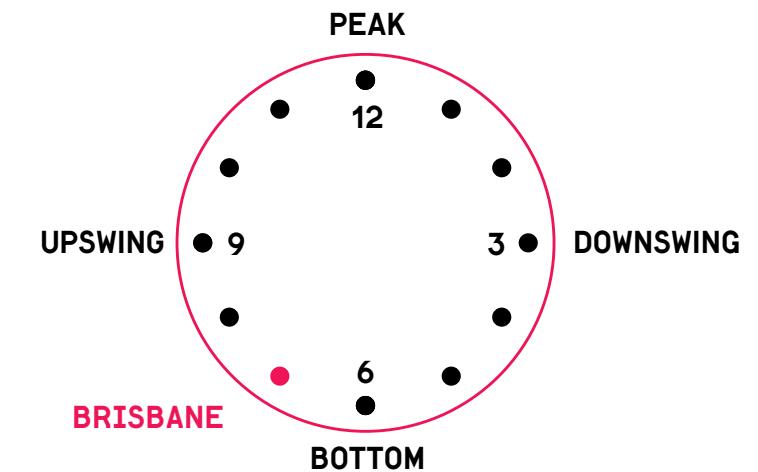
6. NEED

The 'need' market caters for local workers. The new housing market priced under \$600,000 in the West End area fulfils this market. Local employment generators are fuelling this need.

7. POTENTIAL UPSIDE

There is also a large & growing local resale market, with over 450 sales settling each year within the local postcode. The median dwelling price in West End is currently \$586,000.

