



Welcome to The Eighth.



The Eighth encourages a new way of living – it's an opportunity to be a part of a future-focused building at the vanguard of a global shift in the way many people are choosing to live now.

Nicolas Crema says his vision for The Eighth was inspired by his appreciation for the recent evolution in lifestyle, workplace and wellness trends that is taking place around the world. Spending time in transient cities such as New York, London, Singapore and Hong Kong has shown him how people are valuing lifestyle experiences now more than ever and a strong sense of belonging to something.

"While the lifestyle we're curating at The Eighth will appeal to a broad demographic, this project has been created for those who are already choosing to live a certain way; those who value freedom of movement, enhanced lifestyle experiences, a sense of belonging and the ability to transition effortlessly between work, life and leisure."

The Eighth is the result of Nicolas Crema and architect Peter Kennon's shared vision to create a building concept which puts experienced-focused, multifaceted living at the forefront of their offering. From the project's inception, the pair has been determined to create a building filled with possibilities for experiences, and amenities and spaces that residents would utilise every day to enhance their lives.

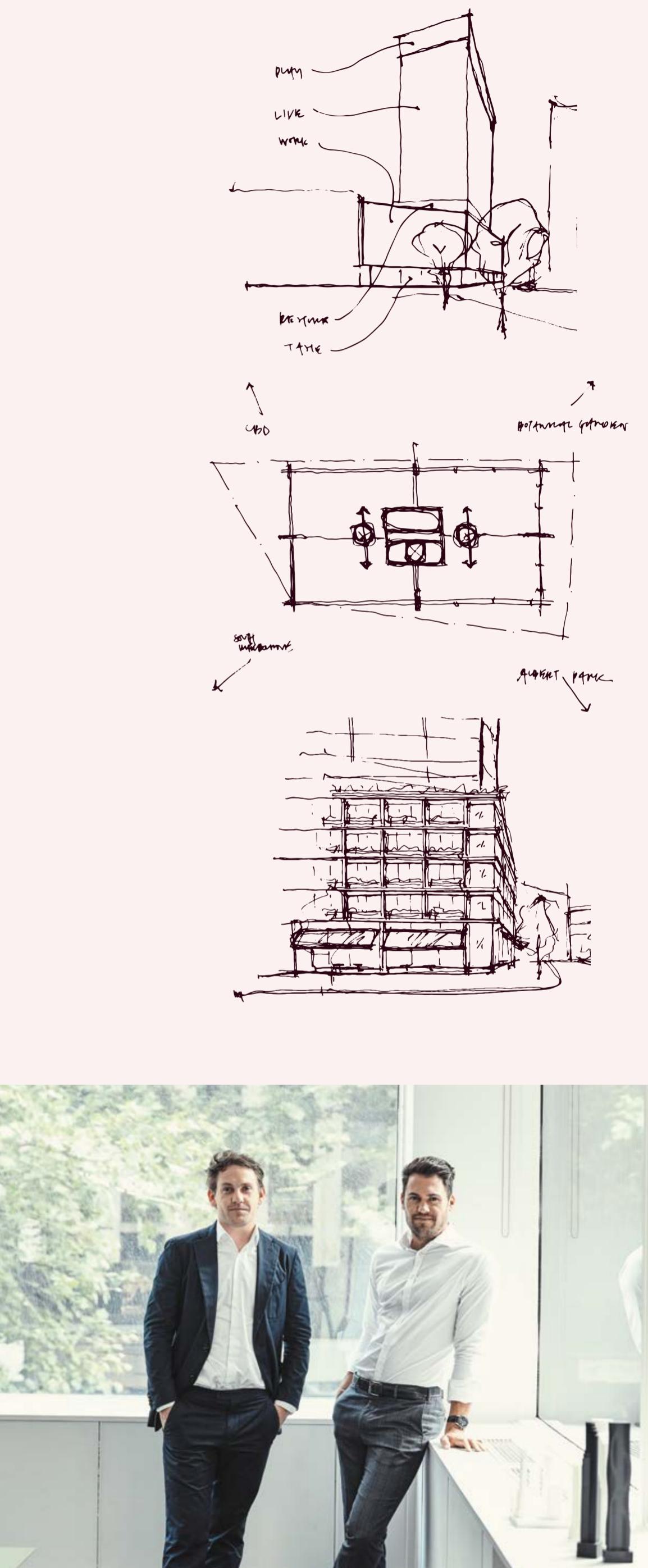
A building that flows with the rhythms of residents' days and offers an entirely new paradigm for living – one based on interconnectedness and a heightened sense of being. The result of their no-compromises approach is a building that makes possible a life filled with meaningful work and play, one in which daily life is amplified through purposeful design and a considered approach to lifestyle based on what matters to each individual. The Eighth is an environment in which time to restore oneself is built into the experience of living there, and where stimulating the senses is part of the everyday through spaces designed to inspire. The Eighth offers an environment that instils a sense of belonging rooted in a holistic approach to living.

