



ROZELLE VILLAGE

ROZELLE. THERE'S NOWHERE QUITE LIKE IT.

With its patchwork of workers' cottages, charming streets and colourful characters, this is a suburb that stands apart – and never stands still. Rozelle Village will bring a new side to this unique slice of the Inner West; a modern take on a local plaza and crafted brick laneways; on neighbourhood, community and luxe apartment living. This will be a village within the village, inspired by the Rozelle you know and love, expressed like you've never seen it before.







STEP INTO SOMETHING NEW

From the grand brick arches of Victoria Road to the modest, crafted style of Waterloo Street and the boutique-lined laneway off Darling Street, you'll feel the local inspiration from the instant you arrive at Rozelle Village.

But while it's quintessentially Rozellian by design, this new neighbourhood is built for the best of modern living. With its thoughtfully arranged, light-filled homes and great, green rooftop gardens, Rozelle Village's residences will rise over the everyday, offering unseen views of the city and harbour.

From an individually composed 1, 2 or 3-bedroom home, studio or penthouse, you'll enjoy being part of a vibrant new neighbourhood, while also having the luxury of your own private domain, up above it all.

VILLAGE PLAZA

A new community destination
with luxe residences above





With all the boutiques, eateries and everyday conveniences of the plaza and laneways downstairs, there's always going to be something to see and somewhere you want to be, right here at home.

1. PUBLIC PLAZA

1,400m² of community space, shaded by trees and surrounded by restaurants.

2. LANEWAYS

Three new laneways filled with boutiques, personal services and convenience.

3. COMMUNITY CLUB

A renewed Club for footy fans and families alike.

4. SUPERMARKET

A new full-line supermarket on the Lower Ground.

5. COMMERCIAL SPACE

Three tenancies reserved for community spaces and commercial use.

6. RESERVED RESIDENCES

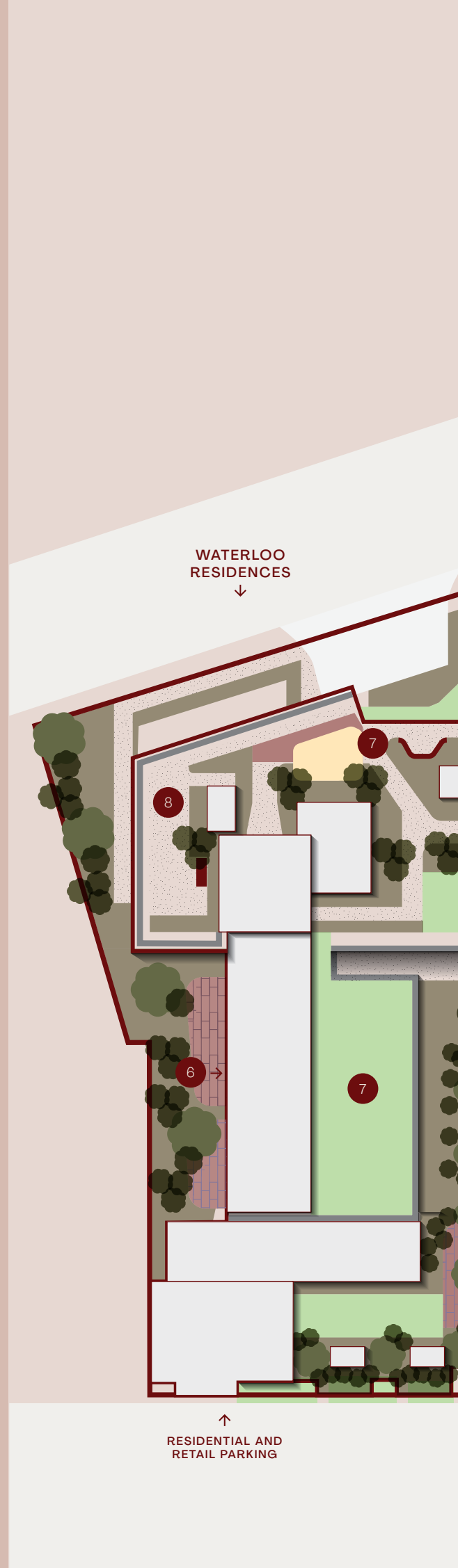
59 new homes targeted at eligible, key and essential workers.

