



M A Y F A I R

BY Z A H A H A D I D

ARCHITECTURE IS REALLY ABOUT WELL-BEING.
I THINK THAT PEOPLE WANT TO FEEL GOOD IN A SPACE.
ON THE ONE HAND IT'S ABOUT SHELTER,
BUT IT'S ALSO ABOUT PLEASURE.

ZAHA HADID

T H E P E R F E C T

A VISION FOR MELBOURNE

T B A L A N C E

I STARTED OUT TRYING TO CREATE BUILDINGS
THAT WOULD SPARKLE LIKE ISOLATED JEWELS; NOW I WANT
THEM TO CONNECT TO FORM A NEW KIND OF LANDSCAPE,
TO FLOW TOGETHER WITH CONTEMPORARY CITIES AND
THE LIVES OF THEIR PEOPLE.

ZAHA HADID





ARTIST'S IMPRESSION

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Z A H A H A D I D

CHAPTER ONE

A R C H I T E C T S

Zaha Hadid Architects was awarded the opportunity to design Mayfair through an international design competition, where only the world's best were invited. The firm's design met the Developer's vision and aspiration for this exquisite development. Mayfair is among the firm's last few projects with Dame Zaha Hadid's personal touch and involvement.



PHOTOGRAPHY BY STEVE DOUBLE

DAME ZAHA HADID QUEEN OF THE CURVES

THE LATE DAME ZAHA HADID WAS A BRITISH ARCHITECT WITH AN ILLUSTRIOUS CAREER IN ARCHITECTURE, DESIGN AND ACADEMIA.

In 2004, Zaha Hadid became the first woman to receive the Pritzker Architecture Prize. She twice won the UK's most prestigious architecture award, the RIBA Stirling Prize: in 2010 for the MAXXI Museum in Rome, and in 2011 for the Evelyn Grace Academy in London.

Zaha was appointed a Dame Commander of the Order of the British Empire (DBE) in 2012, and became the first woman to be awarded the Royal Gold Medal from the Royal Institute of British Architects in 2016. Other accolades include the Commandeur de l'Ordre des Arts et des Lettres from the Republic of France and Japan's Praemium Imperiale prize. She was also made Honorary Member of the American Academy of Arts and Letters, and Fellow of the American Institute of Architecture.

Dame Zaha Hadid's distinctive approach evokes the chaos and flux of modern life, liberating architectural geometry with expressive, sweeping fluid forms of multiple perspectives and fragmented geometry. A pioneer of parametricism and an icon of neo-futurism, her highly acclaimed work include the Vitra Fire Station in Weil Am Rhein, Germany, the London Aquatic Centre for the 2012 Olympics, the Heydar Aliyev Centre in Baku, the Rosenthal Center for Contemporary Art in Cincinnati, and the Guangzhou Opera House in China.

Beyond her architectural practice, Dame Zaha Hadid held various academic roles including the Kenzo Tange Chair at the Graduate School of Design, Harvard University, and the Sullivan Chair at the University of Illinois, School of Architecture. Hadid also taught studios at Columbia University, Yale University and the University of Applied Arts in Vienna. She is also known for her high-profile interior work, including the Mind Zone at London's Millennium Dome. Her remarkable talents further extended into furniture and product design.

At the time of her passing in 2016, Zaha Hadid Architects was the fastest growing architectural firm in London. Several of her designs are to be released posthumously in the years to come. Mayfair is one of them, a landmark that will forever be part of her sterling legacy.

INSPIRED BY AUSTRALIAN
LANDSCAPES



I LIKE ARCHITECTURE
TO HAVE SOME RAW,
VITAL, EARTHY QUALITY.


ZAHA HADID

Mayfair is unmistakably Zaha Hadid. Fluid curves were inspired by the forces of nature, featuring looping balconies reminiscent of rippling sand dunes and ocean waves. It is a building that comes alive as you approach, drawing you in.

The façade system marries well-defined natural forms, made of metal elements in satin sheen finish and glass balustrades. Linking different elements of the building into one, it opens more possibilities and gentle connections. It is a mastery of scientific precision and artistic integrity.






An aerial photograph of a large lake at sunrise. The sky is filled with soft, wispy clouds in shades of pink, purple, and blue. The water reflects the colors of the sky. In the foreground, there are some trees and a small island in the lake. In the background, a cityscape is visible under the bright sky.

WE HAVE ALWAYS BEEN AWED BY THE PEDIGREE
AND EXTREME TALENT OF ZAHA HADID ARCHITECTS.
THEIR DESIGN APPROACH IS DARING AND BOLD,
YET NEVER IMPOSING NOR INTIMIDATING.

UEM SUNRISE

ARTIST'S IMPRESSION

The background features a series of glowing, wavy lines in shades of orange and red, set against a solid black background. The lines are thin and numerous, creating a sense of depth and movement. They flow from the top left towards the bottom right, with some lines curving and overlapping. The overall effect is reminiscent of a digital or architectural visualization.

A R C H I T E C T U R A

CHAPTER TWO

L M A S T E R P I E C E

Envisioned as a fine collection of ultra luxurious residences,
Mayfair epitomises Melbourne's status as the most
liveable city in the world. With a unique façade and timeless design,
it will exude a prominent presence for a long time to come.

