

Public Notice.
Edition 02

06.11.2025



PROJECTS by CREMA

**Public Notice.
Edition 02**

06.11.2025

Welcome to the second edition of Public Notice;

**A somewhat periodic publication covering (in no real order)
property, design, food, people and sometimes other things.**

- 01. Feeling Fitzroy**
- 02. The EQ Effect**
- 03. Master of Modern Elegance**
- 04. Above it All**

**Words by: Various
Photography by: Annika Kafcaloudis, Projects by Crema, EQ, Cobild.**

Projects by Crema acknowledges the Traditional Custodians of the lands where we live, work and develop, the Wurundjeri People of the Kulin Nation. We celebrate the diversity of Aboriginal and Torres Strait peoples, and we pay respect to their Elders, past and present.

01
Feeling
Fitzroy

DELLICANTO

GREEN



01 Feeling Fitzroy

Few places in Melbourne capture the city's spirit quite like Fitzroy. It's a neighbourhood that wears its history openly — painted on brick walls, whispered down laneways, echoed in the hum of its cafés and bars. Every corner tells a story of change and resilience, of a suburb that has always moved to its own rhythm.

Fitzroy began as Melbourne's first suburb, officially established in 1839. It grew quickly, its grid of narrow streets filling with workers' cottages, small factories, and corner pubs that served the growing industrial city. Those early years were gritty and unvarnished — smoke, sweat, and brick defining the landscape. Yet even then, Fitzroy was a place of character. Its proximity to the city and its sense of community made it a magnet for those carving out a life in the young colony.

By the mid-20th century, Fitzroy had become a landing place for new arrivals. Italian and Greek migrants transformed the area with their energy and enterprise, turning corner stores into delicatessens and front yards into vegetable gardens. The suburb became a patchwork of languages, smells, and traditions — a vibrant working-class community that laid the foundations for the cultural mix Melbourne is now known for.

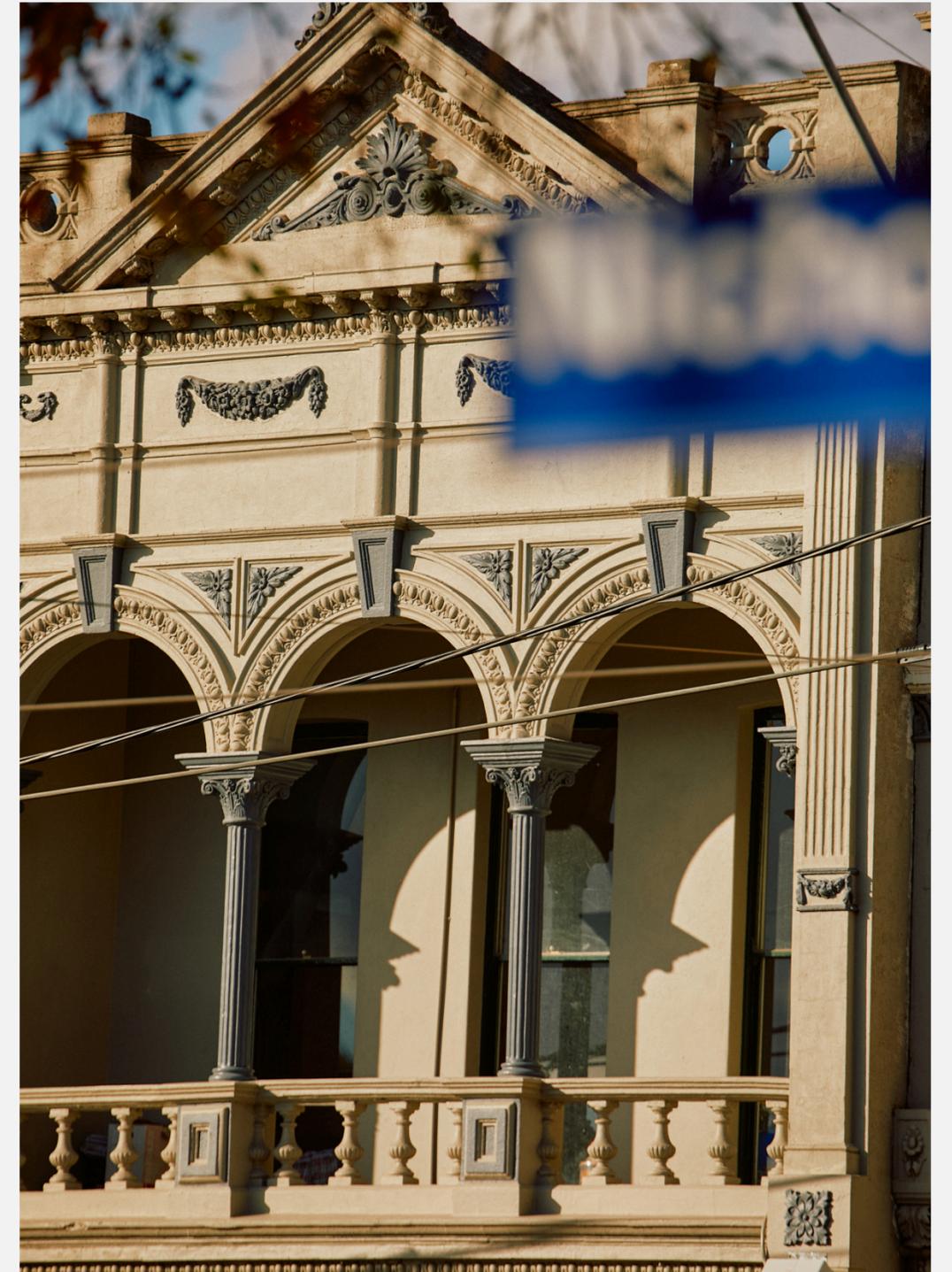
But change was constant. By the 1970s and '80s, as industry declined and housing aged, a new wave arrived: artists, musicians, and free thinkers drawn by cheap rent and creative freedom. Studios replaced factories; live music spilled from pubs like The Evelyn and The Standard.

