

PROJECTSbyCREMA



VISION STATEMENT

Projects by Crema is an open-minded property development practice. We exist to conceptualise, deliver and enable future-focused buildings that have a meaningful impact on people and the public realm.

Our projects represent a new generation of development that are contextually aware, socially conscious and that reflect the evolving needs of our community. Design-led projects that blur the lines between work, life and leisure, that champion flexibility, and that encourage diversity of thought, human connection and an intrinsic sense of belonging. We're an evolution of a family legacy with foundations from the nineteen fifties; a legacy that is grounded by authenticity and strong family values. Our history has given us a fundamental vision of what the best future looks like in the places that we deliver. We lead with a brave excitement for the new, untried and innovative - balanced with our learnings throughout our rich history. To deliver our unwavering vision, we collaborate with a diverse community who share in our values; we draw on creativity, research and our experience to test new theories; and we centre our decision making around the foundations of what we stand for. We love challenging accepted norms and practices, ensuring that we're constantly pushing the boundaries of our vision. Culturally aware and socially conscious, we're committed to working in a way that builds on a proud legacy, creating value for generations to come.

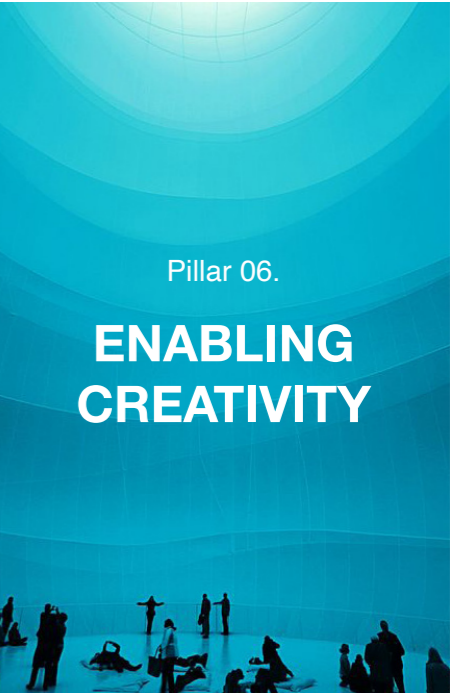
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Palms

FOUNDATIONAL PILLARS



PILLAR 01: MEANINGFUL CONNECTION

For as long as we can remember, we've been a business that has celebrated people and places. And it's been our desire to build meaningful relationships and strong connections that has guided our philosophies. Championing our learnings and successes over the evolution of our time, for us, meaningful connection is two-fold: first, in the relationships that we have created and continue to cultivate with people; and second, in the places we create. Our focus is one that rests on the intersection between human emotion and the spaces people inhabit. We seek to develop lifelong relationships, enduring experiences and an intrinsic sense of belonging, knowing that connectedness is a fundamental human motivation. From our clients and customers to our project partners, consultants, suppliers and other stakeholders (forming our community), we actively pursue opportunities to engage with and work alongside a like-minded group of people who share in our passion for authenticity and creativity; and we appreciate that it takes a union of exceptional, forward-thinking minds to deliver exceptional projects. We thrive in these collaborative environments and our enjoyment comes from achieving our vision alongside others. Connection to place is equally as important to us, knowing that it is familiarity and comfort that enable humans to feel relaxed and safe. Our proudest moments including observing the way in which people interact with our buildings – when people are at ease; familiar; comfortable moving through the spaces as though they've occupied the buildings for years. As custodians of the places we create, we take it upon ourselves to enable deep connection, understanding that it time and evolves from layers of meaningful experiences had.

OUR FOCUS IS ONE THAT RESTS ON THE INTERSECTION BETWEEN HUMAN EMOTION AND THE SPACES PEOPLE INHABIT.

KEY TERMS

Sense of belonging is the psychological feeling of belonging or connectedness to a social, spatial, cultural, professional, or other type of group or a community. A sense of belonging has been described as a fundamental human motivation underpinned by a pervasive and compelling need to belong that we continually seek to find and maintain (Baumeister & Leary, 1995; Maslow, 1957).