PROPERTY CLOCK



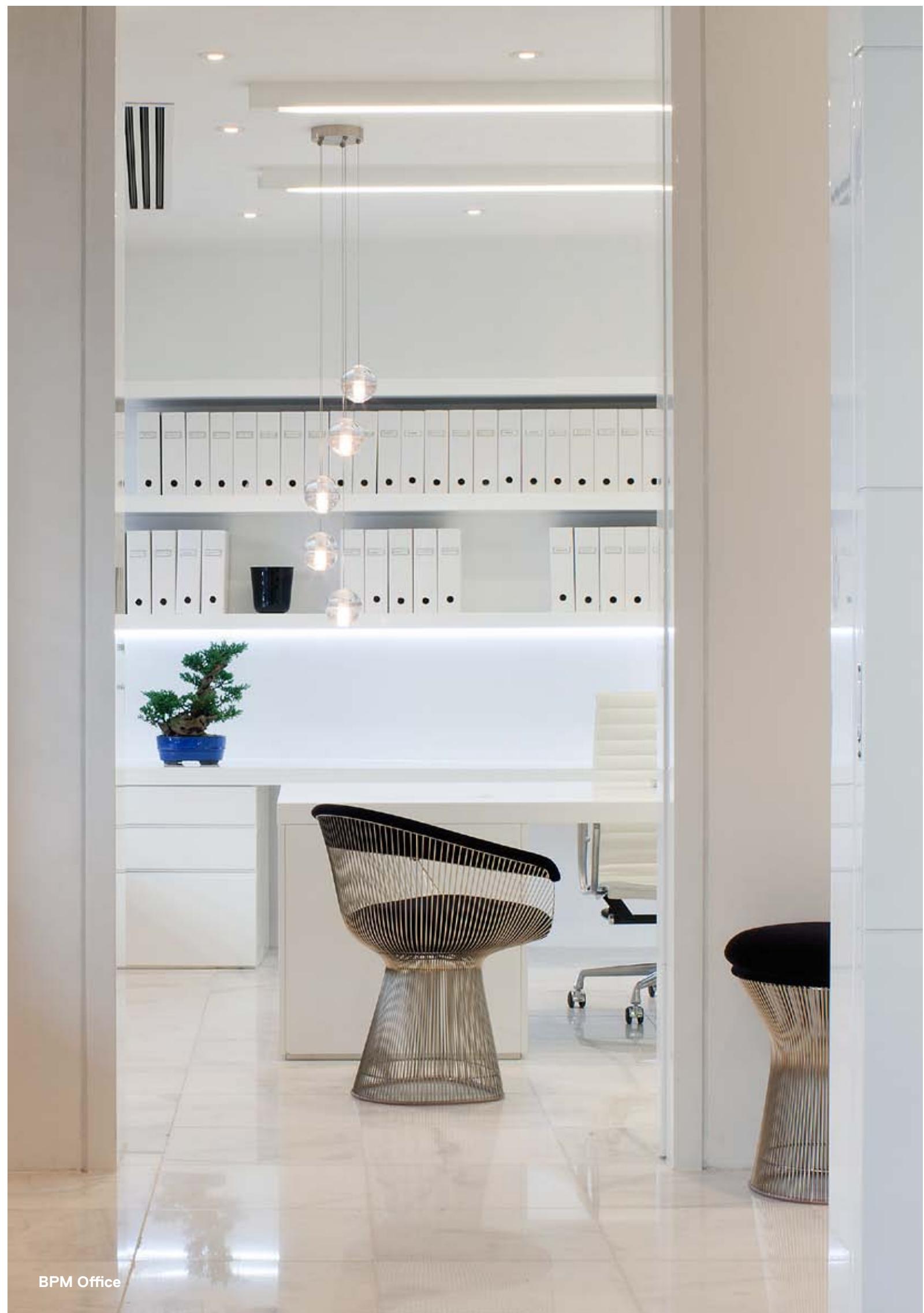
ABOUT BPM

BPM BRINGS A UNIQUE APPROACH TO PROPERTY DEVELOPMENT. WITH AN UNPARALLELED TRACK RECORD THAT EXTENDS OVER TWO DECADES, THIS BOUTIQUE DEVELOPER IS SYNONYMOUS FOR DELIVERING LUXURY RESIDENTIAL DEVELOPMENTS THAT ARE TRULY INSPIRED.

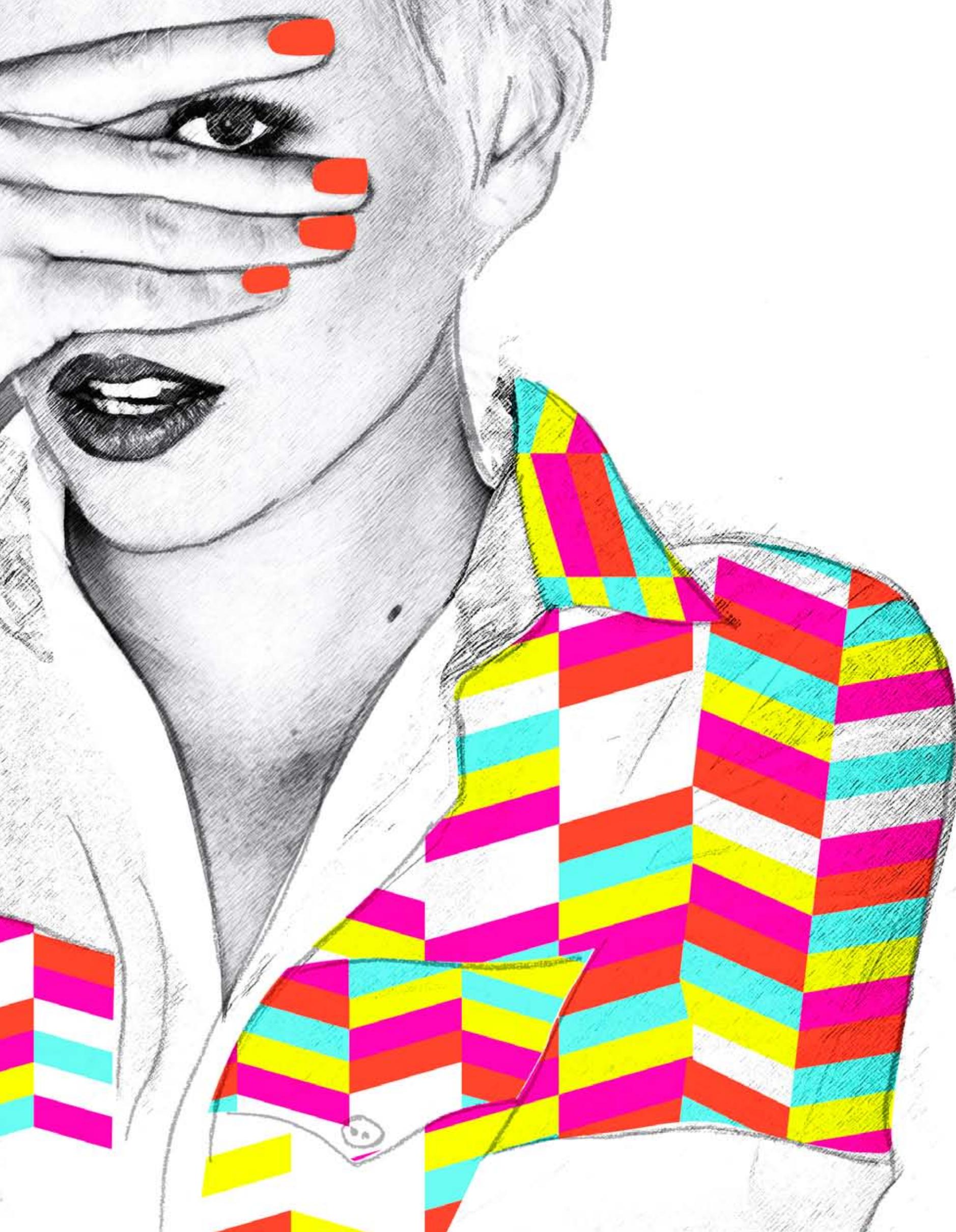
FOUNDED BY JONATHAN HALLINAN IN 1996, BPM HAS EMERGED AS ONE OF AUSTRALIA'S MOST SAVVY PROPERTY DEVELOPERS WITH AN UNCOMPROMISING ATTITUDE TO BOTH QUALITY AND DESIGN WITH EXCLUSIVE PROJECTS EXTENDING FROM MELBOURNE'S PRESTIGIOUS INNER CITY SUBURBS THROUGH TO QUEENSLAND'S WEST END.