Fitzroy became synonymous with Melbourne's alternative culture — a place of rebellion and experimentation, where ideas could take root. Its raw industrial spaces became the canvas for a new kind of urban life.

In the 1990s and 2000s, Fitzroy's edges began to soften. The art galleries, record stores, and warehouse studios were joined by design boutiques, small wine bars, and destination restaurants. Smith Street's rough charm evolved into something more polished, yet the neighbourhood never lost its sense of individuality. The tension between old and new — between the creative and the commercial — gave Fitzroy its distinctive pulse.

Today, Fitzroy remains a study in contrasts. The same narrow streets and Victorian terraces stand beside contemporary architecture. A morning can begin with a flat white in an ex-boot factory and end with dinner in a space that once stored textiles or tanned hides. The suburb's DNA — its walkability, density, and social fabric — continues to foster connection and creativity.

Fitzroy has always been a place for people with ideas. It's where culture and community blur; where what's local feels global. To live, work, or simply wander here is to feel part of something layered and alive — a reminder that the best neighbourhoods aren't built overnight, but over generations of people who shape them, love them, and keep them evolving.





FITZROY FITZROY

Located at the quiet end of Smith Street, our latest project Fitzroy Fitzroy has been designed to take advantage of the best attributes of the inner-north lifestyle.

A collaboration between Chapter Group, Projects by Crema and CDL Australia, the project has been envisaged with flexibility at the core of its offering. Balancing heritage and contemporary design, the building retains the original brick façade of the former MacRobertson Steam Confectionery Works while introducing a new modern form.

Designed by DKO, Fitzroy Fitzroy comprises a layered combination of apartments, terrace homes, heritage offices and retail. Apartments range in sizing, configurations and outlooks, with each finished with refined materials and a palette reflecting the character of Fitzroy. Timber and stone floors, detailed joinery, and bespoke fittings bring warmth and tactility to the living spaces, creating a sense of enduring quality.

Residents enjoy a range of exclusive amenities that enhance the everyday. The "Smith Club" provides a private lounge, bar, and dining space, while the TCL-designed rooftop terrace offers expansive city views, landscaped gardens, and spaces to relax or entertain. Careful attention has been paid to light, orientation, and sightlines, ensuring a harmonious connection between interiors, communal areas, and the surrounding neighbourhood.