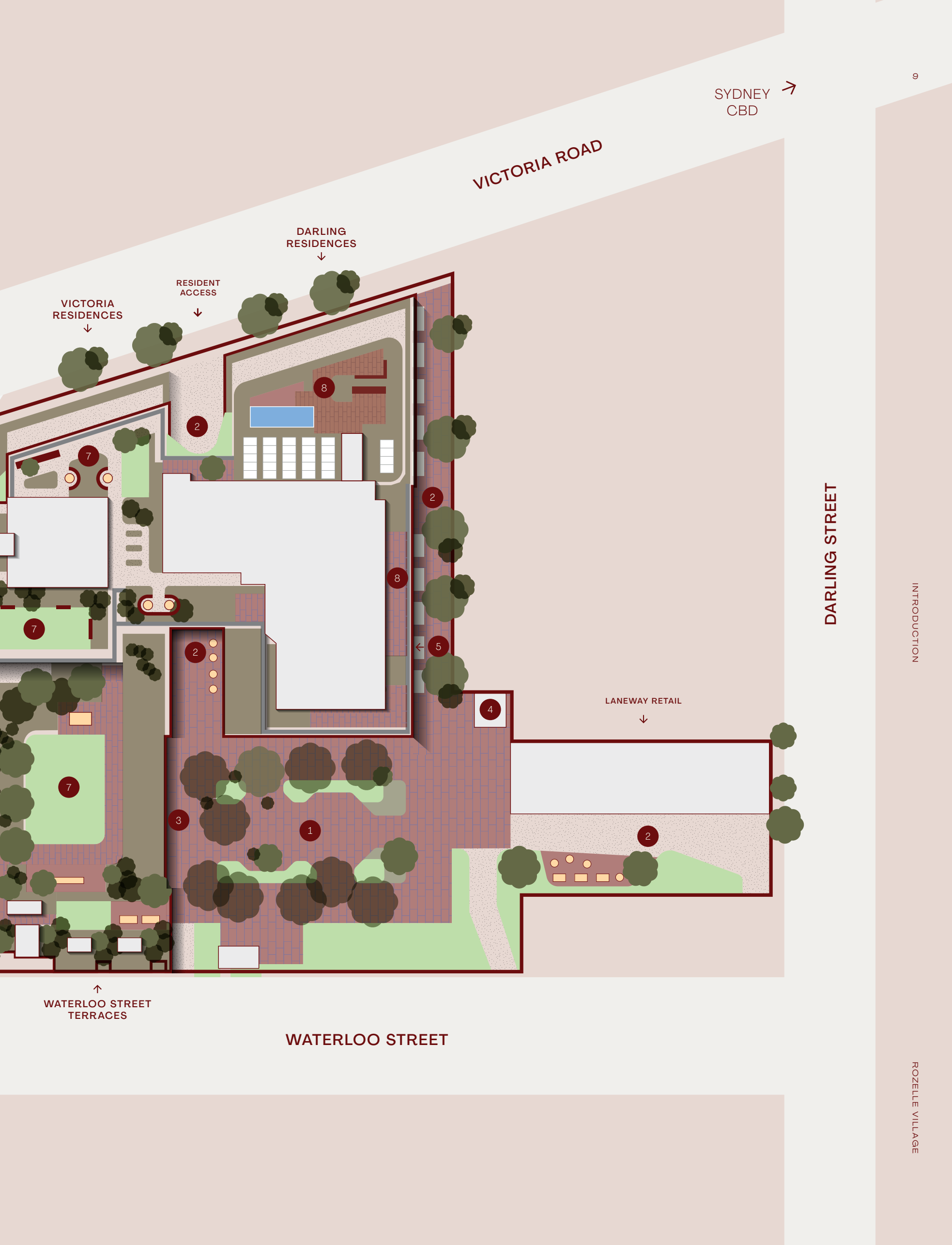
7. RESIDENT GARDENS

Nearly 1,800m² of private roof gardens for Rozelle Village residents to enjoy together.

8. PRIVATE ROOFTOP

Generous private gardens, featuring entertaining areas, plus a pool in the Darling penthouse.





SYDNEY
CBD →

VICTORIA ROAD

DARLING
RESIDENCES
↓

RESIDENT
ACCESS
↓

VICTORIA
RESIDENCES
↓

DARLING STREET

LANEWAY RETAIL
↓

↑
WATERLOO STREET
TERRACES

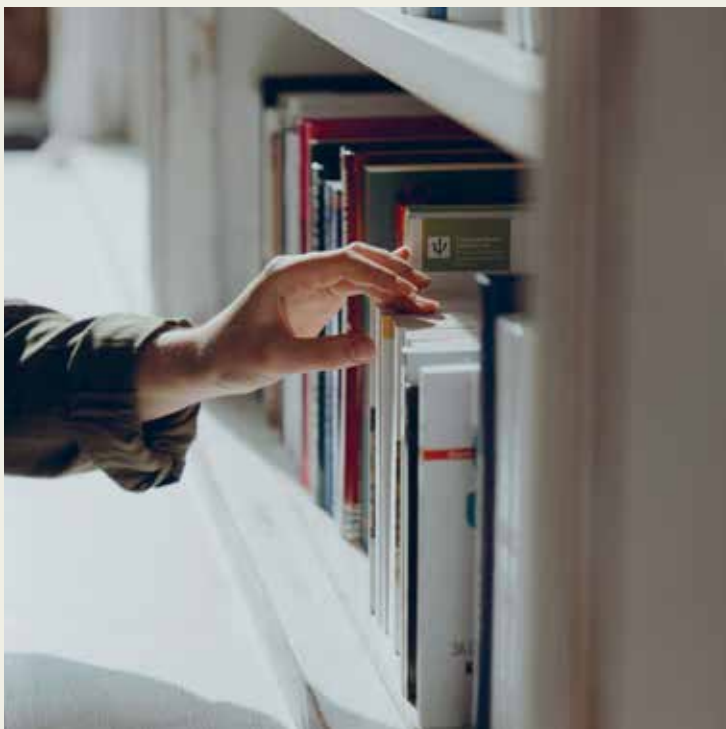
WATERLOO STREET

Rozelle Village will be a place to discover every day, again and again. Expect convenience and emporiums to explore alongside those extra-special essentials. And the heart of it all, alive with people and culture: the village plaza. A place to connect, this will be where Rozelle and Balmain gets together to seize the day and enjoy the evening.



DESTINATION
DINING AND CAFÉS

ON YOUR



CONVENIENCE, UP CLOSE

The stores of Rozelle Village will be hand-picked for how they add to the neighbourhood. Curated for convenience by an expert team, it will be easy to stop in at the new supermarket under the plaza, or browse a great local book shop, florist, or perhaps a new gelateria.

ONE-OF-A-KIND
STORES

LOOKING GOOD, ROZELLE

Health and wellbeing are planned to play a starring role – extending a flavour of existing local businesses through the laneways. Think boutique fitness studios, personal training or a salon or barber as likely additions.

THE PERFECT PAIRING

Al fresco dining and local cafés will be on the menu around the plaza. From morning coffees to digestifs, date-night dining out to easy ordering-in upstairs, Rozelle Village's food and drink offering will perfectly complement the suburb's thriving culinary scene.

JOIN THE CLUB

Even the new Community Club will be a cut above – modern, with a choice of dining options; family-friendly with its kids' play space, and open to the plaza and everyone in it as a true and renewed centre of local pride.



A NEW HOME FOR
LOCAL FOOTY FANS

OUR STEP



INTIMATE STUDIOS
AND SALONS



ARCHITECTURE & DESIGN

New to the area, rare for Sydney and unmistakably local in style, Rozelle Village is architectural craft at its finest: a place of many places, for community and visitors and residents alike. This is a charismatic, multi-dimensional design, creating a new intersection of village life and outstanding private lifestyles.

GRAND ARRIVAL

Rozelle Village from Victoria Road

LIFE IN A NEW DIMENSION

“At Rozelle, it’s been important to create architecture that’s of its place rather than of its time. This isn’t meant to be a residential building that was built in this particular day and age: it should transcend generations and age beautifully.”

THOMAS HANSEN
CO-MANAGING DIRECTOR
STUDIO.SC

IN CONVERSATION WITH STUDIO.SC

Rozelle Village makes an impression, whichever way you look at it. And that’s entirely by design. Thomas Hansen, lead architect on the project and a Managing Director at Studio.SC, explains.

“Rozelle Village has three distinct frontages, and they’re each subtle subcultures within themselves. It’s multi-faceted. There’s Victoria Road versus the high street feel of Darling Street, and then Waterloo Street which is more residential again. We’ve drawn all those characters together into a unified theme, so by the time you’ve passed through a laneway or stepped into the square, you’ve arrived somewhere with its own sense of identity.”

By embracing the depth and diversity of the suburb, we have created a village centre that fits in and stands apart: the blueprint for this new era of local life. For residents and Rozellians, it will be a place to gather and enjoy. For Thomas, it’s a type of project he’s always drawn to: dynamic, challenging and, yes, multi-dimensional. A place that demands more from its architecture – and from its architect.

“I love projects like Rozelle Village that have lots of integration of different needs,” he says. “To me, it enriches the outcome because it forces you to consider more perspectives.” He ticks off the elements of Rozelle Village that come to mind; the plaza, specialty retail, a supermarket, the long-anticipated Community Club, restaurants, a commercial level and, of course, the incredibly considered residences overlooking it all.

