



INSPIRED BY LUXURY

- building brand BPM

MELBOURNE-BASED DEVELOPER BPM HAS BEEN BUILDING STUNNING DESIGN-DRIVEN MULTI-RESIDENTIAL PROJECTS FOR MORE THAN TWO DECADES. CREATING A NEXUS BETWEEN CREATIVITY, ART AND COMMERCE, THEY ARE ALSO BUILDING A BRAND STEEPED IN QUALITY, BEAUTY AND THE EXOTIC.

SINCE establishing BPM in 1995, founder and managing director Jonathan Hallinan has been constantly inspired by luxury, whether it is found in the detail of fashion, the permanence of architecture, or the experience of an artefact.

"Through collaboration with

partners at the forefront of global design, culture and art," he says, "every BPM project responds to more than the constraints of its location and environment. The goal is always to go further, to create a highly sensory, engaging and memorable experience for everyone who uses and interacts

with their buildings."

Hallinan purchased his first property in the Melbourne suburb of Bentleigh aged just 19, after completing his carpentry apprenticeship. Through diligent management of the renovation and subdivision process, including his own



involvement on site, he doubled his investment in just 18 months.

The result solidified his passion for development and Hallinan has worked towards increasingly larger projects ever since. BPM now has more than 2,500 apartments under development for a combined value in excess of \$1.4 billion.

The latest and largest is the \$300 million Shadow Play at Melbourne's Southbank, a landmark mixed-use development incorporating 470 apartments, retail and a hotel. But that does not signal an abandonment of the smaller, boutique projects that earned BPM its early success.

Also in various stages of delivery are a range of projects in Melbourne and Brisbane, ranging in size from 40 to 142 apartments.

"We see it as an opportunity to apply the same luxury approach and design aesthetic typically associated with our boutique properties to larger scale projects" Hallinan says. "Moving forward, our higher density projects will appeal to residents looking for an holistic approach to living rather than just an apartment."

BPM's current pipeline highlights Hallinan's instincts for prime and emerging locations. In Melbourne, projects are underway in Richmond (Light Edge, 44 apartments), South Melbourne (Night Fall, 45 apartments and retail) and Southbank (Shadow Play, 494 apartments).

In Brisbane, the company is active in the inner suburbs of West End (Escent, 142, Highline, 140, and Black Fold, 40 apartments), Fortitude Valley and Toowong (White Dawn, 48 apartments). Upcoming developments are slated for Melbourne CBD and Collingwood in Victoria and another large-scale project for Brisbane.

"I constantly seek sites in locations with a strong coffee and food culture," Hallinan says of his approach to location scouting.

"This is because, where there is a passion for coffee and food, there are passionate people who have a deeper understanding and appreciation for the things they love. Identifying locations that appeal to successful, passionate people and producing developments that encourage their sense of community will result in property growth that is far beyond any traditional market forces."

Beyond the bricks and mortar, Hallinan's vision is to form and nurture a brand that stands for more than purely their exceptional properties.

"I believe that we need to deliver a far more intelligent form of social and cultural engagement, which is what the 'BPM World' is all about," he said.

Venture to BPM's website, and you will discover a luxe and sensuous online environment where every element is deftly designed to communicate the BPM values and essence. It extends to a signature fragrance and a biannual

broadsheet and blog that provide forums for dialogue exploring and celebrating luxury in all its incarnations.

"It provides signature experiences and platforms that allow people access to our world, engaging and inspiring people at an emotional and intellectual level," Hallinan explains.

Another example of extending the BPM brand by forging relationships with future patrons, clients and audiences is a three-year commitment as a major partner for the National Gallery of Victoria's (NGV) Summer Architecture Commission.

Hallinan's vision for the BPM World is gaining momentum, with plans for further vertical integration to be announced later this year, including the inception of BPM Cafes, BPM Hotels, BPM Champagne Bars and BPM Health & Fitness, all of which will be owned and operated by BPM.

The BPM Café concept is about to debut in Brisbane at the base of the sleek new Escent apartments in West End.