Beyond its architecture, Fitzroy Fitzroy captures the essence of contemporary urban life —

a balance between privacy and participation, vibrancy and calm. The building's design encourages interaction and connection, with communal spaces that invite conversation and moments of retreat that offer quiet reflection. Its considered approach to scale and proportion ensures it contributes meaningfully to the rhythm of Smith Street, respecting Fitzroy's layered identity while looking confidently to the future.

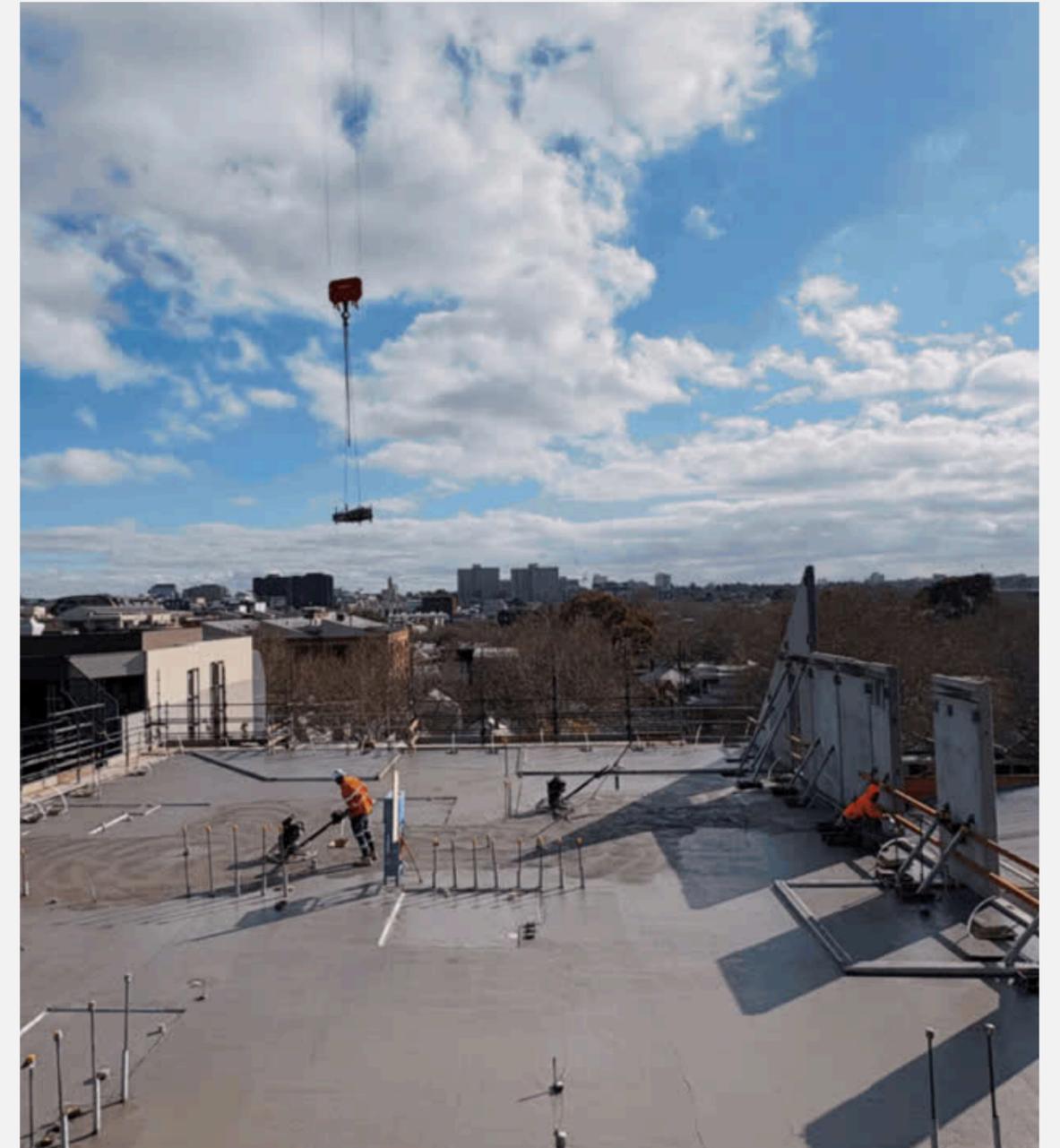
Fitzroy Fitzroy's location on one of Melbourne's most celebrated streets positions it at the heart of culture, lifestyle, and convenience. With cafés, galleries, boutiques, and transport links on the doorstep, residents experience the energy of Fitzroy alongside the comfort of a thoughtfully designed home.