ROYAL BOTANIC GARDENS



ALBERT PARK LAKE



PORT PHILLIP BAY

SHRINE OF REMEMBRANCE





SHRINE OF REMEMBRANCE

CBD

ARTS PRECINCT

ROYAL BOTANIC GARDENS



A SCULPTURAL LANDMARK

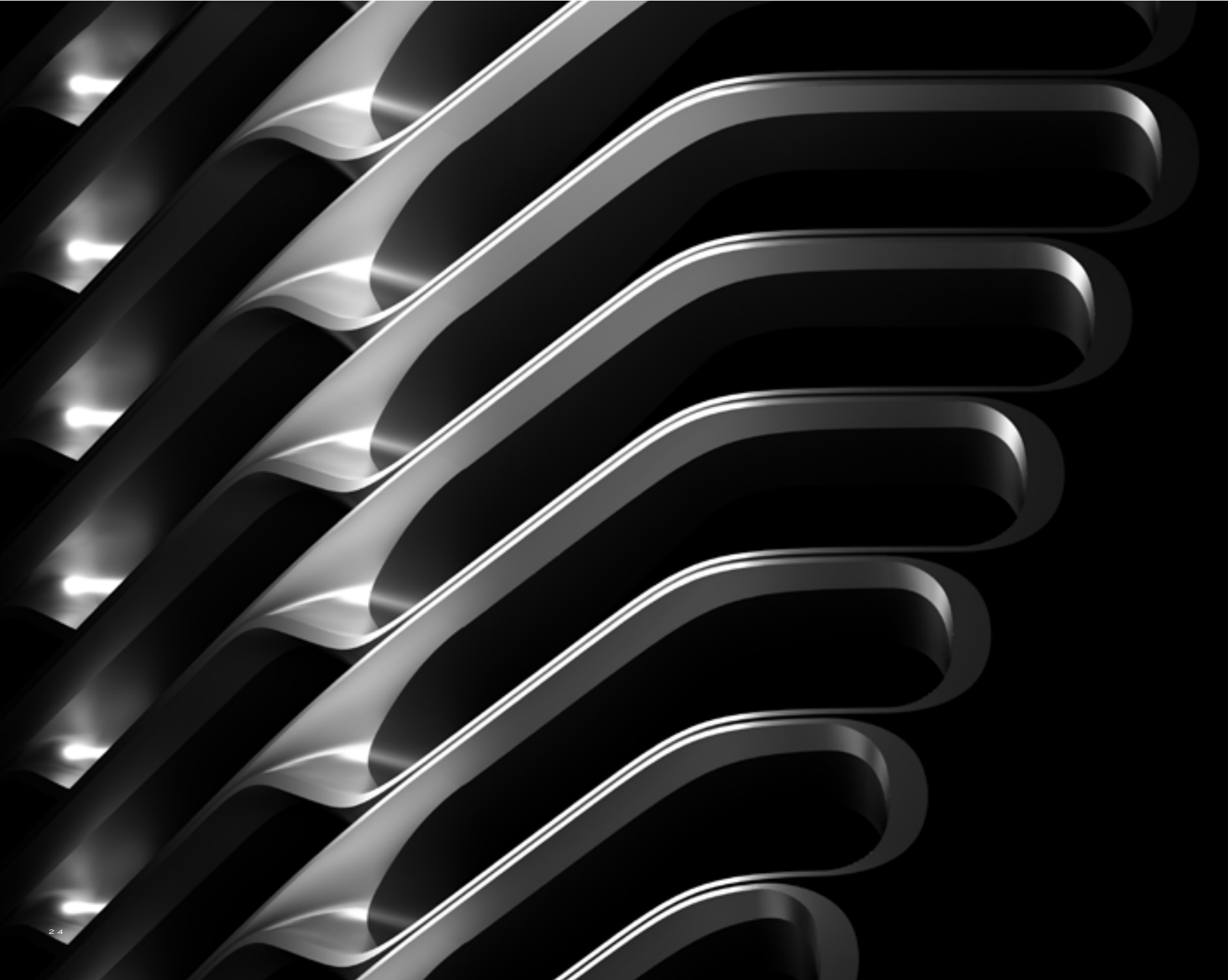
Anchoring a prime corner location, Mayfair establishes its place as one of the most notable buildings along Melbourne's most famous boulevard.





ARTIST'S IMPRESSION

Its soft, organic form pays tribute to
St Kilda Road's leafy streetscape,
and the context within which it exists.





ARTIST'S IMPRESSION





Mayfair

ARTIST'S IMPRESSION

A PRIVILEGED WELCOME

There is a real sense of arrival as you enter Mayfair. A double height grand lobby ushers you in, dressed in marble with copper inlays that echo its sweeping facade. A delicate, undulating chandelier illuminates the space, leading you from the main lobby to the exclusive lounges.





MAYFAIR
BY ZAHA HADID

ARTIST'S IMPRESSION

From the lounge, a discreet lift takes you directly into your residence through your private lift lobby. Each lift serves only two residences on each floor, connected to your dedicated basement car garages or amenity levels.





ARTIST'S IMPRESSION

L U X U R Y R

CHAPTER THREE

E I M A G I N E D

Mayfair celebrates spectacular quality living
in every aspect, a place to live life to the fullest.

CRAFTED INTERIORS

Mayfair offers discerning residents capacious floor spaces, bespoke quality and attention to the finest detail. Facing north and northeast, bask in breathtaking outlooks over The Shrine of Remembrance and Royal Botanic Gardens, or Albert Park and Port Phillip Bay towards the south and southwest. Western viewlines offer a vibrant backdrop of the Melbourne CBD skyline.





ARTIST'S IMPRESSION



SCULPTED BEAUTY

An alluring yet pragmatic kitchen features a custom sculpted island bench and contemporary joinery, embellished with inspired curved detailing and metallic trims.



ARTIST'S IMPRESSION

DREAM PANORAMAS

Take pleasure in enviable vistas from the comfort of your elegantly finished bedroom and translucent private terraces.





ARTIST'S IMPRESSION



ARTIST'S IMPRESSION







ARTIST'S IMPRESSION





Z A H A
S I G N A T U R E
S U I T E S

The Zaha Signature Suites tantalise your senses
with the ultimate sophistication in material choice
and finesse in detailing.



DESIGNED TO IMPRESS

The Zaha Signature Suites bring a new level of indulgence, featuring a beautiful material palette in warm or cool tones. Sculpted ceilings frame a European kitchen system and wine cellar, flowing into sumptuous dining and living areas.