PILLAR 02: AUTHENTIC DESIGN

We believe that authentic design is the cornerstone for delivering great buildings. We safeguard our concept of authenticity through enduring architectural responses which we continuously reference and critically assess, well-researched and intelligent interior planning, the use of permanent and natural materiality, and the connection of our buildings with the natural environment. We hold ourselves to high standards, appreciating that the best buildings have been intricately considered to stand the test of time and have a lasting and positive impact on the public realm. We have an appreciation for architecture that is simplistic and bold yet detailed and refined. In working closely with our architects and designers, we look to balance a sense of longevity and permanence with functionality and flexibility. Common characteristics of our buildings include solid and repetitious building structures, expansive and efficient interior layouts, transitional internal and external spaces and considered biophilic design. In informing our design standards, we seek inspiration from some of the great modernist architects of our time who we believe got it right. A collective vision toward an architecture with a minimal framework of structural order balanced against the implied freedom of unobstructed free-flowing open space. Or as Ludwig Mies Van De Rohe put it: "skin and bones" architecture where often "less is more".

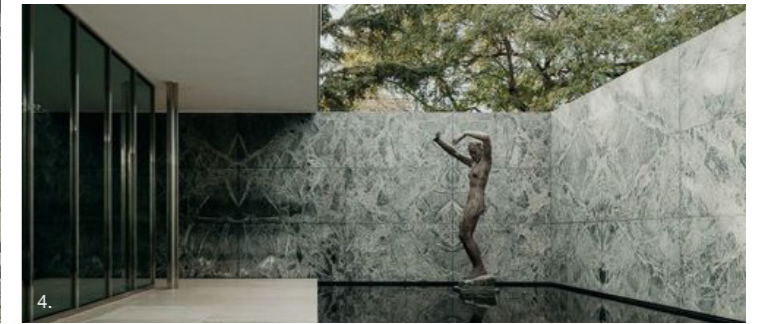
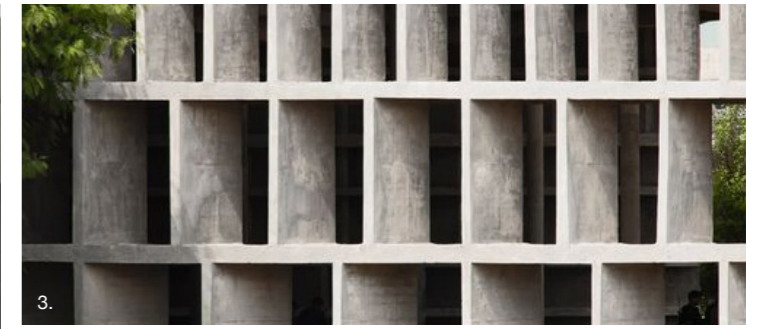
WE HOLD OURSELVES TO HIGH STANDARDS, APPRECIATING THAT THE BEST BUILDINGS HAVE BEEN INTRICATELY CONSIDERED TO STAND THE TEST OF TIME.

KEY TERMS

Authentic design aims to pierce through falsehood and do away with superfluosity. It is about using materials without masking them in fake textures, showcasing their strengths instead of trying to hide their weaknesses. And representing function in its most optimal form, about having a conviction in elegance through efficiency. Style is not unimportant, but it is not pursued through decoration. Rather, beauty of form depends on the content, with the style being a natural outcome of a creative solution. As Deyan Sudjic commented on the design of the iconic Anglepoise lamp, "How the lamp looks — in particular the form of its shade — was something of an afterthought. But that was part of its appeal. Its artless shape gave it a certain naive innocence that suggested authenticity, just as the early versions of the Land Rover had the kind of credibility that comes with a design based on a technically ingenious idea rather than the desire to create a seductive consumer product."

Biophilic design is an approach to architecture that seeks to connect building occupants more closely to nature. Biophilic designed buildings incorporate elements like natural lighting and ventilation, natural landscape features and other elements for creating a more productive and healthy built environment for people.





IMAGES:

1. Gallery of Sprzeczn4 by BBGK Architekci
2. Entrepas House in Colima by Di Frenna Arquitectos
3. Mill Owners' Association building by Le Corbusier
4. The Barcelona Pavilion by Ludwig Mies van der Rohe
5. Gallery of Herostrasse Office Building by Max Dudler
6. Sober housing by KAAAN Architecten
7. Apartment Building on Forsterstrasse by Christian Kerez
8. The Eighth by Elenberg Fraser



1. JOHN LAUTNER

John Lautner was one of the most important American architects of the twentieth century, Lautner adopted Wright's philosophy of "organic architecture," which promotes harmony between man and nature by exploring the interplay of people, spaces, and the natural and built environments. He began practicing in Los Angeles in the late 1930s.

2. GIO PONTI

Gio Ponti was one of the Italian masters of architecture. He was also a designer and essayist and one of the most important of the twentieth century. Other than the great architectural works which carry his unmistakable signature, he created a vast amount of work in the furniture sector. He introduced the idea of interior furnishing ranges produced as being a "sophisticated," economic, "democratic" and modern.