By blending heritage preservation with contemporary luxury and creating spaces that foster community, Fitzroy Fitzroy stands as a model for modern inner-city living—timeless, considered, and unmistakably Melbourne.

Fitzroy Fitzroy is being delivered by our construction partner Cobild and is due for completion by mid-2026.

**Chapter
Group**

**PROJECTS
byCREMA**



Apartment Typology

Functional apartment design is about making every square metre work. At Fitzroy Fitzroy, living zones are oriented to capture light and outlook, while bedrooms are positioned for privacy and acoustic comfort. Circulation is efficient, with purposeful connections between spaces.

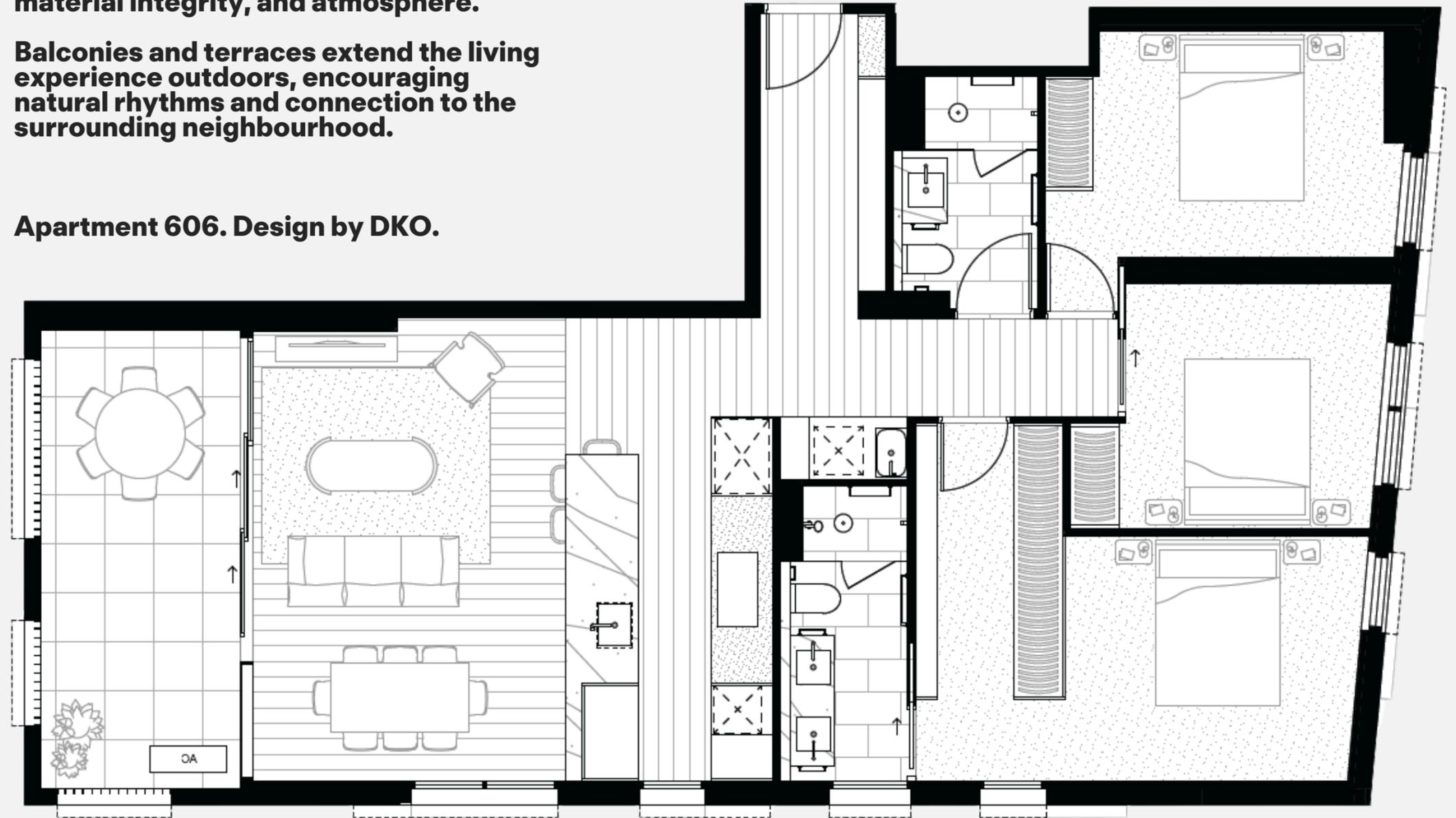
Open-plan living and kitchen areas are proportioned for flexibility, allowing easy transitions between daily life, work, and entertaining. Integrated joinery, concealed storage, and custom cabinetry reduce visual clutter while enhancing usability. Kitchens are designed with practical layouts — clear work zones, ample bench space, and intuitive flow — so the footprint performs larger than its size suggests. Natural ventilation and daylighting were prioritised through dual aspects and operable openings, improving comfort and reducing reliance on mechanical systems. Durable, tactile materials — stone, timber, and brushed metal — reinforce both longevity and warmth.