ARTIST'S IMPRESSION





ARTIST'S IMPRESSION



AWAKEN THE SENSES

The master bedroom leads seamlessly into a spacious balcony, your private oasis with a generous ensuite and signature custom features.



ARTIST'S IMPRESSION



FLUID EMOTION

Bathrooms deliver an experience that will move the senses, reflecting the building's distinctive disposition. Feel the luxury of natural marble floors, embellished by crafted joinery, vanity, and bath.



ARTIST'S IMPRESSION



E X C L U S I V E



CHAPTER FOUR

A M E N I T I E S

Revel in unsurpassed amenities for wellness and entertainment, setting a new benchmark for Melbourne. Your 24-hour concierge at an exceptional grand lobby welcomes you home, while a rooftop terrace offers a private dining room, BBQ facilities and two outdoor spas.



A beautiful 25-metre lap pool beneath a translucent skylight roof and other amenities await from Levels 1 to 3, including a gymnasium, sauna, and cinema.



ARTIST'S IMPRESSION

HAIFA BY ZAHA HADID





ARTIST'S IMPRESSION

FOR YOUR COLLECTION

Connoisseurs of fine vintages will appreciate a stately wine cellar, designed to ensure ideal temperature and humidity at all times. The well-appointed space includes an area for personal wine tastings, furnished with Zaha Hadid bespoke designs.





