

THERE IS ALWAYS
SOMETHING NEW TO
DISCOVER IN NORTH
FITZROY. THIS TIME
IT IS “GRAPHITE”
APARTMENTS BY BPM.
JOIN IN THE
CONVERSATION AND
EXPERIENCE THESE
BEAUTIFULLY
DESIGNED LIVING
SPACES.



MEET US AT; *58 Queens Parade, North Fitzroy*



**SATURDAY AT
SUTTON GALLERY**

*: the intensity of the
graphite strokes was
the most mesmerising
part; it literally, caught
and held my attention*

**NORTH FITZROY
IS PACKED WITH
CULTURE. THE LOCAL
ART SCENE CAUGHT
OUR PARTICULAR
ATTENTION; AFTER
ALL “GRAPHITE” IS THE
MATERIAL ARTISTS
SKETCH WITH.**



**EVERYTHING IS
WITHIN REACH**

*: It's great! When at home
we can enjoy the tranquil,
village feel of North Fitzroy,
then within minutes be
amongst the hustle and
bustle of the city*





GRAPHITE



***ARTIST'S IMPRESSION:** *58 Queens Parade, North Fitzroy*





***ARTIST'S IMPRESSION:** *Strong contrasting finishes are prevalent as soon as you enter Graphite*



***ARTIST'S IMPRESSION:** *Bathrooms are bright, airy and softly framed with clever storage and shaped mirrors*

THE GRAPHITE* APARTMENTS

The “Graphite” project in North Fitzroy features a bold and strong, yet timeless interior. Taking cues from the energetic and bespoke surrounding restaurant, café and boutique retail precinct, Graphite’s interior reflects custom and carefully considered detail throughout.

With a palette that contrasts dark and light finishes, Graphite’s interior evokes the qualities of a gallery. Textural darkened joinery delivers a classic sense of drama with simple pulls reflecting a crafted nature finished in blackened brass.

Stylish and sophisticated bathrooms with clever storage and softly framed and shaped mirrors align with custom designed basins – creating a sense of individuality within the residential apartment market. Galley style kitchens with feature elements reflect restaurant quality that integrates the aesthetic of the site itself.





***ARTIST'S IMPRESSION:** *Living area comprising clean lines and contrasting tones*



A WORD FROM MIM

: A high contrast palette of crisp white walls and dark timber feel panelling is softened by warm concrete greys, to give an urban, yet polished feel

MEET THE GRAPHITE DESIGNERS

Mim Design are the creative minds behind Graphite. It is a diverse creative practice that specialises in producing bespoke design solutions and ensuring that each project brings the development's personality and individual brand to life.

Graphite's design draws inspiration from some of the most unique and wonderful interiors within the North Fitzroy landscape. "While we were inspired by the many wonderful cafés, restaurants, bars and boutiques of North, we drew particular inspiration from the local galleries; after all graphite is the material artists sketch with."

This gallery feel is obtained by using a high contrast palette of crisp white walls and dark timber feel panelling that gives way to soft, warm concrete greys. Overall, the interior is urban yet polished.

Graphite apartments offer beautifully designed spaces that you'll want to spend time in. They are modern and sophisticated, but still warm and homely – the ideal culmination of quality, design and local sensibility.

mim DESIGN



studio: mim design
directors: mim fanning
 felicity watts
location: south yarra
visit: mimdesign.com.au





***ARTIST'S IMPRESSION:** *The kitchen looks as though it could have come right out of a local restaurant*

TO
+ MUFFINS \$3.50
ROOM
RUCCHINI
RE \$14
HAM HOCK \$11.50
SOURDOUGH
SWEET
SALAD
CUCUMBER
ROCKET
HURT \$13



**WEEKLY BRUNCH
AT TWO:BOB CAFÉ**

*: you can't go past the
crumbed eggs with
asparagus, salmon,
herbs and pine nuts,
accompanied by a
perfectly roasted latte*

“GRAPHITE” CAPTURES
THE SOPHISTICATED
AND LIGHTING OF
A GALLERY, THE
LUXURIOUS KITCHEN
OF A RESTAURANT
AND THE WARM,
INVITING FEEL
OF A LOCAL CAFÉ.

LOCAL INSPIRATIONS

eat: Annoying Brother
Cavallero
Cutler & Co
Dench
Huxtable
Ladro
Marmalade and Soul
Mixed Business
Supermaxi
Two:bob

drink: Black Pearl and The Attic
Hell of the North
Long Play
North Fitzroy Star
The Workers Club

gallery: Gertrude Contemporary
Sutton Gallery

outdoors: Darling Gardens
Edinburgh Gardens
Merri Creek Trail

THERE IS SO MUCH TO SEE AND DO IN NORTH FITZROY. MAKE YOUR FIRST STOP “GRAPHITE”

North Fitzroy provides the perfect blend of urban culture and parkland. It is a haven of greenery tucked away amongst the best of Melbourne's bustling cafés, restaurants, boutiques and bars. There's always something going on, from gallery openings and live music to farmers' markets and design festivals – the streets are always alive with people and activity. Positioned between leafy Clifton Hill and vibrant Fitzroy, Graphite allows you to live a carefree lifestyle full of colour and culture in the pick of the inner Northern suburbs and within sight of Melbourne CBD.