Across one-, two-, and three-bedroom apartments, as well as the townhomes, the design achieves balance: spacious where it matters, compact where it counts. Beyond efficiency, the design intent is about how spaces feel to live in — calm, connected, and considered. Visual continuity between rooms enhances the sense of flow, while subtle level changes and thresholds create distinction without enclosure. Each residence has been designed to respond to its orientation and outlook, ensuring that light, privacy, and views are thoughtfully managed throughout the day.

The result is a sense of quiet luxury that doesn't rely on excess, but on proportion, material integrity, and atmosphere.

Balconies and terraces extend the living experience outdoors, encouraging natural rhythms and connection to the surrounding neighbourhood.

Apartment 606. Design by DKO.



FITZROY FITZROY

**Chapter
Group®**

**PROJECTS
byCREMA**

02 The EQ Effect



02. The EQ Effect.

How 15,000 Guests (and Counting) Are Redefining Wellbeing for Modern Times.

Since opening its doors, EQ has quietly transformed the way Melbourne experiences wellbeing. More than 15,000 guests have passed through its immersive sensory rooms, mineral pools, saunas, and mindfulness zones — each visit an act of slowing down, of tuning back into self, and of rediscovering what it means to feel balanced in modern life. What began as a progressive wellbeing concept — built on design, technology and timeless rituals — has evolved into something far more human: a living, breathing community united by the shared pursuit of restoration and connection.

The Ripple Effect of Presence

At EQ, every journey begins the same way — a deep exhale. The light shifts, the sound softens, and the body begins to remember what it feels like to rest. But what happens next is deeply personal. Some guests describe it as grounding; others as awakening. Many return weekly or monthly, turning the ritual into part of their life rhythm. What unites them all is the feeling that something inside them resets — a quiet restoration that lasts long after leaving the bathhouse.

“I came to EQ expecting a spa day, but it felt more like therapy for the nervous system. I leave every time feeling lighter — physically, emotionally, everything.” — EQ Guest

EQ's approach blends connection, contrast bathing, light and sound therapy, breathwork, and modern and sensory design to stimulate the body while calming the mind. The environment itself — warm light, tactile materials, enveloping sound — creates a feeling of sanctuary that guests often describe as both grounding and transcendent.

Community in Motion

While many visit for solitude, connection sits at the heart of EQ's impact. Over time, the bathhouse has become a gathering place — a social ritual for those seeking to live well, together.

In the tea lounge, quiet conversations unfold between strangers who moments earlier shared a sauna. On the terrace, friends gather post-session, lingering in the afterglow of stillness. EQ's evolving program of EQ Live events — from guided breathwork to social bathing nights and early-morning movement sessions — has further deepened that sense of belonging.

“It's not just a place to unwind, it's a place to reconnect — with people, with yourself, with the moment.”