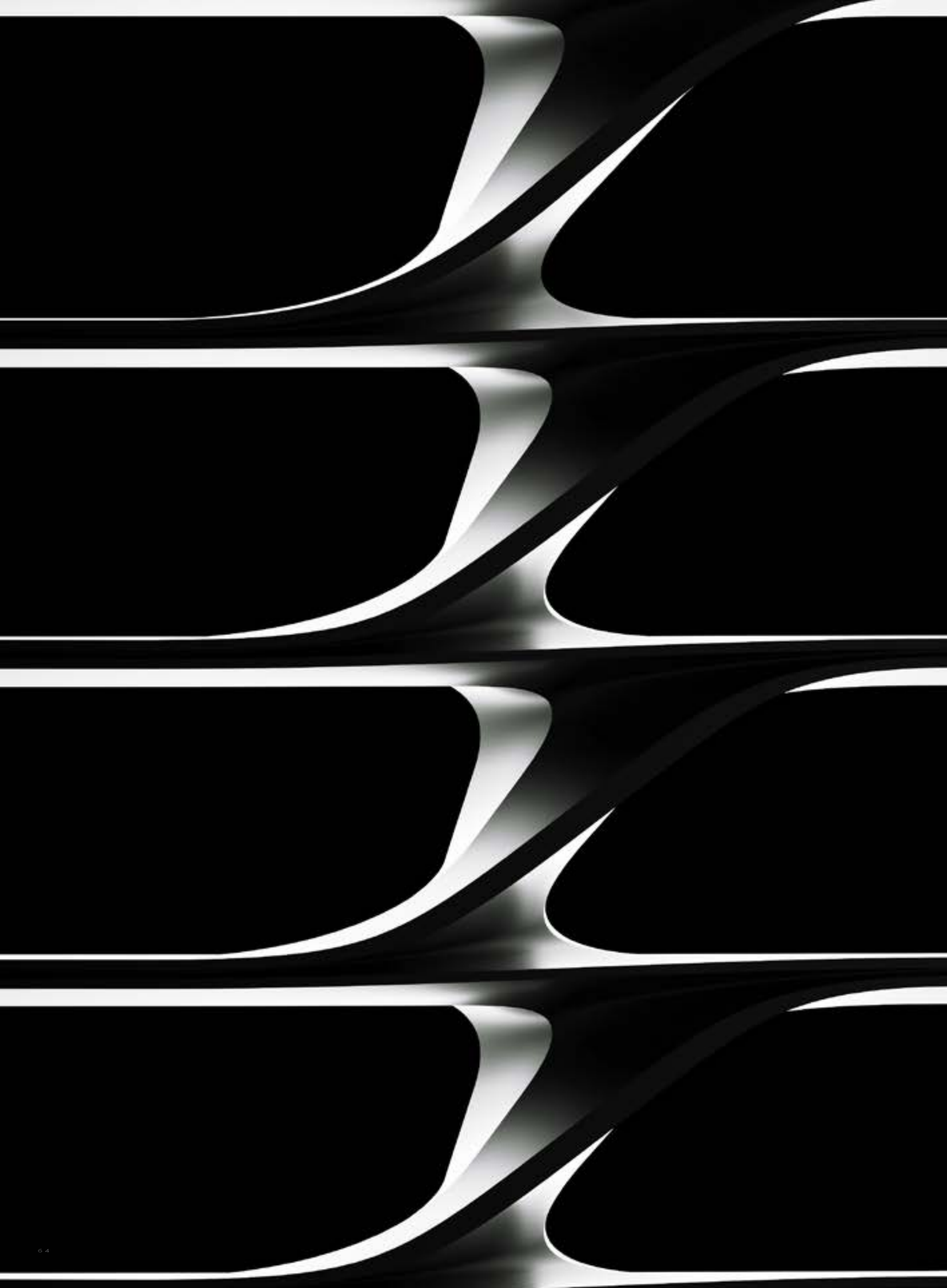
ARTIST'S IMPRESSION

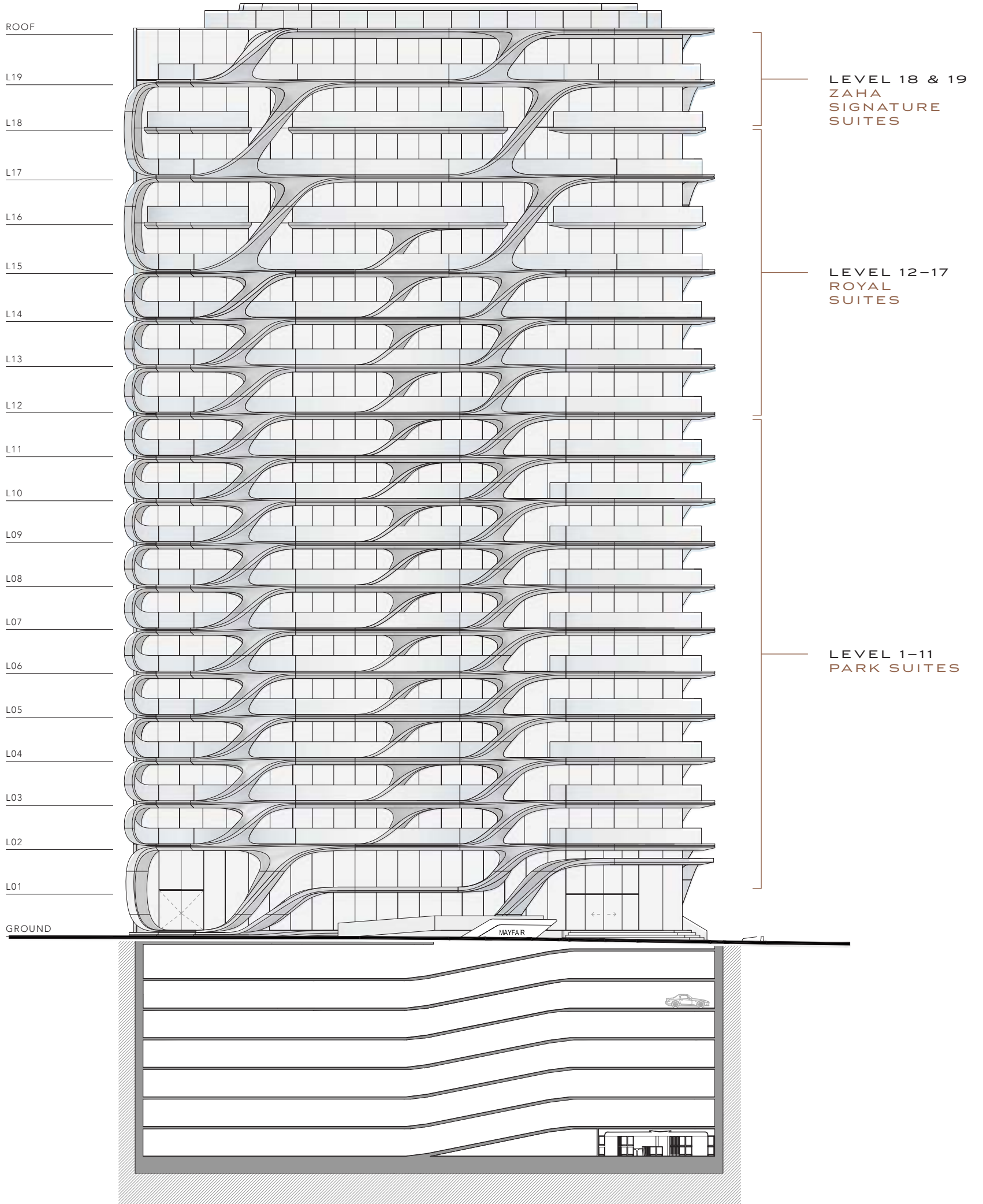
Bask on the rooftop terrace,
with stunning views to Albert
Park Lake and Port Phillip Bay.