To the south, you will find Fitzroy, one of Melbourne's most active and culturally rich suburbs, providing access to the best our city has to offer – from restaurants such as Cavallero and Huxtable, to cafés like De Clieu and world class bars like the Everleigh.

To the north, Clifton Hill offers slower paced leafy streets and the beautiful Edinburgh Gardens. It has its own boutique vibe thanks to local institutions Cavallini artisan bakery and Two:bob café offering specialty coffee.

Only 2 kilometres from the CBD and all of Melbourne's top facilities and attractions, North Fitzroy truly offers the best of all worlds.



DISCOVERING A NEW REGULAR

: Was so pleased to find Marmalade and Soul for my morning coffee ~ it's literally a 3 minute walk from Graphite

EXPLORING NORTH FITZROY

- E** grab something to: eat
- D** catch up after work for a: drink
- G** visit a beautiful: gallery
- O** soak up the fresh air and go: outdoors
- B** get out for a ride: bike track
- T** head into the city and travel by: tram

MEET THE GRAPHITE LOCALS

1

TWO:BOB

270 Queens Parade, North Fitzroy



Sitting on the corner of Queens Parade and Delbridge Street just down the road from Graphite is Two:Bob. In a past life this café was a rather dark and sombre bank but now with soft, muted white and cream tones, light timbers and a smattering of greenery it is a welcoming and sunny café. Like its interior, the food at Two:Bob is about freshness and simplicity with a range of modern classics.

2

MARMALADE AND SOUL

162 Queens Parade, North Fitzroy



Located just down the street from Graphite proudly occupying the corner site that once housed the historic Recreation Hotel is Marmalade and Soul, restaurateur Raymond Capaldi's all day eatery. Grab a spot on the expansive communal timber table and try Capaldi's interpretation of the Chiko Roll.

8

BLACK PEARL AND THE ATTIC

304 Brunswick Street, Fitzroy



Located just down the road on Brunswick Street is Black Pearl. On a weeknight, the vibe is relaxed and laid back. It is weekends when this place really takes off, as people come in from all over town for some of those killer cocktails. The list is well written, witty and encapsulates the love these guys have for their craft. The bar snacks are also something special; the sausage rolls are local legends. Upstairs at The Attic, things are a little more formal, albeit with the same Black Pearl wit.

10

SUTTON GALLERY

254 Brunswick Street, Fitzroy



In the heart of Fitzroy, Sutton Gallery represents a wide palette of innovative and refreshing Australian contemporary artists working today. The gallery's program is a well-considered snapshot of several generations of Australian contemporary art, from established artists with multidisciplinary practices to fresh faces with exciting new work.

11

EDINBURGH GARDENS

Alfred Crescent, North Fitzroy



24 hectares of greenery including sports ovals, barbeques, tennis courts, a basketball court and playground make Edinburgh Gardens a green oasis in North Fitzroy. Much loved by the locals, Edinburgh Gardens is a great place for a stroll a run or just a quiet spot to sit.

even more: Find out even more about your locals via Broadsheet. A great resource to keep you up to date with the hot spots and what's on around North Fitzroy.

website: broadsheet.com.au

 BROADSHEET

MEET SOME MORE : *North Fitzroy locals*

-   Supermaxi
-   Annoying Brother
-   Cutler & Co
-   North Fitzroy Star
-   Long Play
-   Hell of the North
-   Merri Creek Trail

MEET THE GRAPHITE DEVELOPER

These thoroughly considered boutique apartments by BPM Construction and Development Group are quickly becoming the hot topic of conversation within the Melbourne property market. BPM is a company built on the philosophy of partnering with top design professionals and using quality materials that respect the local context, ensuring that each project takes on a unique personality.

Uncovering quiet and beautiful settings that have access to all that the suburb has on offer is a salient feature of BPM's diverse project portfolio. BPM has introduced new ways of living to Bayside Brighton, Hampton, Carnegie and now North Fitzroy – the company's first foray north of the river.

“It is imperative each location delivers good design coupled with a convenient lifestyle. These apartments offer timeless interiors, quality contemporary materials and fixtures, rigorous craftsmanship, abundant natural light and smart thinking as to how people like to live in their local surrounds.”

Graphite is another compelling story by BPM that captures the authenticity of its vibrant locale while bringing something fresh to the urban landscape.

Note: BPM recently took first place for the Best Apartment / Condominium category of the Asia Pacific Property Awards 2012 – 2013 for their Flora apartments located in Brighton.

BPM



company: bpm
director: jonathan hallinan
website: bpmcorp.com.au



**A WORD FROM
JONATHAN**

: We are always looking to challenge the status quo with our projects at BPM, and Graphite is no exception as we head north of the river

“GRAPHITE”
REPRESENTS A
NEW STANDARD OF
CAREFREE LIVING.
THESE BOUTIQUE
APARTMENTS FIT
SEAMLESSLY WITH
THE CULTURAL
RICHNESS OF
NORTH FITZROY.

A WORD FROM THE STREET

*: Every street, every laneway, every
park offers a burst of life and colour.
You could spend the day just wandering
and observing the amazing street art*

development: graphite
location: 58 queens parade, north fitzroy
bedrooms: 1 and 2 bedroom
website: www.graphiteapartments.com.au
contact: jess smith 0433 111 299
alexander mort 0439 351 441
developer: bpm
designer: mim design





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