In a city that often moves too fast, EQ offers something slower, more human. It's a place where routine becomes ritual, and where wellness feels less like an individual pursuit and more like a shared culture. Regular faces start to feel familiar; conversations flow easily; community forms not through effort, but through rhythm. In that sense, EQ is less a destination and more a living ecosystem — one that continues to grow and evolve with every visit.



**“It’s not just a place
to unwind, it’s a
place to reconnect —
with people, with
yourself, with the
moment.”**



Wellbeing at Work

The ripple extends well beyond individuals. Over the past year, EQ has become a sought-after destination for progressive companies investing in meaningful team wellbeing. Corporate sessions — blending contrast therapy, breathwork, and guided mindfulness — are helping teams decompress, strengthen connection, and return to work with renewed focus and calm. “Our team did the Signature Journey together,” recalls a local business leader. “The energy shift was undeniable. Everyone left grounded — more open, more connected. It was the best wellbeing initiative we’ve done.”

EQ’s approach speaks to a new kind of corporate wellness — one rooted not in performance or productivity, but in restoration, reflection, and presence. By giving teams the space to reset together, it helps nurture the kind of calm, connected energy that carries back into the workplace.

The Future of Modern Wellbeing

As EQ continues to evolve, so does its impact. The introduction of new modalities - to be announced in the coming months - will expand what modern wellbeing looks like under one roof. And with EQ Live growing into a full calendar of events, the brand’s vision for wellbeing as a shared cultural experience is becoming tangible.

But at its core, EQ remains devoted to one simple idea: that modern life doesn’t need more noise — it needs more moments that bring us back to ourselves.

With over 15,000 guests already feeling the difference, EQ stands as proof that wellbeing, when designed with intention, can be both deeply personal and beautifully social.

- Studies show that chronic stress reduces productivity by up to 40%, largely due to decreased focus, creativity, and emotional regulation. (World Health Organisation, 2023)
- Regular stress-reduction practices — such as mindfulness, contrast therapy, and controlled breathing — can lower cortisol levels by up to 30%, improving both mental clarity and resilience.
- According to Deloitte, over 70% of employees say workplace stress directly impacts their physical and mental health, yet only a third feel their organisation offers meaningful support.

At its core, EQ remains devoted to one simple idea: that modern life doesn’t need more noise — it needs more moments that bring us back to ourselves.





03
Master of
Modern
Elegance

03. Master of Modern Elegance

"We spend too much time designing the bridge and not enough time thinking about the people who are crossing it." - Gio Ponti (1891–1979).

Gio Ponti was one of the most influential architects and designers of the 20th century, whose work continues to inspire generations of creatives. Over a career spanning more than six decades, Ponti seamlessly blended artistry, innovation, and practicality, leaving a legacy that reshaped modern architecture and design.

Ponti's architectural approach was characterised by elegance, proportion, and an exceptional attention to detail. Perhaps best known for Milan's iconic Pirelli Tower, Ponti demonstrated how skyscrapers could be both structurally daring and visually graceful. Yet his genius extended far beyond architecture: he designed furniture, lighting, ceramics, and interiors, always with a focus on harmony between function and beauty. His projects were often infused with a sense of joy and playfulness, proving that thoughtful design could elevate the everyday life of those that passed through them.

A hallmark of Ponti's work was his mastery of light. He famously said, "Architecture is the masterly, correct, and magnificent play of masses brought together in light." He understood that the way sunlight enters a space can transform its mood and perception, and he carefully oriented buildings and interiors to capture it at every angle.