3. ROBIN BOYD

Robin Boyd was a proponent of an environmentally sensitive and locally specific adaptation of modernism, Boyd's work, which comprised two hundred or so completed houses, was characterized by restrained materiality, a sympathetic engagement with the natural landscape and a warm humanity. These were also polite buildings, as mindful of their neighbours and streetscapes as they were their internal amenity.

4. DAVID CHIPPERFIELD

David Chipperfield is universally recognized as one of the most eminent and successful figures in contemporary architecture. His philosophy focuses on designing architecture appropriate for its surroundings and the origins of the place. According to the designer, rather than following current fashions or styles the discipline should reflect the social values that generated it.

5. HARRY SEIDLER

Harry Seidler is acknowledged as not just one of Australia's greatest Modernist architects and one of the first exponents of the Bauhaus style in this part of the world, Seidler's work held a modernist design methodology, He insisted that he had no "set" style, and that instead he chose to base his work on three key principles: social use, technology, and aesthetics.

6. YUNCKEN FREEMAN

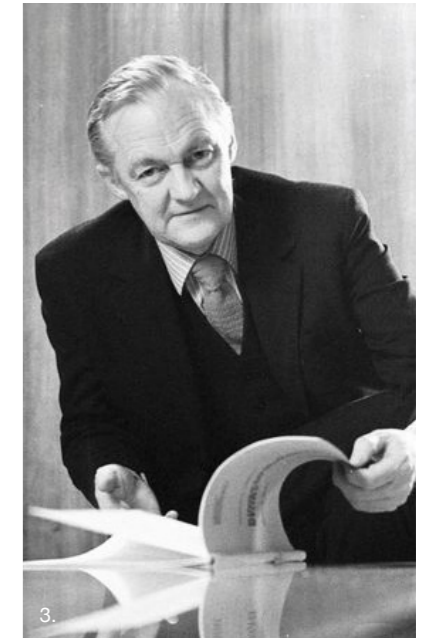
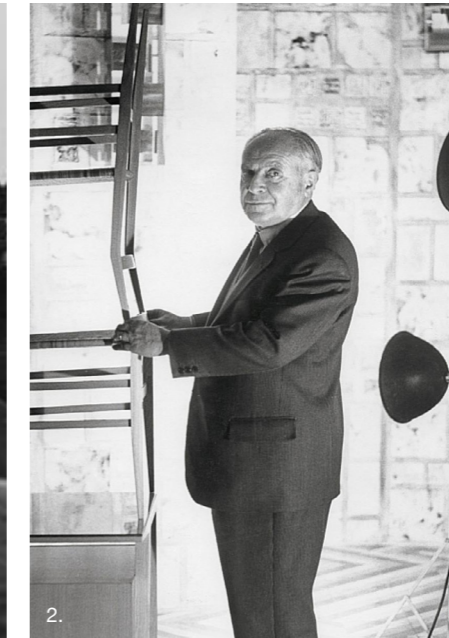
Yuncken Freeman was an Australian architecture firm founded in Melbourne in 1933. The firm gained early fame with the striking Sidney Myer Music Bowl, and then for major works in the 1960s and 70s such as starkly modernist office towers in Melbourne by Barry Patten including BHP House and the State Government Offices, and projects by Roy Simpson, such as the classically influenced ACT Law Courts, Fairlie apartments in South Yarra, and the low-slung Cardinal Knox Centre.

7. LE CORBUSIER

Le Corbusier was a Swiss-French architect, designer, painter, urban planner, writer, and one of the pioneers of what is now regarded as modern architecture. He advocated: The Pilotis – a grid of columns to replace load-bearing walls, allowing architects to make more use of floorspace. Free floor plans – flexible living spaces that could adapt to changing lifestyles, thanks to the absence of load-bearing walls.

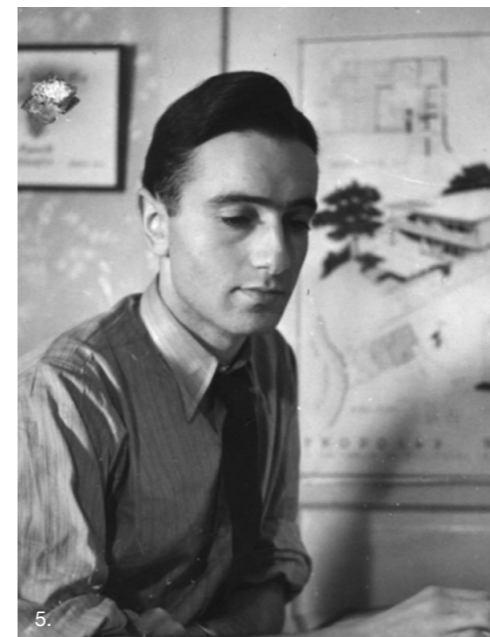
8. LUDWIG MIES VAN DE ROHE

Ludwig Mies van der Rohe was a German-born American architect whose rectilinear forms, crafted in elegant simplicity, epitomized the International Style and exemplified his famous principle that "less is more." He went further than anyone else regarding structural honesty, making the actual supports of his buildings.