The Eighth's various elements – which include a grand lobby, café and wine bar, European-inspired day spa, rooftop pool and curated work spaces – combine to create a self-contained and completely resolved place to live that offers the possibility of a curated life where everyday experiences are heightened, and where the senses are stimulated. The delicate balance between, and overlap of the pillars and areas throughout The Eighth represent the true-to-life interconnectedness that this building caters for. So much of The Eighth's elegance is down to its intuitive understanding of what will make its residents feel at home.

Welcome to The Eighth.

The Eighth represents an evolution in living. It's a building on the cutting edge of what's possible when a holistic approach to lifestyle is combined with a design and architectural approach that centres the human need for connection, a sense of belonging, and balance between all the different aspects of our lives.

Peter Kennon and Nicolas Crema



The philosophy behind The Eighth is based on five pillars: Taste, Live, Work, Play and Restore. These deeply human elements are nurtured throughout this building via its materials, spaces, design and connectivity.

Taste

FARE TO REMEMBER.

Live

LUXURY REDEFINED.

Work

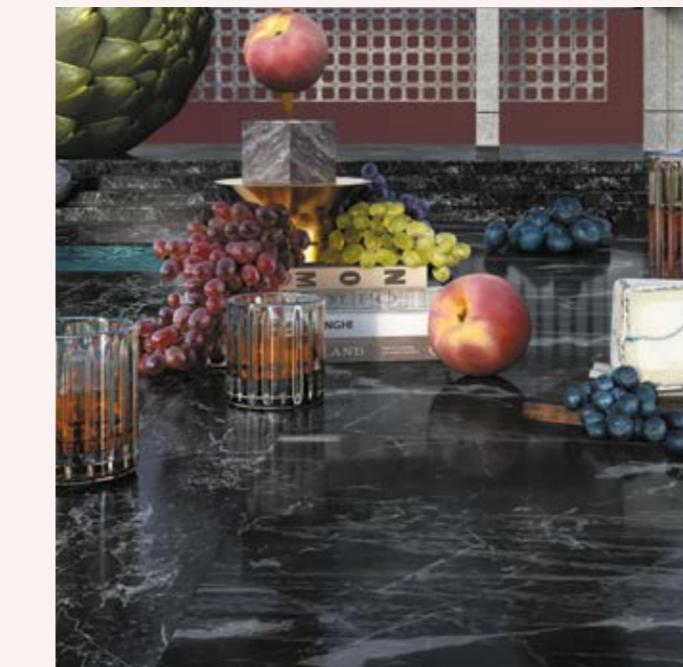
WORK. ELEVATED.

Play

A STATE OF PLAY.

Restore

A SOURCE OF VITALITY.



Taste

Connecting over a meal is a timeless ritual that brings us closer, enhancing our wellbeing and nourishing us physically and emotionally. The Eighth's buzzing café and sophisticated wine bar are spaces that elevate the experience of dining and drinking, and that enhance the time you spend doing what you love. At The Eighth, these spaces work as extensions of residents' apartments and offer areas to work and play beyond the usual boundaries of home and the office.



