



The Muse: media release

January 2019

The Muse: Life Beyond Luxury for Melbourne's wealthy elite

A rare and fleeting opportunity is about to be unveiled to Melbourne's wealthy elite. A chance to secure a highly private, fully customisable sanctuary in what will undoubtedly become one of Australia's most revered and exclusive addresses.

The Muse is 14-level residential development of no more than 42 residences featuring luxe six-star amenities. Planned to take pride of place on the corner of St Kilda Road and Toorak Road West, it boasts direct frontage onto Fawkner Park, and with panoramic north facing views over the The Shrine, Royal Botanic Gardens and the city skyline.

Bruce Henderson Architects (BHA) has designed *The Muse* to offer absolute privacy and security.

The building itself is designed as a work of art with a silver-blue glass façade gathering in crisp pleats flowing out like a fine veil caught by a gentle breeze. Curved glass forms a powerful prow down the building's height at the street junction to the lobby entrance, which is elegantly framed by gardens designed by Paul Bangay-designed entrance gardens.

Envisioned by its creators as offering the ultimate in luxury apartment living for the most discerning of audiences, *The Muse* residences will range from 200m² to over 1000m² for its penthouse. While pricing is yet to be finalised, those lucky enough to be invited into the display suite will need a minimum of \$3,200,000 to be a part of this exclusive club. The penthouse itself, offering the ultimate extravagance over two levels, is likely to be the most expensive apartment in Melbourne, with a yet to be finalised price tag in excess of \$45,000,000.

A 24-hour concierge will offer service and security to its residents who will also have two amenity levels with grand entry foyer, 20-metre lap pool, relaxation pool and spa, large gymnasium with sauna and steam rooms, and a residents' club lounge with private meeting rooms.

Architect Bruce Henderson says every residence has been painstakingly conceived as an individual home. Buyers can also commission bespoke interiors and layouts, styling and shaping spaces to suit their requirements. Contoured to disappear within the Shrine of Remembrance vista from the CBD, *The Muse's* elongated profile can be broken down architecturally into two distinct forms, the Podium and the Tower. All apartments will feature penthouse quality finishes, large terraces and 10ft ceilings. Most apartments will have private garaging for a minimum of three cars, each extra wide of course to cater for its residents luxury collections. And the views – residents can capture never to be built out, north facing views of the CBD from as low as level three.

This vision will be brought to life by Devitt Property Group, whose Managing Director Peter Devitt purchased the site 16 years ago with a clear vision of one day creating an architectural landmark and an extraordinary place to live for Melbourne's elite. Peter and son Kane have since formed Devitt Property Group. As Managing Director of blue chip builder L.U. Simon, Peter is one of the Australian building industry's leading luminaries with 50 years' construction experience and has served in a number of positions with the Master Builders Association of Victoria, including as Treasurer and President.

"We could have built 200-plus apartments within this building envelope, but instead we have designed 42 luxury residences to create an exceptional place to live. We understand what high net worth individuals want – privacy, security, convenience, the city's best location and larger residences with bespoke, hand-crafted interiors," Peter Devitt says.

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The Devitts collaborated with Knight Frank Director and Head of Project Marketing for Victoria Daniel Cashen and architects Bruce Henderson and John Scaramuzzino to create *The Muse*, an offering that could proudly be positioned on the top tier of residential buildings globally.

Daniel Cashen says *The Muse* will be unique on many levels: "No other building in Melbourne has ever offered this level of service and amenity to just 42 owners. Knight Frank have sold buildings of this calibre in global cities such as New York, London and Hong Kong, now the time is right for Melbourne. *The Muse* will offer grand accommodation, for those wanting to downsize from their palatial homes, but not downgrade."

"Once sold, these residences will be beyond reach, like an extremely rare car or piece of artwork – we expect *The Muse* will be one of Melbourne's most tightly held buildings. Similar to current landmarks the Melburnian, Royal Domain Tower and 150 Clarendon, people will have to wait for years, even decades, for the right apartment to come up. They will be virtually unattainable, and will appreciate in value accordingly."

A show stopping two-level display residence is currently under construction at the top of the site's existing building. Registrations will open by invitation as soon as a planning permit is issued, with sales to commence shortly thereafter.

The Muse

409 St Kilda Road, Melbourne

Developer \ Devitt Developments

Architect \ Bruce Henderson Architects (BHA)

Builder \ L.U. Simon

Services \ Waterman AHW

Project Marketing \ Knight Frank

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