ARTIST'S IMPRESSION





Y O U R C H O I C E

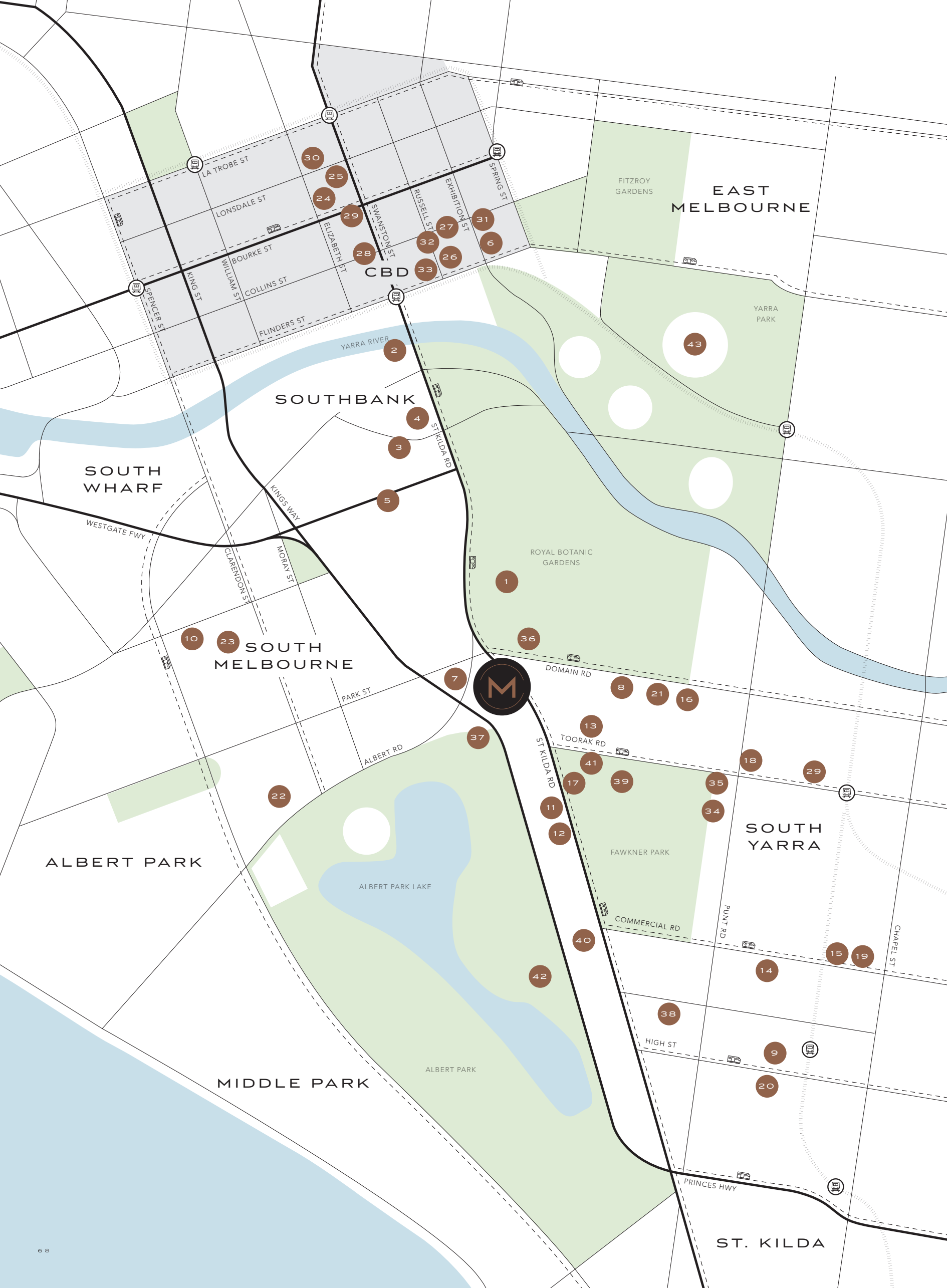




CHAPTER FIVE

E A D D R E S S

Mayfair is located on Melbourne's most superior boulevard with direct access to some of the city's most treasured landmarks, top public and private schools, lush gardens, and a transportation hub. Trams run frequently along St Kilda Road, while the new proposed Domain train station is in the pipeline.



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ST. KILDA

EAST MELBOURNE

SOUTHBANK

SOUTH WHARF

SOUTH MELBOURNE

ALBERT PARK

MIDDLE PARK

SOUTH YARRA

CBD

YARRA RIVER

FITZROY GARDENS

YARRA PARK

ROYAL BOTANIC GARDENS

FAWKNER PARK

ALBERT PARK LAKE

ALBERT PARK

ART & CULTURE

01. Shrine of Remembrance
02. Hamer Hall/Arts Centre
03. Melbourne Recital Centre
04. NGV
05. ACCA

FOOD & DINING

06. The Press Club
07. Kettle Black
08. Entreçôte
09. Prahran Grocer
10. Proper and Son
11. Hunters Kitchen
12. The Willows
13. Bistro Gitan
14. Tall Timber Eatery
15. The Emerson
16. Gilson
17. Slater Street Bench

FOOD & DINING

18. France-Soir
19. Prahran Market
20. Prahran Hotel
21. The Botanical
22. Lamaro's Hotel
23. Chez Dre

RETAIL

24. H&M
25. Emporium
26. Chanel
27. Louis Vuitton
28. Collins Street Luxury Retail
29. Bourke Street Mall
30. Melbourne Central
31. Hermes
32. Prada
33. Gucci

EDUCATION

34. South Yarra Primary
35. Christ Church Grammar
36. Melbourne Grammar
37. Mac.Robertson Girls' High
38. Wesley College
39. Fawkner Park Child
Centre & Kindergarten

SPORT & RECREATION

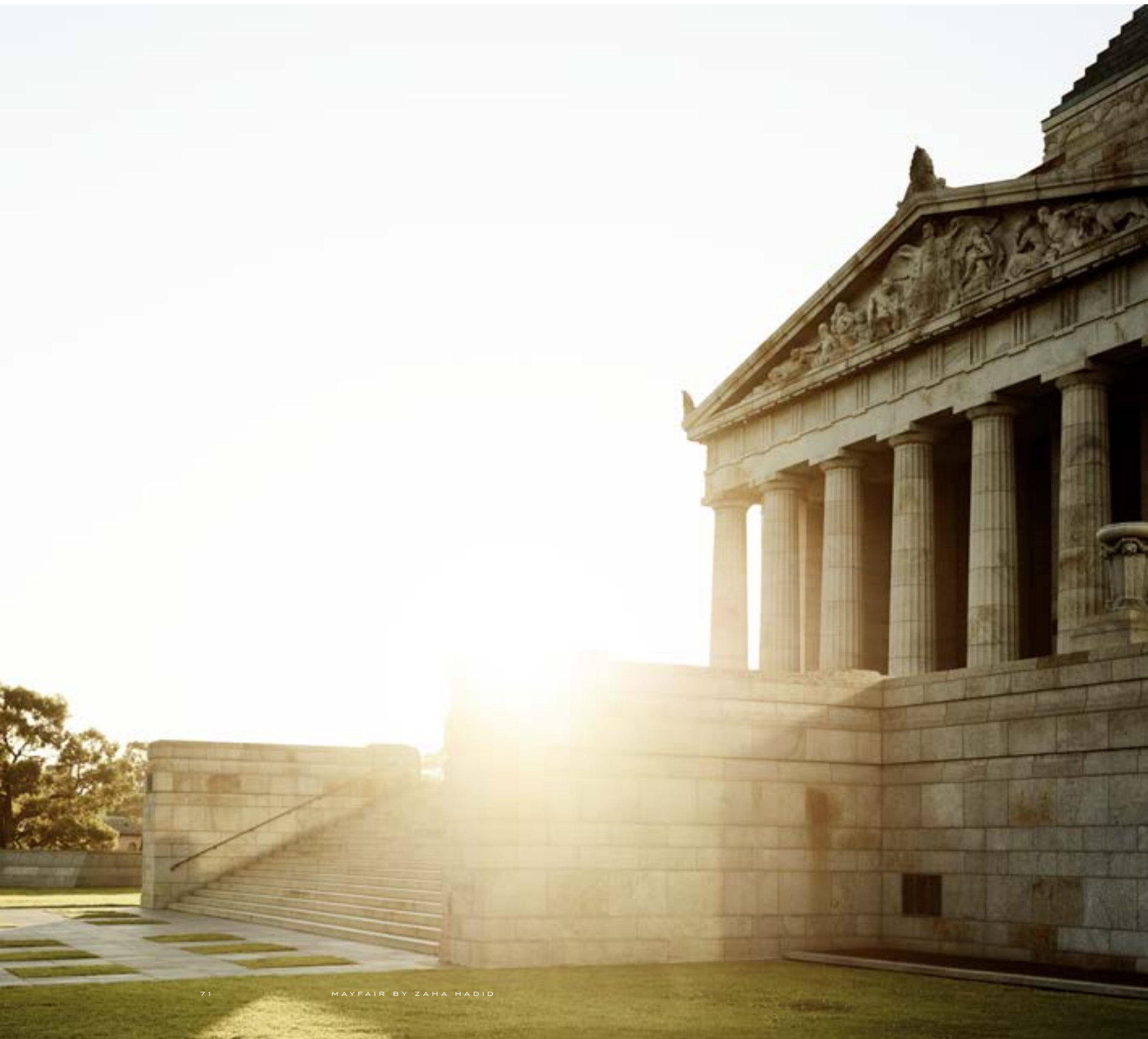
40. Tennis World Albert Reserve
41. Fawkner Park Tennis Court
42. Albert Park Golf Course
43. MCG