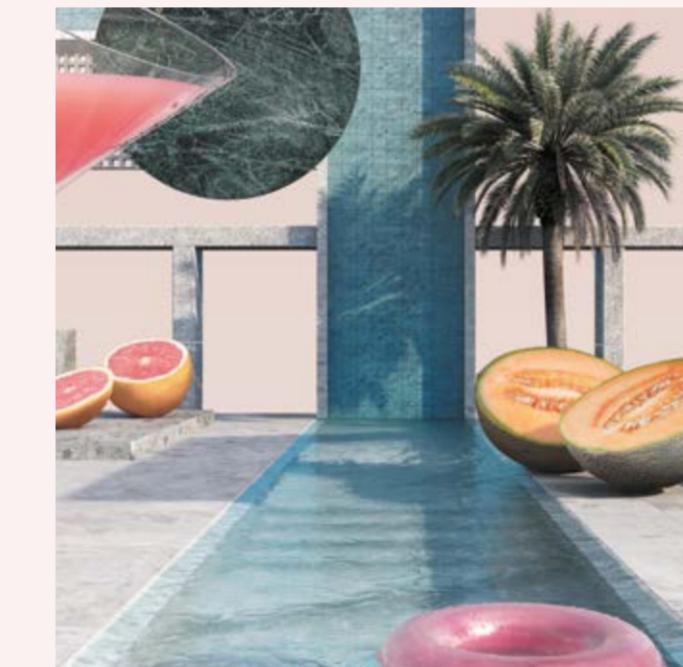
Live

At The Eighth, every aspect of the building itself acts to elevate everyday experiences via its design, its materials and the space it gives you to curate the life you want. Its expansive and timelessly curated private residences are created with authentic natural materials and finished with high quality custom detailing and furnishings. They are freeing, intuitive, comfortable, inspiring spaces that enable what is important in life.



Work

The future of work is more in touch with the human need for balance between all of life's elements. Real and lasting work-life balance is possible at The Eighth, a place where its office spaces are designed to inspire and stimulate. And where residents will be inspired to work from the rooftop, the café or wine bar, and their own residences.



Play

Any holistic approach to life must involve play. But more than just recreation, The Eighth offers spaces that allow you to connect with others and that stimulate your senses. With dining and drinking options, and a rooftop pool, The Eighth is purpose-built to easily integrate play into the everyday and give you the spaces to do what's important to you.



Restore

Taking time to restore yourself is crucial for overall health and wellbeing, and the opportunities to incorporate wellness into your everyday life are part of this building's DNA. The Eighth's European-inspired day spa and wellness studio - an entire floor dedicated to rejuvenating the mind and body - includes a spa, steam room and sauna, hammam, experience showers, relaxation beds, treatment rooms and a fitness studio. The Eighth facilitates you taking time to reconnect to yourself and what inspires you, in a space that stimulates the senses and sharpens the body and mind.



VIII



The Domain Precinct.

The Eighth is in a pocket of Melbourne, on the southern border of the CBD, in a state of flux, ready to emerge as a place for a new way of living. The new neighbourhood will be called the Domain Precinct.



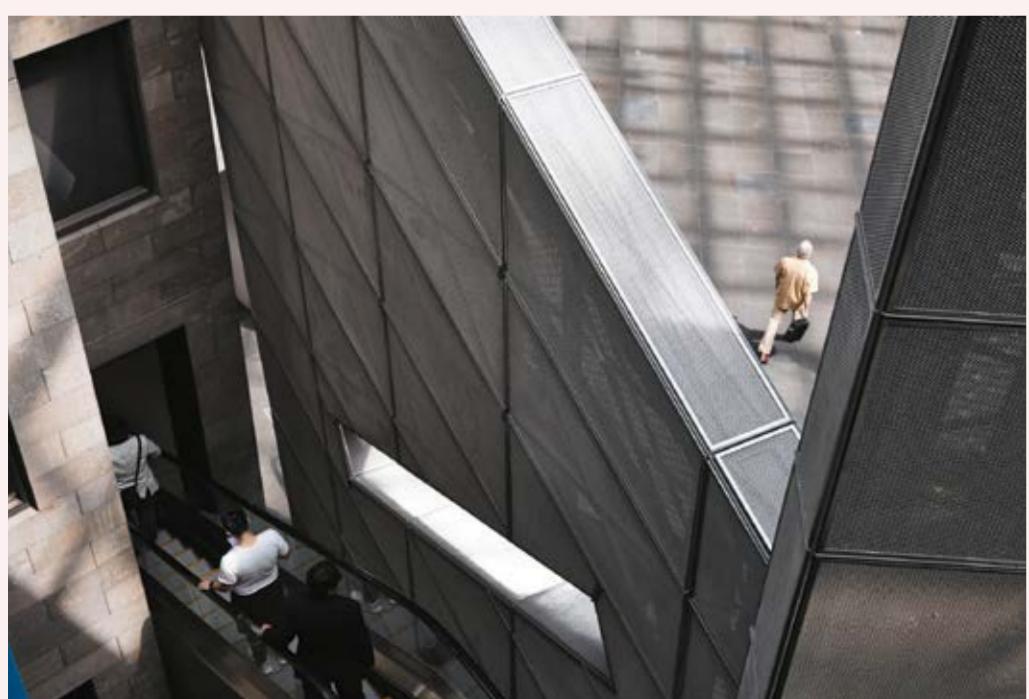
The area of the new Domain Precinct will be more connected to the rest of Melbourne by the new Anzac metro station. The area is adjacent to the CBD and some of the city's best arts institutions, gardens, dining and drinking.