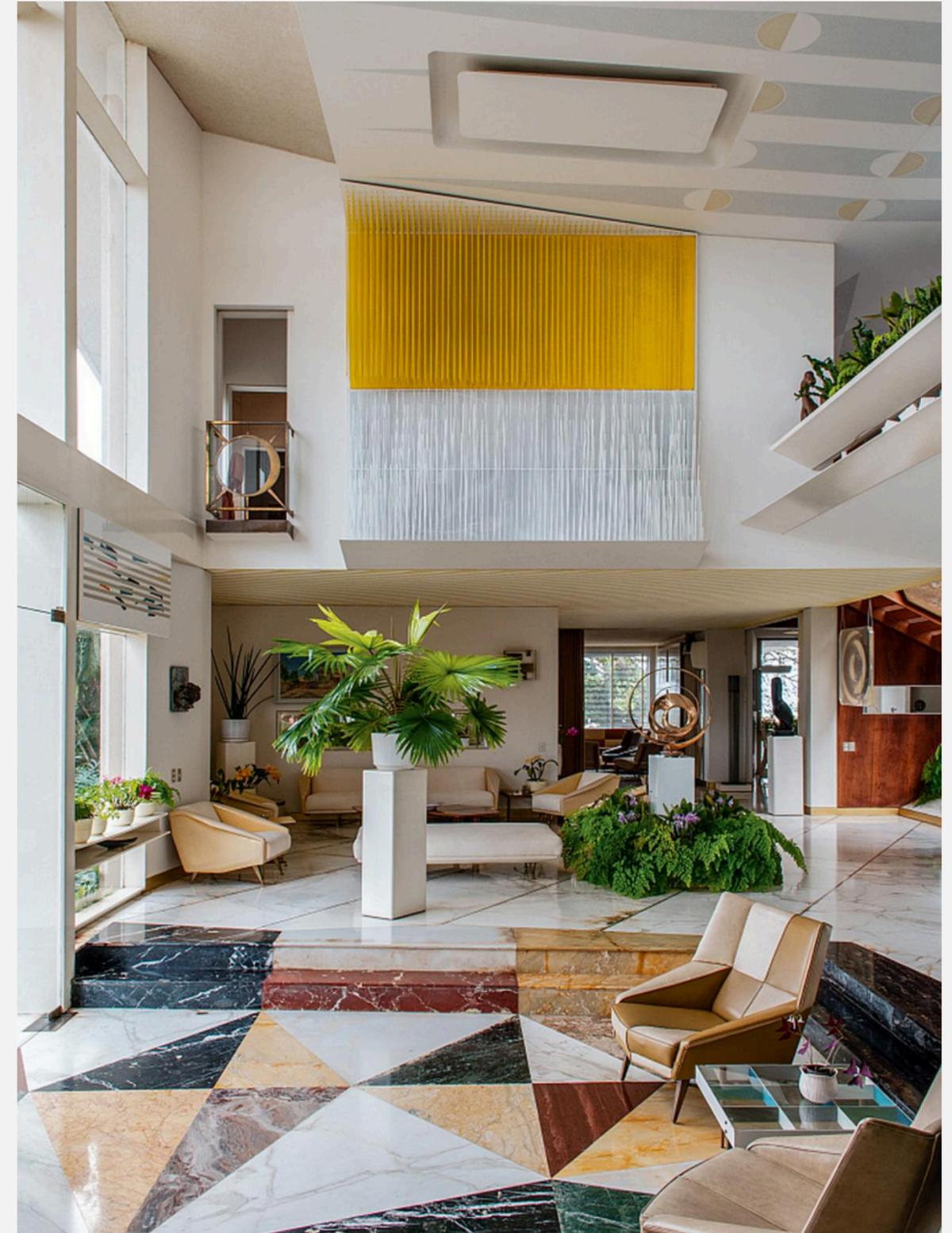
He also embraced the expressive potential of color, pattern, and texture, using these elements to bring warmth and personality to his designs.

Ponti had a visionary approach to blending tradition with modernity. While his designs often embraced the clean lines and minimalism of mid-century modernism, they never felt cold or austere. As he once noted, "To be modern is not to imitate, but to create in a spirit of our own time." His work maintained a human scale, with subtle flourishes that added personality and soul, demonstrating that innovation and comfort could coexist seamlessly.

Throughout his career, Ponti contributed not only to iconic buildings but also to the wider culture of design. He co-founded the influential magazine Domus, through which he championed innovation and nurtured a global community of architects and designers. Reflecting on his philosophy, he said, "I am not interested in making buildings that are merely shelters; I want to make buildings that are works of art, that enrich life."

Gio Ponti's legacy endures because he understood that design is not merely about aesthetics—it is about enhancing the human experience. His work reminds us that architecture and design can be daring and inventive while remaining elegant, thoughtful, and profoundly human. Even today, architects, designers, and enthusiasts continue to study his principles, finding inspiration in his ability to balance creativity, functionality, and timeless beauty.