FEEL THE PULSE OF
A VIBRANT CITY

Melbourne is a juxtaposition of the old and new,
natural and man-made. It celebrates a glorious past
even as it moves into the future.

OPPOSITE St Kilda Rd
BELOW Shrine of Remembrance







PARKS AND GREEN SPACES

With abundant parks featuring avenues of trees and manicured lawns, Melbourne's moniker of Australia's garden city is well deserved. Mayfair is within walking distance to some of the most celebrated and iconic gardens in the city, including Albert Park Lake and the Royal Botanic Gardens.

OPPOSITE Albert Park Lake
BELOW Albert Park Golf Course







ARTS PRECINCT

St Kilda Road boasts a vibrant arts and culture vibe. The National Gallery of Victoria is home to a permanent collection of spectacular local and international masterpieces, while hosting many acclaimed exhibitions from around the world. The nearby Arts Centre and Hamer Hall also offer alluring venues for inspired performances, from ballet to opera.

OPPOSITE Arts Centre
BELOW National Gallery of Victoria





UNRIVALLED SHOPPING

Melbourne offers a dynamic retail experience, from the finest international couture on Collins Street to homegrown labels in hidden laneways. Major shopping centres dot the city, while pedestrian malls offer high street shopping and eclectic style.



OPPOSITE Louis Vuitton, Collins St
ABOVE Chanel, Collins St
RIGHT Hermès, Collins St







FOOD AND DINING

Melbourne is a gastronomic adventure, home to some of the world's top chefs and a diverse range of cuisine. From quaint cafés to fine dining establishments, the best of Melbourne's dining delivers experiences to inspire and satisfy every appetite.

ABOVE The Botanical
OPPOSITE Chez Dre
BELOW Lamaro's Hotel





EDUCATION

Mayfair is within walking distance to some of the best institutions of learning in Victoria, both public and private, such as Melbourne Grammar, Mac.Robertson Girls High School and Wesley College. The University of Melbourne and RMIT are just a short tram ride into the city.

OPPOSITE Melbourne Grammar School
BELOW Wesley College





P R O J E C



CHAPTER SIX

T T T E A M

MAYFAIR IS OUR THIRD AND MOST LUXURIOUS
PROJECT IN AUSTRALIA TO DATE, A LANDMARK
DEVELOPMENT FOR UEM SUNRISE IN MELBOURNE

UEM SUNRISE



A member of UEM Group

UEM Sunrise Berhad (“UEM Sunrise”) is a public-listed company and one of Malaysia’s leading property developers. UEM Sunrise has core competencies in macro township development, high-rise residential, commercial, retail and integrated developments, as well as property management project and construction services.

The Company is currently undertaking the development of Nusajaya, one of the five flagship zones and key driver of Iskandar Malaysia into a regional city like no other. Upon completion, Nusajaya will become the largest fully integrated urban development in Southeast Asia that will provide significant investment, financial and business opportunities to the economic growth and development of the region.

In the Central Region, UEM Sunrise is responsible for numerous residential, commercial and integrated developments largely within Kuala Lumpur’s affluent Mont’Kiara enclave, Kuala Lumpur City Centre; Shah Alam, Selangor; and Seremban, Negeri Sembilan. The Company is also the owner and developer of an urban development in Cyberjaya known as Symphony Hills, an exclusive residential development and the country’s first Connected Intelligent Community (“CIC”) offering smart-home features and community connectivity through high-speed broadband.