The outcome speaks for itself, with a deftly layered design that encompasses a multitude of experiences – perfect for this famously eclectic locale. Spanning lively public destinations to quiet private abodes, the project seems to capture the essence of Rozelle and Balmain, while ushering in a swathe of new and never-befores.

At last, Rozelle will have a central square with spaces to kick back, eat out and meet up. And up above, the village lifestyle will also be elevated to a new level, with apartments that open out to lush shared roof gardens and cinematic Sydney panoramas.

As Thomas notes, “The rooftop spaces offer such a diversity of experiences, as they’re all slightly different. You can be on top of the main buildings looking back over the CBD to that quintessential Sydney Harbour view, or you can be lower down, with a more intimate outlook back over the plaza, and those aspects will be just as special.”

Nowhere is beauty more apparent than from the residences. Across the three buildings, Darling, Victoria and Waterloo, homes have been oriented to capture the best of the views and the light, with a few featuring coveted double aspects through balconies and wintergardens.

“Ultimately, the residential levels are quite separated,” notes Hansen. “So while they’re on top of an active ground plane, they do feel like sanctuaries in the sky. At the same time, you can still be connected to what’s happening below without having it intrude – you’ll never feel too close to the heart of the action when you want that bit more privacy.”



Rozelle Village has been masterfully crafted by Studio.SC as a destination that reflects its local character, and reimagines it for a new way of living.



LOCAL VICTORIAN
BRICKWORK

SAME OLD



MODERN CRAFT
AT ROZELLE VILLAGE

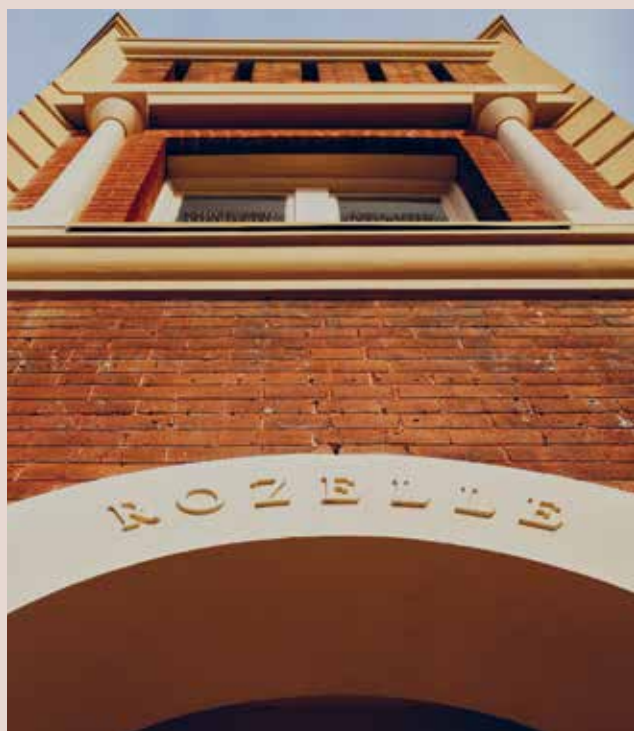
WROUGHT AMBITION

Fronting onto Victoria Road, Rozelle Village's residential levels are designed to define the next generation of village life. One that's framed in contemporary grey brickwork, and interwoven with dark metal finishes that take their cue from another local landmark: the Iron Cove Bridge.



IRON COVE BRIDGE

BRAND NEW



CLASSIC ROZELLE
CHARACTER

BRICK AND MORTAR INSPIRATION

Rozelle Village's corbelled red brick arches and arcades draw from the old police station on Darling Street, the York Building, St Thomas' Church and Rozelle Public School, just across the road. And just as Rozelle's Victorian civic buildings were built with pride to serve their community, Rozelle Village invites everyone in to its shared plaza and lively laneways.





THE BUILDINGS FROM
LEFT TO RIGHT:

Darling, Victoria & Waterloo



DARLING RESIDENCES,
LEVEL 1 TERRACE

ARTIST'S IMPRESSION



THE RESIDENCES

Crafted by the team at SJB, the residences are a side of Rozelle Village that's just for you. Cross the threshold of your private lobby and step into a lifestyle you love in one of 227 individually composed 1, 2 and 3-bedroom residences. From here, you'll enjoy contemporary, characterful interiors while seeing your city in a whole new way, thanks to unique aspects of the harbour and bridges, mountains and bays.



“The interiors at Rozelle Village are not designs that could end up anywhere: these are residences specific to Rozelle and the social and cultural essence of the suburb.”

ADAM HADDOW
SJB

SJB IN THEIR OWN WORDS: CHARLOTTE WILSON, ANGELA CHUN AND ADAM HADDOW

AH: With our design for Rozelle Village, authenticity has been incredibly important. We want people to know where they are, and to feel connected to the place and community around them. The cultural landscape in Rozelle is so different, compared to elsewhere in Sydney.

CW: Usually, we start designing by establishing a really timeless base, and then layer on top of that. For Rozelle Village, while we do have those elements, our first thought was very much the place and its eclecticism, and how we weave that through in a sophisticated way.

AC: Sleek, polished surfaces wouldn't work here for that reason: we're introducing texture and materiality that tells a story – that will feel lived in, even though it's new, and often bespoke.

CREATING A SENSE OF HOME

AH: It starts from the minute you open your front door and you get this moment of pause, demarked by the gorgeous patterned tiles on your floor. It mirrors the entranceways of Rozelle's classic Edwardian and Victorian houses, but the tiles are marble stone, which hints to the Italian migrants who brought their own style to the area in the 70s.

CW: For us, it's always important to make the apartment feel like home – to envelope you in a comfortable type of luxury, in spaces that you can make your own. We also design to make each residence feel like a house; planning the locations of the bathrooms and the shared living spaces, so that a whole family can live here and each occupant still has their own sense of privacy.

AC: We've been very intentional with how we create these different spaces. In the kitchen for example, the way the stone is layered creates a point for people to gather round as they enter. And there's different spaces for cooking and entertaining – we've got a fridge and pantry area, and a separate wine and bar area, which we've hidden behind beautiful, tactile doors that can be left open or closed.

ON DESIGNING BESPOKE ELEMENTS

CW: We have a team of seven designers on this project, and we've all designed elements that are unique to these homes. Adam has designed a wardrobe, and we have these uniquely patterned showers and floors, and bespoke handles that add pops of colour and texture. Because it has been a community-based design from our team, all these diverse elements come together without feeling monotone. It's like Rozelle itself.

AH: That's what's great about working with PERIFA: they really let you embrace place. So for one project, it will be about water and landscape, but for somewhere like Rozelle they understand that our design needs to encapsulate a cultural landscape. This is the antithesis of cookie-cutter design.