HALLINAN AND HIS TEAM'S PASSION FOR DELIVERING EXCEPTIONAL DESIGN IS HIGHLIGHTED BY THE STRONG PARTNERSHIPS BPM SHARES WITH LEADING AUSTRALIAN CONTEMPORARY ARCHITECTS AND INTERIOR DESIGNERS, DELIVERING RESIDENTIAL SPACES THAT SET A BENCHMARK IN LUXURY LIVING.

BPM'S EXTENSIVE DEVELOPMENTS ARE LOCATED IN SOME OF AUSTRALIA'S BEST ADDRESSES WITH AN ENVIALE PORTFOLIO THAT INCLUDES INTERNATIONAL AWARD WINNING FLORA APARTMENTS IN BRIGHTON, GRAPHITE IN NORTH FITZROY AND ONYX, ALSO IN WEST END.



BPM Office



MOVING ON

BPM HAS BECOME KNOWN BY MELBOURNE RESIDENTS FOR BEAUTIFULLY DESIGNED BUILDINGS THAT ARE BOTH MARKET DEFINING AND AUTHENTIC TO EACH PLACE. WITH A FOCUS ON REMARKABLE ARCHITECTURE AND SEAMLESS DELIVERY, IT HAS ALWAYS CHOSEN TOP DESIGNERS AND MATERIALS TO DELIVER A FRESH TAKE ON THE LOCAL CONTEXT. WITH THE SAME CONSIDERATION BPM'S ESCENT REFLECTS A NEW FACET OF INNER CITY WEST END. ITS BOLD NEW TAKE ON ONE OF BRISBANE'S PREFERRED POSTCODES IS BACKED BY PARTNERSHIPS WITH LEADING CONTEMPORARY ARCHITECTS AND DESIGNERS. WITH ESCENT, BPM CONTINUES ITS RECORD FOR DEVELOPMENT THAT'S FORWARD IN ITS OUTLOOK AND RELEVANT TO ITS PLACE.

BPM

Developer: BPM Construction and Development Group.
bpmcorp.com.au

Please note that the material contained herein has been produced prior to detailed design and construction, is indicative only and does not constitute a representation by the Vendor, Agent, or Vendor's consultant in respect to the size, form, dimensions, Specifications or layout of the apartment or at all. The final product may change from that illustrated herein. Furniture is not included. All furniture shown is for illustration purposes only. Changes may be made to the detail layouts during the development in accordance with the provisions of the contract of sale or the building and/or planning requirements or for compliance with relevant standards or codes. Prospective purchasers must make and rely on their own enquiries.



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