IMAGES:

1. John Lautner
2. Gio Ponti
3. Robin Boyd
4. David Chipperfield
5. Harry Seidler
6. Yuncken Freeman
7. Le Corbusier
8. Ludwig Mies Van de Rohe





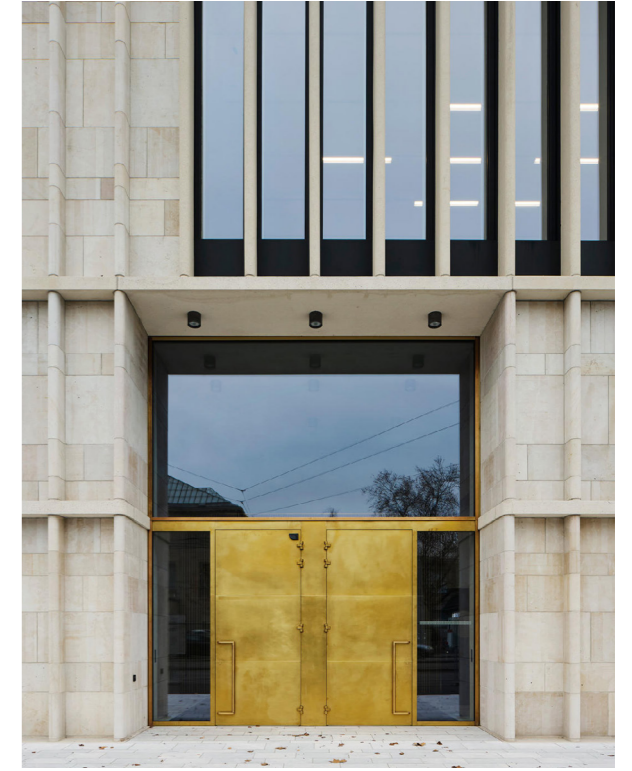
JOHN LAUTNER
Sheats-Goldstein Residence | Angelo View Drive, Los Angeles



GIO PONTI
Villa Planchart | Caracas Metropolitan District 1060, Miranda, Venezuela



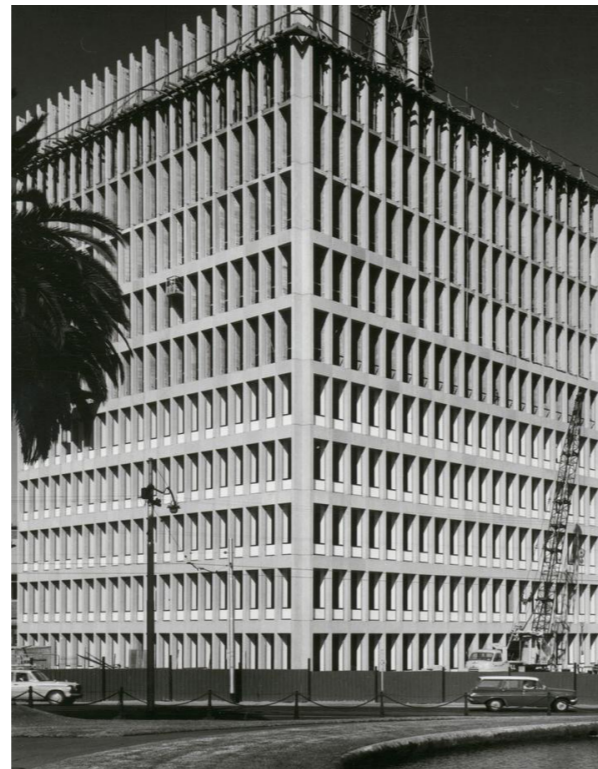
ROBIN BOYD
Featherston House | Ivanhoe, Victoria



DAVID CHIPPERFIELD
Kunsthaus Zürich | Heimpl. 1, 8001 Zürich, Switzerland



HARRY SEIDLER
1 Spring Street | 1 Spring Street Melbourne, Victoria



YUNCKEN FREEMAN
State Government Offices | 20 Macarthur St, East Melbourne, Victoria