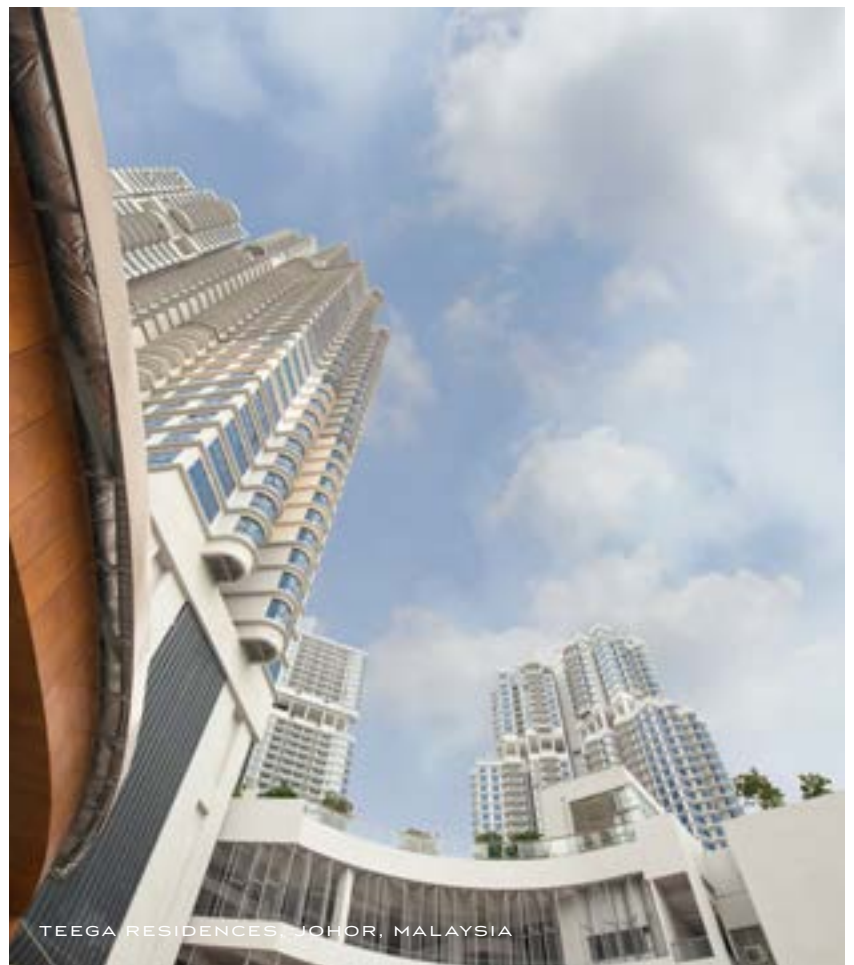
UEM Sunrise’s presence extends into Singapore via Marina One and DUO mixed-use developments, as well as in Melbourne, Australia. Outside of Asia Pacific, the Company has expanded into Vancouver, Canada with the Quintet mixed-use development, and a waterfront masterplan township in Durban, South Africa.

UEM Sunrise is the flagship company for township and property development businesses of UEM Group Berhad and Khazanah Nasional Berhad. UEM Group is wholly-owned by Khazanah, an investment holding company of the Government of Malaysia.





ARCORIS MONT'KIARA, KUALA LUMPUR, MALAYSIA



TEEGA RESIDENCES, JOHOR, MALAYSIA



DUO, SINGAPORE

Zaha Hadid Architects

Working with clients that have global reputations for excellence and solid business growth, Zaha Hadid Architects (ZHA) is developing outstanding projects across six continents.

Based in London for 40 years, ZHA has defined architecture for the 21st century with a repertoire of projects that have captured imaginations across the globe. Form and space are woven within the structure of buildings that evolve from their surrounding environment and tie disparate programmes together. Enticingly contextual, each ZHA project combines an unwavering optimism for the future with concepts of connectivity and integration.

Receiving the highest honours from civic, professional and academic institutions worldwide, ZHA is one of the world's most consistently inventive architectural studios—and has been for four decades.

These 40 years of research are inscribed within every design. ZHA's architecture is defined by its democratic attitude, offering generous public spaces inside and out. The ideology embedded within each design is applied with a light touch as well as principled discipline. ZHA's architecture embodies an enlightened philosophical framework, engaging the city with an act of attraction rather than imposition.

ZHA's optically rich interiors are built essays in spatial composition. They invite perception so that space becomes personal, instilling a sense of ownership within each visitor. Mathematicians acknowledge the purity of their formal geometries and fluid lines, but these spaces also engage the senses and capture the eye—creating unrivalled spatial experiences that ZHA has skilfully formed and crafted.

Employing advancements in design, material and construction technologies, ZHA is a world leader in the application of Building Information Modelling (BIM) in the design, construction and operations of buildings to increase efficiencies and also significantly reduce energy consumption and emissions.

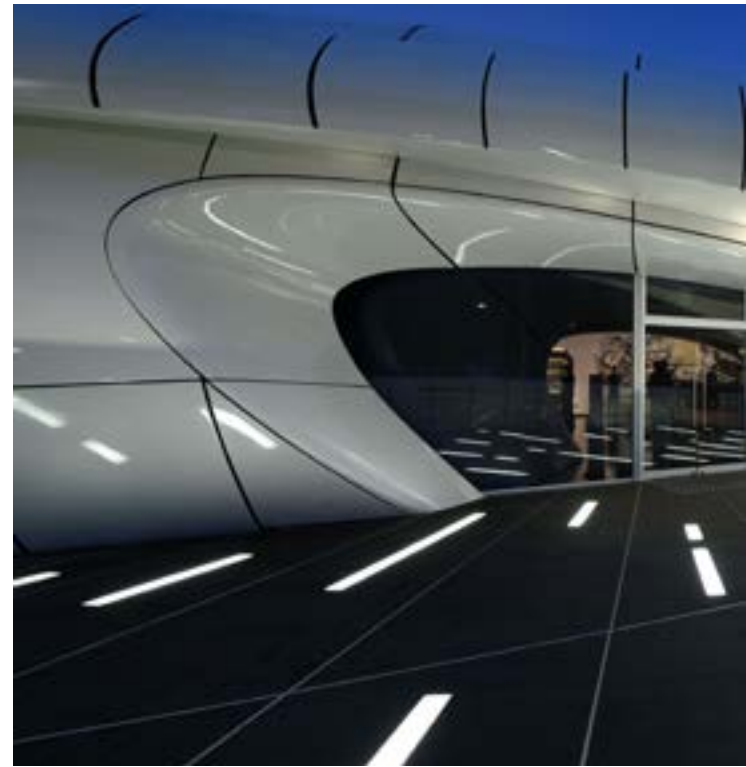
Marrying advancements in digital design technologies with ecologically sound materials and sustainable construction practices, ZHA does not look at disparate parts, but works to understand them as a whole; delivering practical solutions to the defining challenges of our era.