Right: Planchart Villa by Gio Ponti.



**“To be modern is not to imitate, but to create in a spirit of our own time.”
- Gio Ponti**



A nighttime photograph of a city skyline, likely New York City, viewed from a high vantage point. The foreground shows a rooftop lounge with a wooden railing and several people gathered. The city lights are reflected in the glass railings. The sky is dark blue with some clouds. The text '04 Above it All' is overlaid in white serif font on the left side of the image.

04
Above it
All

Above It All:

How a new rhythm of connection is taking shape above the city.

A Friday Night That Says It All.

As the sun dipped behind the city skyline last night, the rooftop of The Eighth came alive. A handful of residents—some long settled, others recently moved in—gathered around the pool, wine glasses in hand, music humming softly in the background. A vibrant mix of couples, professionals, downsizers and young kids, all finding their rhythm in a building that's fast becoming more than just a place to live.

Moments like this—unplanned, unprompted, and entirely natural—speak to something special taking shape at The Eighth. It's not just the architecture, or the amenities, or even the city views that make this place feel distinct. It's the sense of connection that's emerging among those who call it home.

"It just feels easy up here," says Emma, whose young family were among the first residents at The Eighth. "No one's trying to make anything happen—it just does."

A Modern Village Above the City

Life at The Eighth has taken on the qualities of a modern village. Residents greet one another in the lobby, share morning yoga by the pool, or cross paths while grabbing a coffee downstairs. The shared spaces—the rooftop, the pool deck, EQ—have become natural gathering points, fostering connection without effort or obligation.

In a time when urban life can feel increasingly disconnected, -

- The Eighth is quietly reversing the trend.

It's proving that design and community are not separate ideas—they're complementary forces. The architecture creates the conditions for people to connect, and the residents bring those spaces to life.

Shared Spaces, Shared Stories

Ask anyone living at The Eighth, and they'll tell you the same thing: the rooftop is the life of the building, especially as summer rolls around. It's where birthdays are toasted, where Friday evenings stretch lazily into the night, and where strangers have become neighbours.

Last night's gathering wasn't a formal event—no emails, no flyers, no agenda. Someone opened a bottle of rose, someone else invited some friends, and soon the deck was alive with conversation. A couple of kids swam in the pool as their respective parents shared travel stories. The atmosphere was easy and spontaneous, the kind of conviviality that feels increasingly rare in city life.

"I've lived in plenty of apartment buildings here and overseas," Emma laughs, "but this is the first where people actually know each other."



This effortless connection is no accident.

The Eighth's design encourages it. From the seamless flow between the pool, lounge, and outdoor spaces to the way the rooftop captures sunlight and views, it's a place that naturally draws people together.

The Spirit of Belonging

Community doesn't form through grand gestures; it grows through small, repeated moments. A shared elevator ride. A casual chat over morning coffee. The neighbour who lends a corkscrew or recommends the latest exhibition at the NGV. At The Eighth, these small interactions are accumulating into something much greater—a shared identity, a quiet pride in being part of a new kind of urban neighbourhood.

There's also a shared appreciation among residents for what this place represents. The Eighth isn't just a building—it's a statement about what modern city living can be. It's a place where wellbeing, design, and human connection intersect; where every element, from architecture to amenity, has been considered with care and intention.

Looking Ahead

As the community at The Eighth continues to grow, its character will keep evolving. New residents will bring new energy, new rituals will form, and the building will continue to find its rhythm.

But if the rooftop gathering last week was any indication, that rhythm is already strong—marked by openness, generosity, and a shared sense of belonging.

"Sometimes, all it takes is good design, a poolside sunset, and a few people willing to say hello. Of course a rose helps too..."

It's a reminder that even in the heart of the city, community is still possible.

Spaces like The Eighth show that urban living doesn't have to mean isolation—it can be rich with connection, spontaneity, and shared moments. As more residents settle in, the building's true spirit is revealing itself: open, welcoming, and unmistakably alive.





"Sometimes, all it takes is good design, a poolside sunset, and a few people willing to say hello. Of course a rose helps too..."

Public Notice.
Edition 02

06.11.2025



PROJECTS by CREMA