The Eighth's immediate neighbourhood has a feeling of vibrancy in keeping with an area undergoing a process of regeneration, ready to host an experience-focused building of the future, full of potential for a holistic, tailored life. The Eighth is in an area that will become an extension of the CBD; this pocket of inner Melbourne mirrors the possibilities deeply rooted in The Eighth and its offering of a new way of living that is connected and vibrant. The neighbourhood will become a thriving section of Melbourne that feels like a village but has the energy and life force of a thriving city of the future.

The new Anzac metro station will be underneath St Kilda Road on the edge of the Shrine of Remembrance Reserve. It represents a new connectivity for Domain Precinct that will place The Eighth one train stop from the CBD.

There is also a new Domain interchange tram stop being built on St Kilda Road, less than five minutes walk from The Eighth. This connects the area to Melbourne's southern and northern suburbs, and all the activity of the inner north, the CBD and neighbouring hubs such as South Yarra and Prahran.

The Eighth is also walking distance to some of Melbourne's best dining spots, such as Gilson, which looks onto the entrance to the Royal Botanic Gardens; the world-renowned France Soir restaurant in South Yarra; and the sophisticated and innovative Matilda by renowned chef Scott Pickett. Domain Road is also just minutes from The Eighth, with its high-end retail, dining, nightlife and transport connections.



The new area offers all of this and space, making it a destination offering the best of both worlds; the vibrancy of the CBD and the tucked away spaciousness of an inner-city suburb.

The area around The Eighth is home to world-class arts and theatre institutions, and some of the city's best parks and gardens. The Eighth is situated just off Domain Road, alongside the National Gallery of Victoria, the Australian Centre for Contemporary Art, The Arts Centre, Southbank, the Royal Botanic Gardens, Albert Park Lake and easy connections to the rest of the city. The Shrine of Remembrance and its surrounding gardens and reserves, and Melbourne's famous Tan running track, which goes around the Royal Botanic Gardens, is also right within range of The Eighth.

The South Melbourne market and a swathe of cafés, bars and restaurants round out a neighbourhood offering the best of dining and drinking.

The new Domain Precinct offers a balance of opportunities for culture, recreation, escaping into nature and easy access to the CBD and other Melbourne hubs of nightlife, recreation and retail. The best of both worlds; the vibrancy of the CBD and the tucked-away spaciousness of an inner-city suburb.



This pocket of inner Melbourne mirrors the possibilities deeply rooted in The Eighth and its offering of a new way of living that is holistic, full of potential and that is connected.

TASTE

Fare to remember.

THE FULLNESS OF TASTE CAN ONLY TRULY BE REALISED BY A HEIGHTENED EXPERIENCE OF THE OTHER SENSES.

Taste extends beyond the physical sense. It represents making choices that are timeless, elegant and that suit you personally. Sophisticated spaces that offer high quality dining, drinking, and refined ambiance are what The Eighth's food offering is all about.



The best restaurants, the ones you want to linger in well after dessert, offer spaces and food that combine to give people an experience that feels whole and welcoming. A menu that lets the innate flavours of high quality ingredients shine is a sign of a confident, successful dining concept. Casual, comfortable elegance is timeless when it comes to flavour and spaces to dine in.

The sense of belonging and comfort that comes from intuitive, holistic destinations like these is palpable in The Eighth, where the environment and food offering combine to create a complete, welcoming sense of place.

The Eighth's ground floor offerings amplify the experience of drinking and dining, making the act of nourishing yourself and sharing food with others stimulating, meaningful and satisfying. The Eighth's wine bar is also intimate and ambient, a place to settle into with friends, or alone to unwind, as you might in your own kitchen or terrace. By offering a whole, self-contained experience that leaves the outside world behind and that covers everything you could need in one place, The Eighth represents with its food offering a building that has the way you want to live at the forefront of its thinking.

It's a sought-after destination where you can work, relax, play and socialise in a beautifully designed environment suited to your tastes.

The dining and drinking opportunities at The Eighth heighten the everyday experience of sharing food and give you the time and space to appreciate the flavours and tastes of some of Melbourne's best.