ON CHOICE & CUSTOMISATION

AH: Each apartment here is going to look completely different, not just because we have such a range of colour schemes to choose from, but because of how they've been composed – how all three different stones work together in the kitchens and bathrooms. The carpeting choices are a rare extra level of customisation for buyers.

AC: The apartments will feel a little bit like singular designed apartments. Elements like the wardrobe, for example, are unlike anything I've seen in a project like this before. It feels special, as though each home has elements commissioned.

**THE SJB DESIGN TEAM**

Charlotte Wilson, Interior Design Lead;
Adam Haddow, Director;
Angela Chun, Design Project Lead

“The residences are modern without being sleek or soulless, and with so many bespoke elements they have the character of a different era. It’s timeless.”

CHARLOTTE WILSON
SJB



ARTIST'S IMPRESSION



PENTHOUSE LIVING
FROM DARLING RESIDENCES

THE VIEW FROM YOUR WINTERGARDEN,
DARLING RESIDENCES



ARTIST'S IMPRESSION



KITCHEN IN WARM PALETTE, WITH CLASSICO
TRAVERTINE & SAVANNAH MARBLE





KITCHEN IN EARTH PALETTE, WITH ROSSO
TRAVERTINE & SAVANNAH MARBLE





PENTHOUSE KITCHEN IN COOL PALETTE, WITH
SILVER TRAVERTINE & SAVANNAH MARBLE





ARTIST'S IMPRESSION

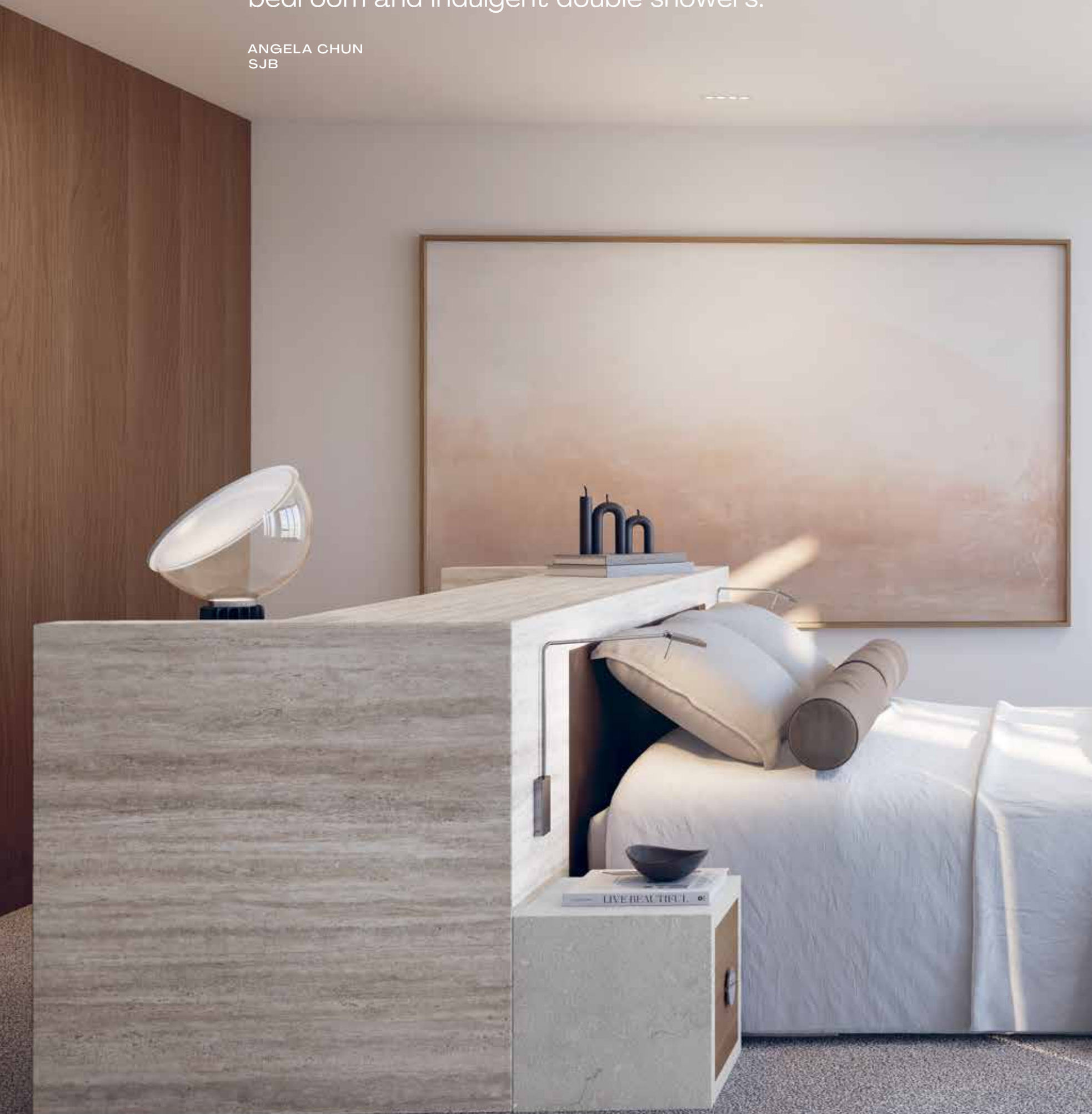
INDOOR-OUTDOOR LIVING,
WATERLOO RESIDENCES



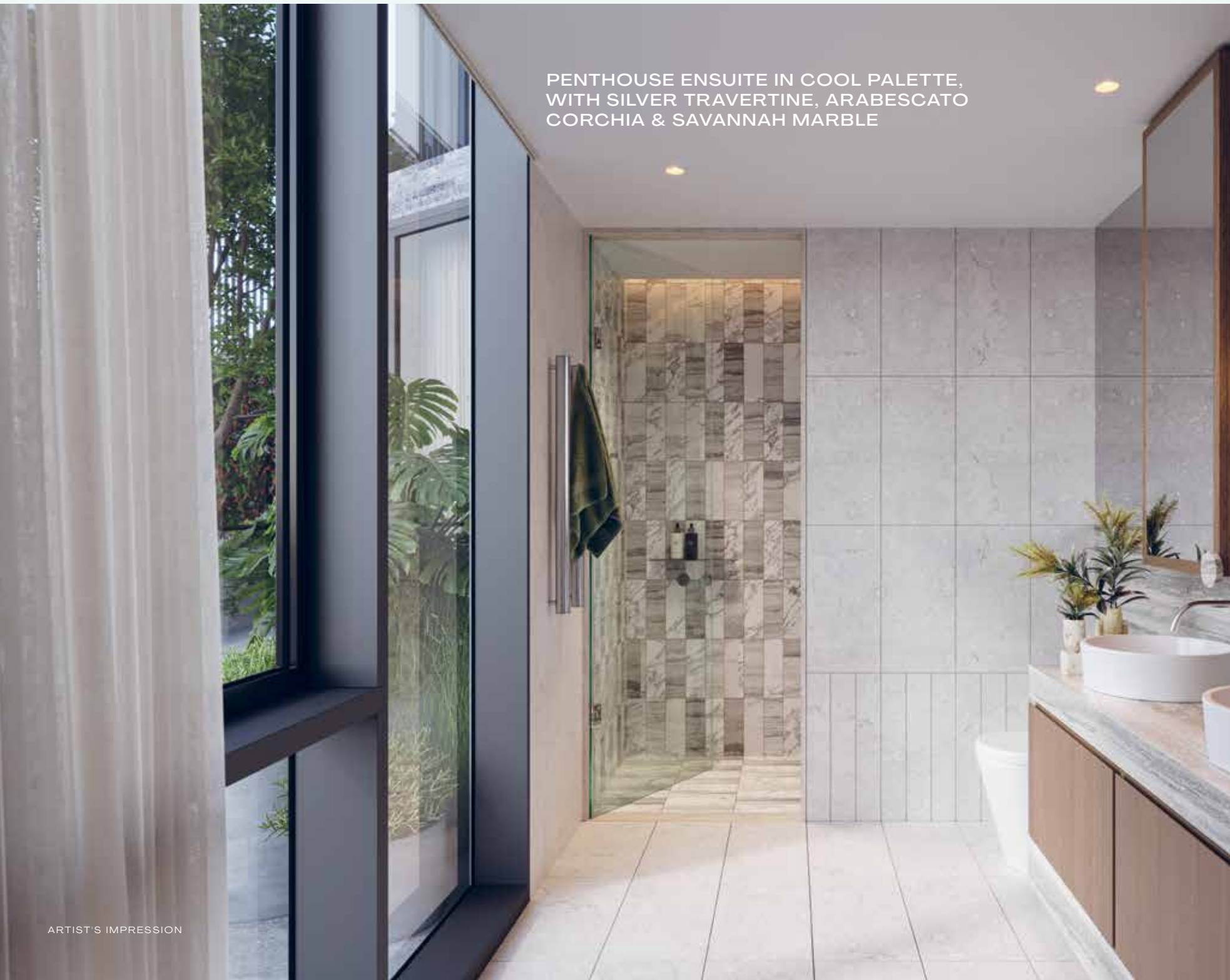


“The penthouses are truly lovely, with features like a wine room, or two living spaces for formal and informal occasions. The principal suites are particularly beautiful, with a generous bedroom and indulgent double showers.”

ANGELA CHUN
SJB



PENTHOUSE PRINCIPAL SUITE,
DARLING RESIDENCES



PENTHOUSE ENSUITE IN COOL PALETTE,
WITH SILVER TRAVERTINE, ARABESCATO
CORCHIA & SAVANNAH MARBLE

ARTIST'S IMPRESSION

MADE TO
MAKE YOUR OWN



SJB has composed a trio of interiors for you to choose from, each as distinct as your tastes. Reinterpreting the essence of Rozelle in travertine and marble, the schemes offer rich earthy tones, beautifully striated blue-greys and subtly sophisticated neutrals, all tied together by shades of oak.

LANDSCAPES & GARDENS

Weaving up through Rozelle Village from its tree-filled plaza to its topmost terraces, green spaces will be the living fabric of Rozelle's newest neighbourhood. Beautiful and biodiverse, the gardens act as al fresco canvases for conversations, shared connections and soaking up the skyline.

LEVEL 1 DAY GREEN



ARTIST'S IMPRESSION



“When you stand back and look at Rozelle Village with clear eyes, there’s a great balance between the community qualities of Rozelle and the values we’ve interpreted from Country.”

CHRIS TIDSWELL
DIRECTOR, ARCADIA

Living at Rozelle Village, you’ll enjoy a garden for every occasion, from relaxed spots to walk the dog, all the way up to breathtaking spaces to entertain of an evening. It’s a sense of diversity that distils Rozelle itself, as lead landscape architect Chris Tidswell notes:

“A lot of the materials we’ve used and the spaces that we’ve created have a real sense of character to them – and that comes from the community, and from the area. These inner shores of Sydney are incredibly diverse, from their topography and landscapes, to the great pubs and huge parks with beautiful trees, to pocket views of the harbour.”

At Rozelle Village, those pocket views expand out above the roofs and chimneypots to become enchanting vistas, uninterrupted from your apartment but at their most magnificent from the rooftop gardens.

As Chris notes, “You’ll be able to see out to the heads from the North, and to Botany in the South, and then also out West to the Blue Mountains. It’s going to be a really fantastic place to live.”

As a practice, Arcadia prides itself on creating environments that enrich community and Country. Rozelle Village is on Wanne Country, and co-design with local First Nations people has inspired both its public spaces and its wealth of residential gardens. “It comes through in the tones and colours of the materiality, in the lighting and in a plant palette that’s focused on Australian native species. On the ground and through the plaza, it’s in how we’re planning the signage, the art and paving patterns. It’s something that’s incredibly granular and woven through, so people will be able to appreciate it over time.”

In your shared gardens, Chris and the team have thought hard about the microbiomes, balancing biodiversity

and local character with spaces that are beautiful to spend time in. The result is a series of lush ecosystems that cool the urban spaces around them while refreshing their residents; home to climbing green vines and wildflowers, native birds and bees, and grasses that dance in the breeze.

“Rozelle Village will be a place that really talks back to the endemic landscape,” says Chris. “The resident gardens will have tactile plants, bush foods, medicinal plants, and a flowering calendar that will colour and scent the roof gardens throughout the year. With plants that are self-seeding and the inclusion of the beehives, the maintenance will also be very low for residents – you can just go out into these spaces, that really complement the interior of your home, and enjoy them.”



Rozelle Village's residential gardens act as expansive extensions of your new home, inviting you out to entertain, unwind and meet your neighbours.

LEVEL 01

Lushly planted with its own beehives and wildflowers, the Day Green is perhaps the most relaxed of all the resident gardens. With a covered BBQ area and a variety of seating, this will be a space to kick back with your neighbours, picnic on the grass, walk your dog or even play a game of chess or table tennis. Generous and open, the Day Green sits above the new Community Club and connects residents to the plaza below.

LEVEL 08

This calm rooftop hideaway adds another layer of greenery and outdoor living to Rozelle Village, with aspects towards the ocean and the Southeast.

LEVEL 14

The green stretch of the Spring Lawn offers the perfect space for yoga and fitness, relaxing on the lawn, or for hosting a kid-friendly birthday party. On the other side of the rooftop, the Sky Deck is the ideal spot to savour an apéritif along with views of the sunset over the mountains.