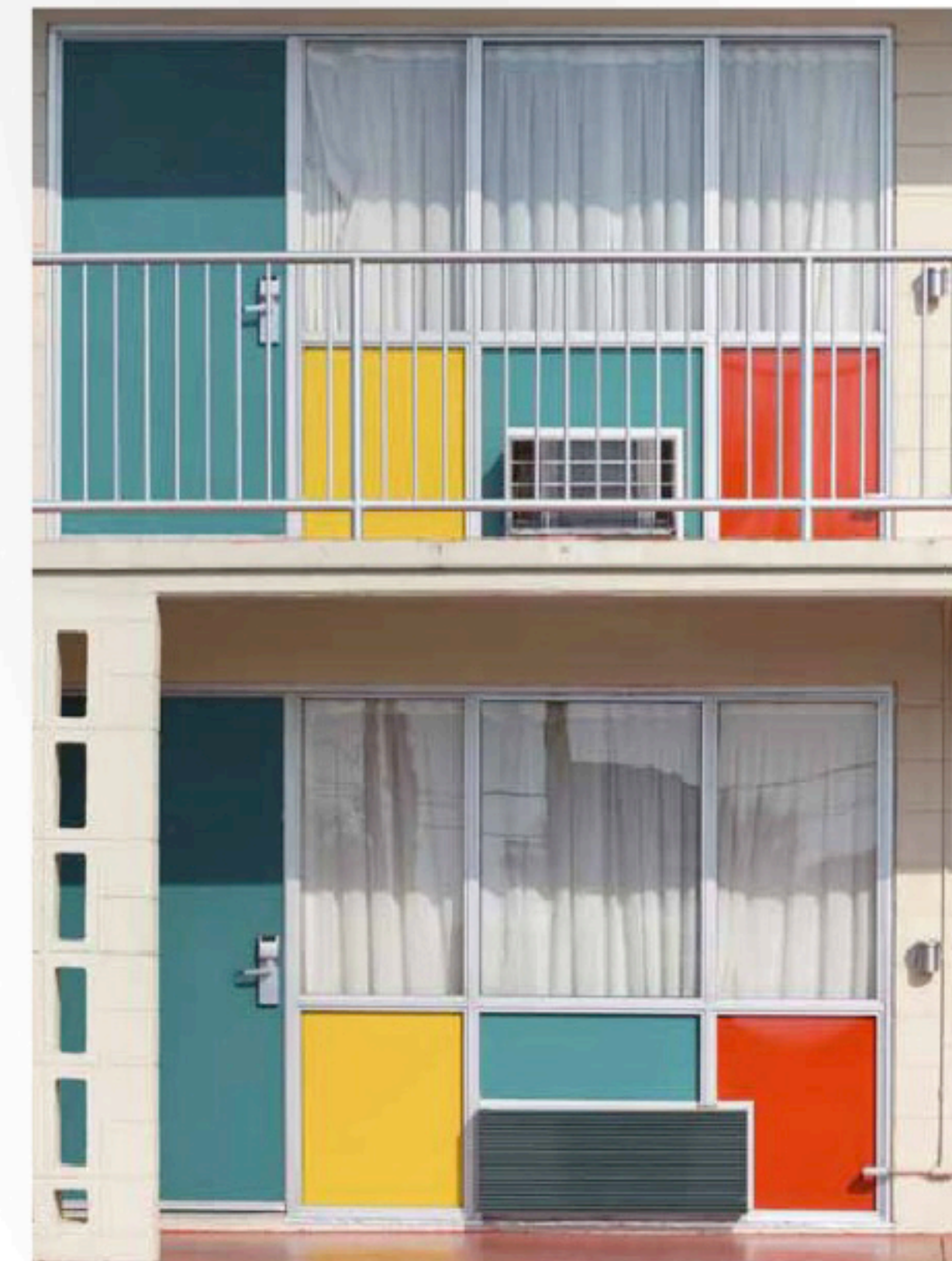
In spite of recent industry reports that the property market is oversaturated in some inner city locations, Hallinan insists that staying in the market is essential. "I have always maintained that the risk of being out of the market is far greater than the risk of being in it," he says.

"While the current environment (in some capital city locations) is referred to as a challenging market, I believe we are going through a healthy transition that is encouraging

developers to create a more compelling value proposition for purchasers."

To that end, BPM will continue

to strive to create and deliver "the extraordinary, through courage, attention to detail and an unwavering commitment to excellence." **END**



"Traveling – it leaves you speechless,
then turns you into a storyteller."

IBN BATTUTA

Medieval Moroccan Muslim traveler and scholar,
widely recognised as one of the greatest travelers of all time.

"We travel not to escape life, but for
life not to escape us."

ANONYMOUS

They Say