LE CORBUSIER
Unité d'Habitation | 280 Bd Michelet, 13008 Marseille, France



LUDWIG MIES VAN DE
Seagram Building | 375 Park Avenue, Manhattan, New York

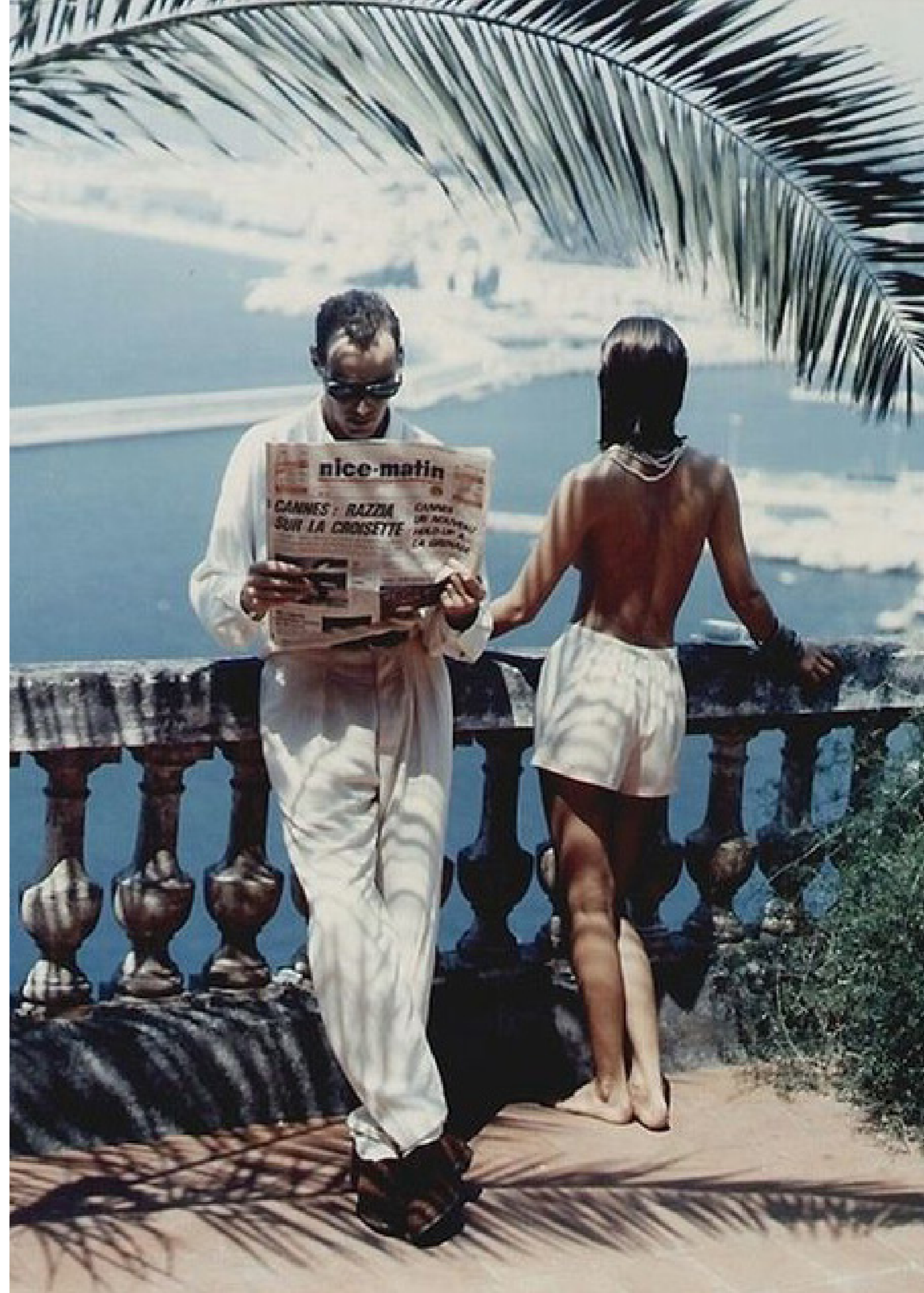
PILLAR 03: CULTURAL INFLUENCE

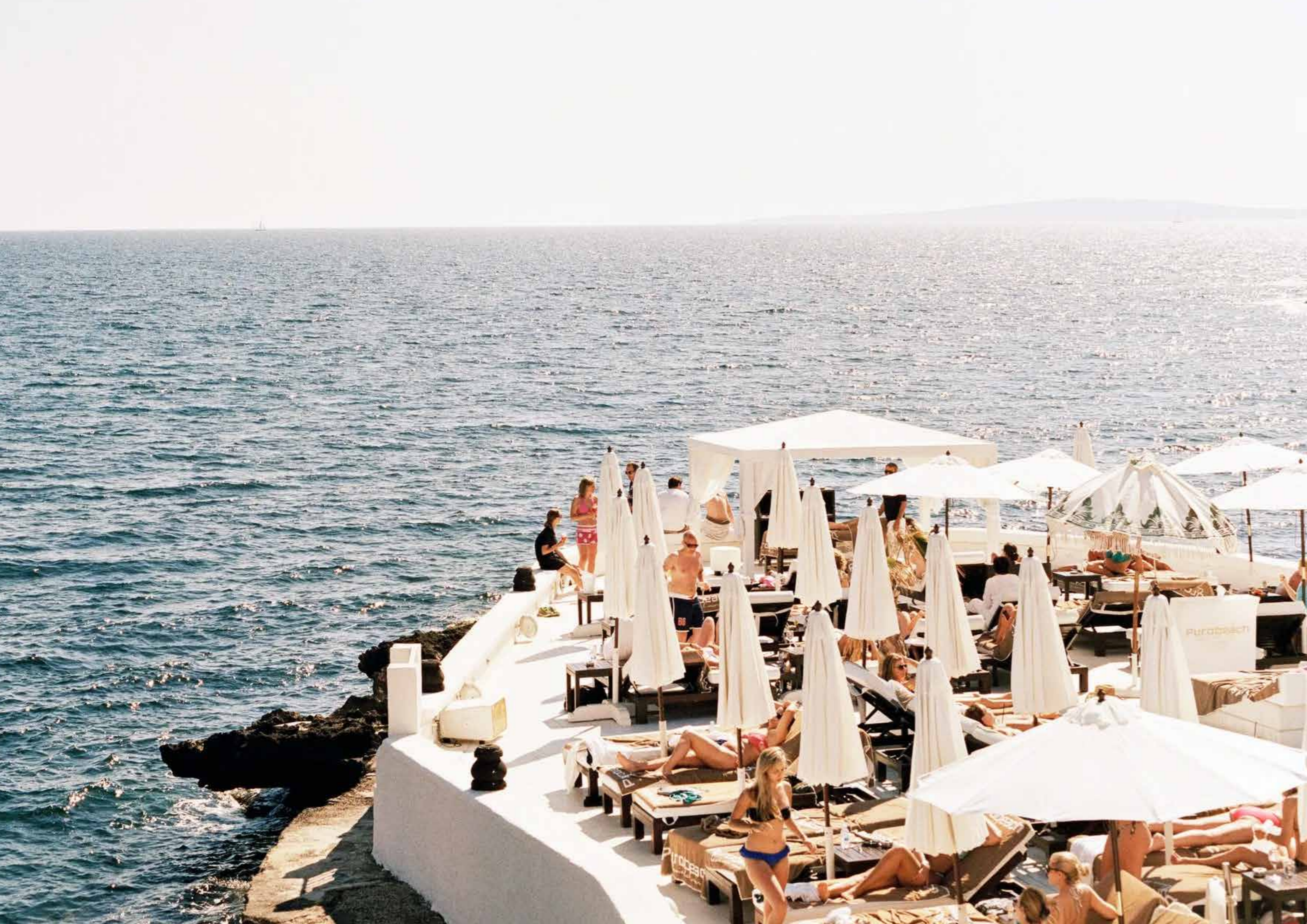
Mangia bene, ridi spesso, ama molto. A Roman saying that translates perfectly succinctly in our minds: “Eat well, laugh often, love much”. Those who know us know how proud we are of our Italian heritage – our ‘Italianness’. For us, being Italian means to cherish family and our relationships above all else; to be passionate; fierce and brave; and to unapologetically dedicate oneself to appreciating the beautiful things in life: food and drink, art, fashion and design. It’s our rich culture that is integral in influencing the places we create, and it’s this sense of culture and belonging that we seek to replicate for all those who interact with us and our buildings. However notwithstanding our Italian heritage, we are internationally inspired and appreciative of global cultures. Our work draws inspiration from a diverse pool of international architects, societies, customs, traditions, buildings and places, having observed the nuanced ways in which different cultures interact with one another and their surroundings. We consider ways in which other leading global cities create buildings while traversing physical, social and economic constraints, including limitations in space.