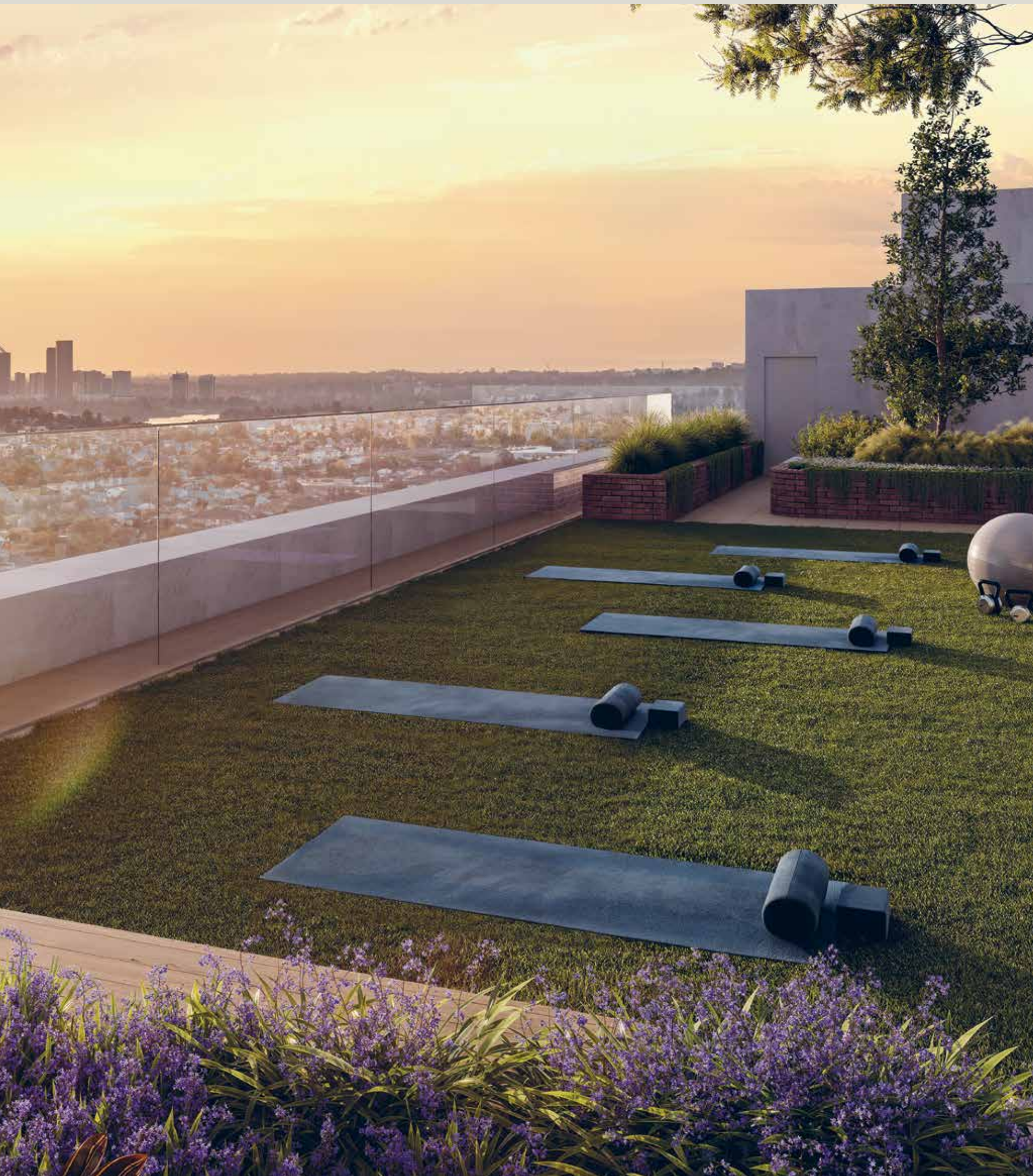
LEVEL 15

For those that want to exercise their green thumbs, Level 15 offers a community kitchen garden next to the outdoor kitchen and dining area. There's also a quieter, more intimate spot to entertain in a rooftop bower which offers views out across the plaza to the bays and beyond.