Every ZHA project is the very specific result of its unique context, local culture, programmatic requirements and efficient engineering coming together—allowing the architecture and surrounding urban fabric to seamlessly combine, in both formal strategy and spatial experience. Always looking beyond the form and function of each design—ZHA works closely with every client to establish new and better ways in which people can use each building.

In over 50 completed projects around the world, ZHA's architecture becomes more refined spatially, more efficient structurally, more polished materially, more advanced technologically—and generally more resolved—with each new design.

Their clients commission buildings, and ZHA meets the programmes, but ZHA also reads between the lines to exceed each brief and consistently deliver the shared aspirations of a new generation.

Collaborating with visionary clients, communities and industry experts on over 60 on-going projects in 27 countries, ZHA's hugely talented and dedicated teams of experienced professionals work with passion and commitment to honour Zaha Hadid's legacy, delivering transformational projects across the globe.





CHANEL MOBILE ART PAVILION, PARIS



GALAXY SOHO, BEIJING, CHINA



HEYDAR ALIYEV CENTER, BAKU, AZERBAIJAN

ELENBERG FRASER

Elenberg Fraser—not your average architecture firm. An integrated design practice operating across the Asia-Pacific region, our buildings prove that good design leads to economic, social and cultural benefits. But what makes us so special?

Invention excites us. We address the needs of our clients, building users and the community by identifying the specific needs of each project. We ask the right questions without imposing pre-determined solutions and then we use our 6Ds process to take us to the invention stage. This process has opened people's eyes to impossible realities. Who knew buildings could be both design-driven and market-driven?

Rather than applying a house style, our buildings are conceived in their own right, responding to their specific site, location and purpose. We don't generalise across projects either—our job is to uncover and express the unique identity of each project, through built form.

The outcome is sensory—architecture that people can feel, not just see. Architecture that makes people think, acknowledging the origins of architecture and its plethora of influences, both ancient and modern.

Talented individuals and inspired collaboration form the driving force of our studios. Everyone brings their unique perspective and skills to each project, but most importantly their dedication to producing the best outcome for all stakeholders in the built environment.

We are conscious of the impact our buildings have on the city, its inhabitants and the environment. This awareness informs our work—we take pride in the end results but consider the effects and requirements of our projects beyond their completion, well into the future. We practice environmental design based on a first principles approach, inspired by the natural environment.

Through interrogation, invention and collaboration we produce experiential spaces that demand reaction.

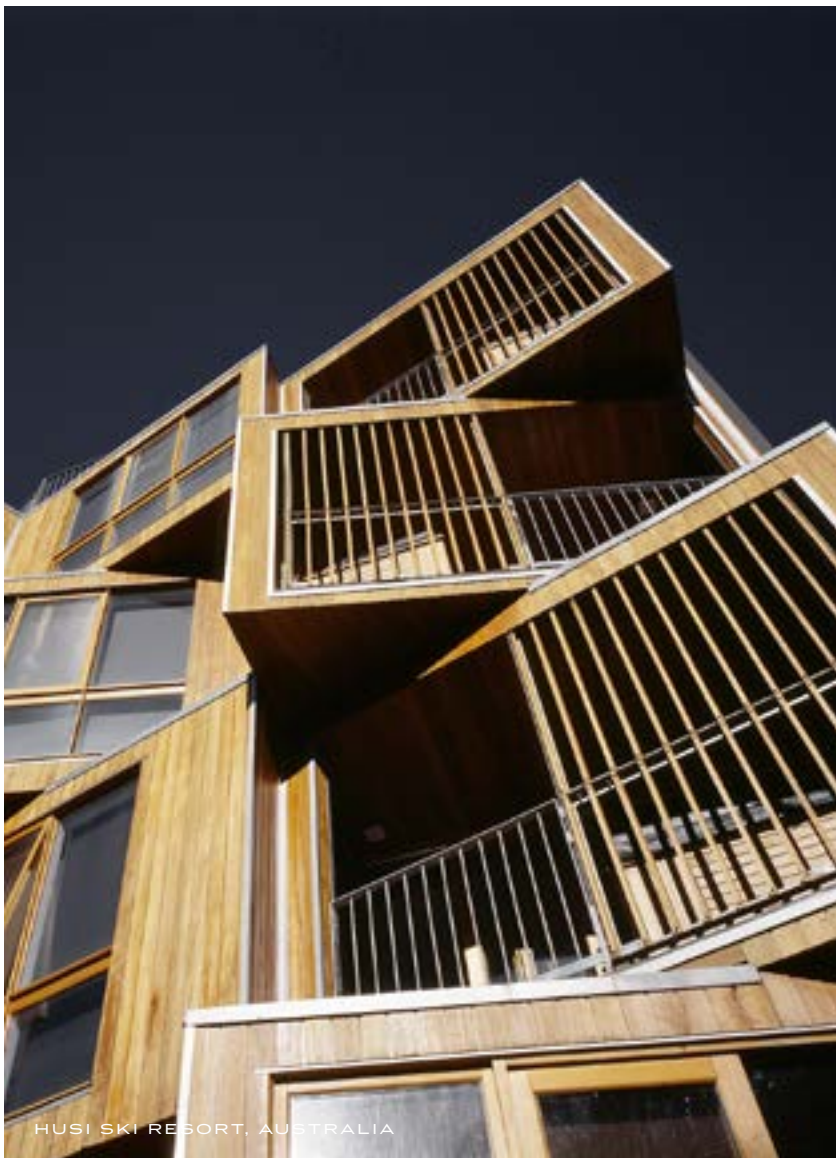
Elenberg Fraser. Feel the difference.



GINGERBOY, MELBOURNE, AUSTRALIA



VUE DE MONDE, MELBOURNE, AUSTRALIA



HUSI SKI RESORT, AUSTRALIA



ZUMBO, MELBOURNE, AUSTRALIA

MAYFAIR-MELBOURNE.COM.AU

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