IT’S OUR RICH CULTURE THAT IS INTEGRAL IN INFLUENCING THE PLACES WE CREATE, AND IT’S THE SENSE OF CULTURE AND BELONGING THAT WE SEEK TO REPLICATE FOR ALL THOSE WHO INTERACT WITH US AND OUR BUILDINGS.

KEY TERMS

Culture is a way of life of a group of people - the behaviours, beliefs, values, and symbols that they accept, generally without thinking about them, and that are passed along by communication and imitation from one generation to the next.





PILLAR 04: ENDURING LEGACY

We see ourselves as temporary custodians of an evolving family legacy; a legacy which has continued to grow and progress over the decades while maintaining the core values and beliefs of our founders. Acknowledging the opportunity others have created for us, we strive to contribute to our legacy in a meaningful way, understanding that time, consistency and hard work will hold us in good stead to deliver on our aspirations. We value connection, integrity and evolution. We work hard, appreciate good quality and spend time on the things that matter. They're values that are reflected in all of our interactions. We're champions for progress, creativity and new ways of thinking, but we balance this against what we know works from our past experiences. Above all else, we're interested in creating lasting value and legacy for generations to come. So what does success look like for us? Buildings that have seamlessly integrated into the public realm. Clients whose expectations have not only been exceeded but reshaped. Capital partners who feel assured. Consultants and suppliers who feel like they're participating in a shared vision. And most importantly, an overarching sense of achievement and fulfilment.

**ABOVE ALL ELSE, WE'RE INTERESTED IN
CREATING LASTING VALUE AND LEGACY
FOR GENERATIONS TO COME.**

KEY TERMS

Legacy is a set of beliefs, values, and attitudes that are passed down unconsciously from generation to generation through communications and actions.





PILLAR 05: SOCIAL RESPONSIBILITY

We harbour a sense of enduring responsibility for what we create, and we aspire to make a sustainable contribution to our community and surrounding environment. While our work references the best design elements, it also promotes environmental sustainability; social responsibility; and personal wellbeing via design and construction innovation, sustainable practices and meaningful technology. We are committed to upholding sustainable and environmentally aware practices that, in turn, enable us to deliver liveable, future-proofed and connected buildings. In doing so, we work collaboratively with experts in this field as well as local governments to ensure that our buildings are conscious of the environments they exist on. Personal wellbeing, incorporating mental and physical health, is another primary focus of the buildings we develop. For us, wellbeing is referable to a positive state, that is, something that is not static and that is ever-evolving. It is a subjective notion that differs in interpretation and standards from one person to the next. We are passionate about nurturing people within our community to enable them to achieve their full potential. Our growing wellbeing initiatives recognise the increasing social, economic and financial demands of the modern world, and therefore they incorporate the seven dimensions of wellness: physical; psychological; financial; occupational; relational; spiritual; and recreational.

WE HARBOUR A SENSE OF ENDURING RESPONSIBILITY FOR WHAT WE CREATE, KNOWING THAT WE'RE CONTRIBUTING TO OUR COMMUNITY AND SURROUNDING ENVIRONMENT.

KEY TERMS

Sustainability is the balance between the environment, equity, and economy. In the charter for the UCLA Sustainability Committee, sustainability is defined as: "the integration of environmental health, social equity and economic vitality in order to create thriving, healthy, diverse and resilient communities for this generation and generations to come. The practice of sustainability recognizes how these issues are interconnected and requires a systems approach and an acknowledgment of complexity."

Personal Wellbeing is a particularly important dimension which we define as how satisfied we are with our lives, our sense that what we do in life is worthwhile, our day-to-day emotional experiences (happiness and anxiety) and our wider mental wellbeing.