LEVEL 14 SPRING LAWN



ARTIST'S IMPRESSION



PRIVATE ROOFTOP GARDEN,
WATERLOO RESIDENCES





PRIVATE ROOFTOP GARDEN WITH POOL,
DARLING RESIDENCES





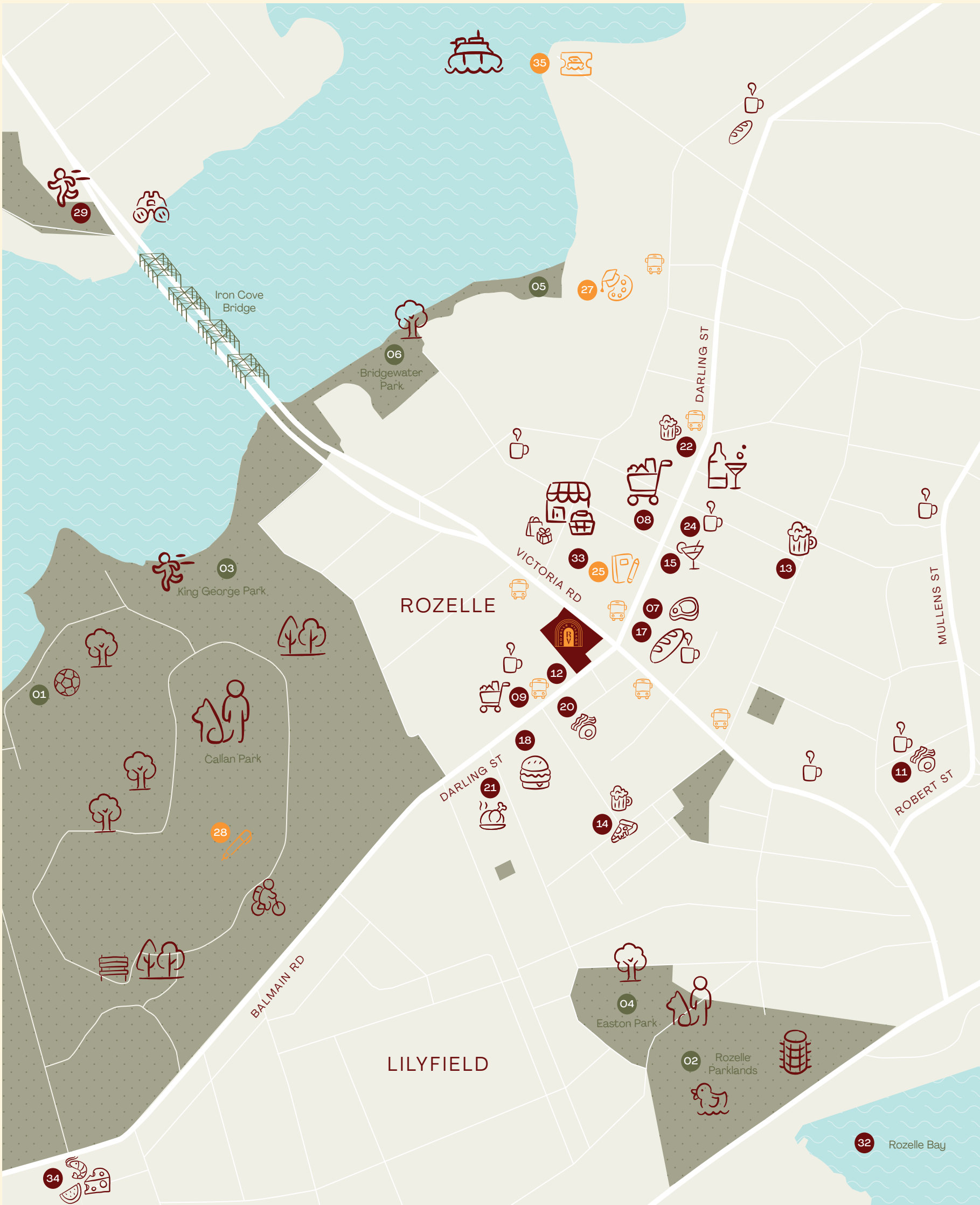


LITTLE SUBURB



LOCATION & DESTINATION

B. BIG HEART.





LEGEND

PARKS

- | | |
|----|----------------------------------|
| 1. | Waterfront Drive Sporting Ground |
| 2. | Rozelle Parklands |
| 3. | King George Park |
| 4. | Easton Park |
| 5. | Balmain Cove Park |
| 6. | Bridgewater Park |

SHOPPING

- | | |
|-----|--------------------------|
| 7. | Emilio's Butcher |
| 8. | IGA Local Grocer Rozelle |
| 9. | Maloneys Grocer |
| 10. | Woolworths Balmain |

DINING / CAFÉS / BARS

- | | |
|-----|-----------------------|
| 11. | The Little Marionette |
| 12. | Dirty Red |
| 13. | Welcome Hotel |
| 14. | Three Weeds / Totti's |
| 15. | Corner Bar |
| 16. | The Cottage |
| 17. | C'est Bon |
| 18. | The Red Lion Hotel |
| 19. | Contessa Balmain |
| 20. | Sir Reuben |
| 21. | Le Coq |
| 22. | Sackville Hotel |
| 23. | London Hotel |
| 24. | Grey Grus Cafe |

EDUCATION

- | | |
|-----|--------------------------|
| 25. | Rozelle Public School |
| 26. | Balmain Public School |
| 27. | Sydney Secondary College |
| 28. | Writing NSW |

PLACES OF INTEREST

- | | |
|-----|----------------------------|
| 29. | The Bay Run |
| 30. | White Bay Power Station |
| 31. | White Bay Cruise Terminal |
| 32. | Rozelle Bay |
| 33. | Rozelle Collectors Markets |
| 34. | Orange Grove Market |

TRANSPORT

- | | |
|-----|-----------------------------------|
| 35. | Balmain West Wharf (Future Ferry) |
| 36. | The Bays Station (Future Metro) |





DIRTY RED
DARLING STREET

LIKE NOWHERE ELSE

There's something about Rozelle. It's more than the place – the bridges, the bays and the coves. And it's more than the social fabric – the makers, the markets, the shops and cafés. This sense of identity isn't brash or bold: it's cumulative. The sum of every park and bayside green, each independent business, treasured French restaurant or family-owned institution. It's in the markets that draw in the neighbourhood to rub shoulders every Saturday, and the gastropubs, brunch spots, patisseries and florists peppered up and down the famously eclectic streets. All of these things, together, create a community and cultural patina that generations of Sydneysiders have come to love.

And now, as Rozelle gains suburb-shaping investment from various levels of government, its character must be preserved and enhanced. The addition of Rozelle Parklands and the opening of WestConnex are just the start of this new period of local growth. With the planned redevelopment of White Bay Power Station as part of the Bays West Precinct, thousands

of jobs will come to Rozelle, as will a new Metro station (planned for 2032). Add tens of millions of dollars committed to redeveloping Callan Park on the western side of the suburb, and you can see that this is a place on the verge of generational change.

Proudly brought to life by PERIFA in partnership with Mitsubishi Estate Asia, Rozelle Village and its hotly anticipated Community Club will be a great new destination for the growing population of Rozelle, Balmain and Birchgrove. Bringing the neighbourhood together in the ways they love best, the plaza and laneways will be a place to eat and drink, to appreciate culture, to grab a coffee or cheer on their team. But like Rozelle itself, it will be more than the sum of its parts, heralding a new era with original experiences, improved public spaces and first-for-the-village retail and amenities.

ROZELLE BAKEHOUSE
DARLING STREET



Just 5km from Sydney's CBD, served by buses and arterial connections, Rozelle is a suburb with close links to the biggest commercial centre in the country, but it still manages to feel local in the middle of the big smoke. Like a village.



THE BAY RUN NEAR
IRON COVE BRIDGE

UP YOUR ST



A BREATH OF FRESH AIR

With Callan and King George parks just down the hill, plus a host of neighbourhood pocket parks waiting to be discovered, there's no shortage of public green spaces around Rozelle. There's also Wests Tigers games to be watched at Leichhardt Oval, and open air swimming at the Leichhardt Aquatic Centre, both a little further down the Bay Run. The new addition of Rozelle Parklands greens the East of the suburb nicely, inviting locals in with great play areas and sporting facilities.

HARBOURSIDE
CYCLE AND WALKWAYS

**CONNECTED TO ALL
CORNERS OF THE CITY**

At the junction of Darling Street and Victoria Road, Rozelle Village is steps from direct bus routes to and from Balmain, the Inner West and across the city. Regular express services run to the city, reaching the CBD in two stops and as little as 8 minutes. It's also a 20-minute stroll down to the Light Rail line, and around 15 minutes to the soon-to-reopen Balmain West Ferry Wharf. Thanks to WestConnex, the airport is now under 15 minutes by car, and by 2032 the whole suburb will be connected by the new White Bay Metro Station.



EVER-INCREASING
CONNECTIVITY

TREET

EVERY EVERYDAY NEED

While you'll have a supermarket downstairs, there are plenty of local stores and providores to round out your grocery list in Rozelle. On Darling Street, Emilio's butcher serves up sustainably sourced fine meats, while the hallowed halls of Maloneys offer irresistible eats, including the unmissable Fabbria Bread Shop. Fruitologist, Nature Spot, Hillview Farms and the Rozelle Fruit Shop are a short walk away, as are the day-to-day conveniences you need to run your errands – multiple pharmacies, salons and the local post office are all just around the block.