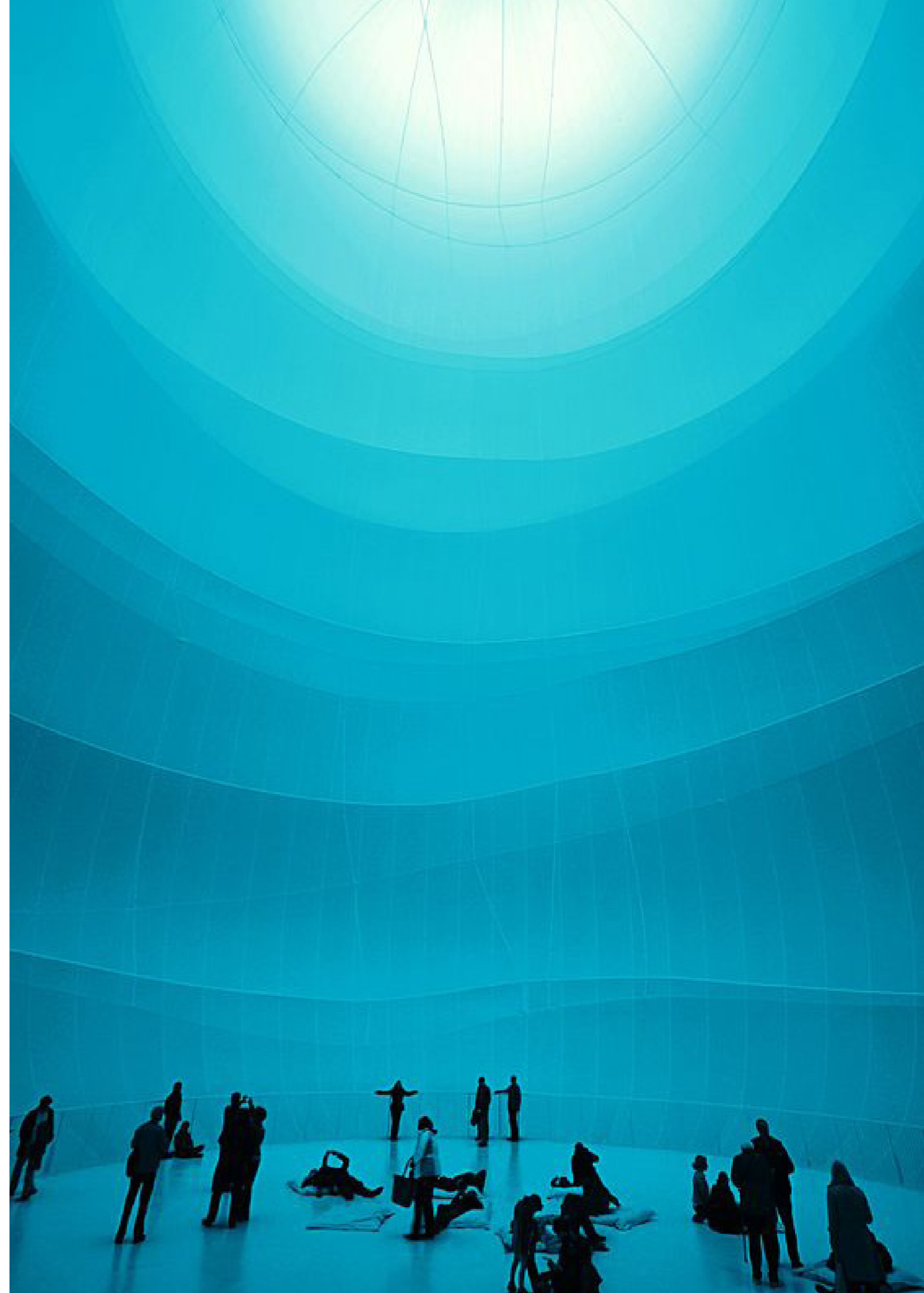
PILLAR 06: ENABLING CREATIVITY

While we're methodical in our approach to achieving authentic design outcomes, it's our curiosity, creativity and affinity for measured innovation which delivers our unique edge. We're driven to challenge the status quo, and we're not afraid to be different, nor doubted. We believe that to produce something iconic and original requires blending past and present references in a considered way. And while we don't seek to re-invent the wheel, we are seeking to create a new standard: one that is brave, adaptable and referential. The desire to experience and try new things is driven by our curiosity and affinity for immersive experiences, art, culture and technology; with sensory subtleties that most people wouldn't consciously notice, but subconsciously appreciate. We're particularly curious about technology and how it can ease and enhance our daily rhythms and routines. We are brave in our creativity, and we are excited by the innovative freedom that we have in curating and delivering buildings that are at the cutting-edge of design and technology practices, globally. We relentlessly pursue and nurture opportunities to deliver new design concepts in our buildings – to chase the untried and extraordinary - while balancing these new and creative ideas with a sense of what is valuable; what is practical; and what is tried and tested.

THE DESIRE TO EXPERIENCE AND TRY NEW THINGS IS DRIVEN BY OUR CURIOSITY AND AFFINITY FOR CULTURE, ART, TECHNOLOGY, MUSIC, FLAVOURS; ALL THE SENSORY SUBTLETIES THAT MOST PEOPLE WOULDN'T CONSCIOUSLY NOTICE, BUT SUBCONSCIOUSLY APPRECIATE.

KEY TERMS

Creativity is defined as the tendency to generate or recognize ideas, alternatives, or possibilities that may be useful in solving problems, communicating with others, and entertaining ourselves and others.





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