PROVIDORES
ON DARLING STREET

UPMARKET DOWN THE STREET

Whether you're heading across the road to Rozelle's locally famed Collectors Market or down Darling Street to the Organic Food Markets held in Orange Grove Public School, Saturday is the day that Rozelle gets out to meet and mingle around stalls. Further afield, it's just a half-hour stroll to the artisanal delights of the Tramsheds, or a short cycle or drive to the new Sydney Fish Market.



MARKET DAY
AT ORANGE GROVE

POSITIVELY



**A WHOLE NEIGHBOURHOOD
OF NEW LOCALS**

Rozelle and the Balmain peninsula were once hailed as the home of the most pubs per capita in Australia. Today, that translates to a convivial community brought together in great local establishments like The Welcome Hotel and Corner Bar, live music venues, and gastropubs like The Sackville. And if you're after something fresh out of the tap, there's the White Bay Brewery right at the foot of the ANZAC Bridge – the pause point in your daily dog walk.



LOCAL HOSTELRIES
FOR EVERY TASTE

RY CHARMING



RELAXED
NEIGHBOURHOOD CAFÉS

IT'S ALL ON THE MENU

From the wood-fired bread at Totti's to Spanish tapas at Alegrias and Francophile rotisserie at Le Coq, there's something to whet every appetite in Rozelle. Casual cafes abound here, with a selection clustered around Rozelle Village, including Dirty Red, Bakery Café Hazel, Patisserie Petunia, Hancock Lane, The Old Rosebud and more. Not forgetting worth-the-walk destinations like Penny Fours and Home Croissanterie in Balmain.

INDEPENDENTLY SPIRITED

All the way along Darling Street, you'll find one-of-a-kind, independently owned boutiques. Characterful places like Balmain's Roaring Stories and Hill of Content book shops, or duckeggBLUE womenswear and antiques. Mint Condition and Uturn rack up great vintage outfits, and even the local yoga is more free spirited than usual, with studios like This Is Yoga having a charm all their own. All complemented by a swathe of fitness offerings, like 707, The Studio, PitFit and Combine Air, for every type of workout.

IT TAKES A VILLAGE

PERIFA & PARTNERS

“This has always been an aspirational part of the world; and with the new Fish Market and Western Metro coming soon, plus WestConnex making it easy to get to the airport and the rest of the city, it’s going to be greater and more connected than ever.”

FABRIZIO PERILLI
CO-FOUNDER, PERIFA
GROUP MANAGING DIRECTOR, VERSATILE GROUP



MEET THE OWNER DEVELOPERS OF ROZELLE VILLAGE

When it comes to developing communities like Rozelle Village, Fabrizio Perilli believes in getting it right, by doing the right thing, with the right people. The Co-founder of PERIFA and Group Managing Director of Versatile Group sees collaboration as essential to delivering excellence: “First and foremost, you need to work with a team of people who are passionate about what they do – who don’t want to do the same thing over and over, who want to improve, and who want to make a positive, relevant difference to the local community.”

And PERIFA are very much right for Rozelle, bringing together not just an exceptional design team, but an incredibly broad range of expertise across the construction lifecycle. As part of Versatile Group, which also includes Versatile Construction, Absolute Tiling & Stone, Gavel Co trades, and Procure Build, PERIFA can draw on the strengths of their sister organisations to deliver on their promises.

“We’re able to harness individual ideas into a cogent concept, with all the internal teams and external partners aligned, and then we make it happen. As an organisation, we don’t need to rely on external builders or engineer value down the track: when we agree on a material selection, for example, that’s the material that we procure and then deliver.”

PERIFA has been a consultant on Rozelle Village for several years, but it was only recently that they decided to take on full ownership and renew development momentum with new partners, Mitsubishi Estate Asia (MEA). As Fabrizio notes, “It’s great to be associated with a proud brand like MEA. They bring a lot of credibility and certainty to the project, and they’re an integral part of our decision-making. It’s great to have a growing relationship with partners who are so invested in the development, and who share our excitement about the future of Rozelle Village.”

It’s a future that’s going to be every bit as diverse as the suburb itself, with retailers, residents, the Club and the community all able to enjoy what each brings to the place. “That’s how you create true urban villages,” says Fabrizio. “I love mixed-use places because you can do something a bit more special than standard. Not every residential development offers 1,400m² of public plaza, or such great shared roof spaces, or the ability to order food from right downstairs, or head down for a date night. It’s going to be an incredibly convenient lifestyle, for everyone from families to couples to singles, and we’ve made sure the residences cater to all those different types of people. Because that diversity of people is what makes Rozelle interesting, and special.”

A DISTINCTIVE RESPONSE TO PLACE

PUTNEY WHARF RESIDENCES

Like Rozelle Village, Putney Wharf Residences is a mixed-use precinct that responds to its landscape. Reinterpreting the heritage of the iconic Halvorsen's boatyard as luxury residences, a marina and dining destination, the development is another collaboration between PERIFA, Mitsubishi Estate Asia and SJB.



A LUXURIOUS NEW VILLAGE LIFESTYLE

ALEX & WILLOW

Alex & Willow is a luxury residential development helmed by PERIFA in Sydney's Crows Nest. With an exceptional level of thought given to enhancing lifestyle, this boutique community offers residents generous shared roof gardens, bespoke in-home entertainer's bars and, in the penthouse, a walk-in wine cellar.



ARTIST'S IMPRESSION



OWNER & DEVELOPER

PERIFA is a Sydney-based real estate development and investment firm, part of the 50-year-old Versatile Group. With an integrated approach that ensures attention to detail from conception to completion, PERIFA sees every project as an opportunity to express mastery and deliver innovation. The team's leadership, extensive experience and reputation for high-quality client outcomes has earned them trust and respect within the Australian property sector.

PERIFA.COM.AU

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RozelleVillage.com.au



OWNER & DEVELOPMENT PARTNER

Established in 1937, Mitsubishi Estate Co. Ltd. (MEC) is one of the largest global real estate companies. Through its subsidiary Mitsubishi Estate Asia Pte. Ltd. (MEA), MEC has been developing premium projects in Australia for the past decade, creating a diversified portfolio worth over A\$10 billion. MEA has become Australia's leading foreign developer of luxury apartments, consistently delivering the highest quality homes.

MEC.CO.JP



BUILDER

Established and operating since 1974, Versatile is a privately owned, iCIRT-rated construction business providing delivery certainty and excellence to their partners and customers. Versatile is the construction arm of Versatile Group, an integrated group of specialist property companies that provide expertise across every aspect of the property development and construction lifecycle. Their expertise spans development and project design through to construction, fit-out and beyond. It is this holistic, outcome-focused approach that they bring to a project which sets them apart, ensuring every project they undertake is an enduring expression of mastery and quality.

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