At The Eighth's wine bar, taste doesn't just apply to the pleasure of enjoying food and wine. It's a sought-after destination where you can work, relax, play and socialise in a beautifully designed environment suited to your tastes. Here you can connect with the people around you, and your environment, by sharing food and time, experiencing exceptional flavours in a thoughtful and considered space that makes doing the things that you love easily accessible and part of your everyday. The Eighth's café offers the sense of connection you feel at a neighbourhood local, where the staff members know your name, and the ritual of visiting for coffee, breakfast or lunch becomes part of your everyday. Taste means more than delicious food at The Eighth - it's also a sense that the places you have chosen to spend time in are welcoming, they are spaces you want to be in, and where you feel you belong.

Use these areas for work or leisure, eschewing an ordinary meeting or catch-up with friends for one that incorporates all the best a high quality café offers. Or use the space as an extension of your own kitchen, sipping coffee while working out your priorities for the day, or reading the paper. The dining and drinking opportunities at The Eighth heighten the everyday experience of sharing food and give you the time and space to appreciate the flavours and tastes of some of Melbourne's best. Settle into spaces that feel like yours, and that reflect the elegant luxury of a life that gives you the freedom to do what's most important to you.



LIVE

Luxury redefined.

FULFILMENT COMES FROM ASKING YOURSELF WHAT'S REALLY IMPORTANT, THEN BUILDING YOUR LIFE AROUND THE ANSWER.

The Art of Living.

The Eighth is a one-of-a-kind opportunity to live in a building where your lifestyle and values align. Leave any ideas of compromise at the door. This is experience-centred living of the future, where the barriers between work, play, dining and time to decompress are removed, and everyday experiences are elevated.

Writer Annie Dillard said, "How we spend our days is, of course, how we spend our lives." Our day-to-day experiences – what we choose to do with our time, and where we choose to spend it – all contribute to the sum of a life. And so if the places we spend our days can spark inspiration, instil a sense of belonging and connect all aspects of our lives – be it work, play or relaxation – we can build the foundation of a fulfilling life.

The way people in Australia are living is changing, and "real life" need not be confined to what happens outside of traditional office hours anymore. The places we live should reflect this, and they should facilitate the possibilities this shift represents.



A place where people's lives organically spill over the edges of their private residences and into the amenities of the building.

**Living without compromise.**

The Eighth is such a place. It is centred around experiences and gives residents the freedom and space to craft their lives through the opportunity and vibrancy inherent in the building. Peter Kennon, the architect behind the building, describes it as "a container for life".

Kennon and property developer Nicolas Crema bonded over their mutual frustration with buildings and residential developments that claimed to offer a superior lifestyle, but did not at their heart have an understanding of and appreciation for the way people really want to live, and that did not give residents the power to curate their own lifestyles. They decided to create a place to live where people's lives organically spilled over the edges of their private residences and into other areas of the building. And where spaces inspire feelings of belonging.

This shared vision has resulted in a building that has intuitive, easy living in its DNA.

The thinking behind The Eighth and its design epitomises Kennon's and Crema's philosophy of lifestyle without compromise. The building elevates everyday experiences and activities – like reading the paper or working in the downstairs café, meditating or exercising at lunch time, arriving home via a private lift at the end of the day, and catching up with family and friends at night by the rooftop pool – by centering the way people actually want to live now.

"To me, it's about feeling comfortable in your own skin," says Kennon. "It's the ability to craft a lifestyle and routine that enables you to spend time doing what you love and what makes you feel good. The Eighth works to the patterns of the people living in the building."



All of the spaces in The Eighth have been curated, and offer opportunities to tailor the environment to residents' particular styles and tastes.

A sense of belonging.

The Eighth offers a limited collection of 36 private residences. And, like members of a club, its residents have access to facilities that fit seamlessly into their lives. The day spa and wellness centre offer an oasis for self-focus and restoration. "People will sit in the steam room after a busy or stressful day, and they can completely unwind," says Kennon. "They reduce their stress levels, they sleep better, they are happier. It's key to having an active, happy lifestyle. It's a mindset that's experience-driven. And you can't achieve that without feeling good about yourself."

The bustling, glass-fronted lobby at the apex of Kings Place, with its wine bar, and café, will be a destination unto itself. The ground floor's dynamic interface with the street fills the building with activity and vibrancy. And the rooftop pool and bar area is designed for socialising and winding down against the backdrop of a spectacular view. The barista in the café will know your name and order, and the concierge will work with your routine to make life flow seamlessly. Every aspect of The Eighth has been thought out to heighten the experience of being there, and to be seamlessly interconnected.

"For me, home is about coming back to a place where you get a sense of belonging," says Nicolas Crema. "You can feel a part of this building, and what is yours is so much more than just your private residence. I think home is about something greater than the four walls you sit in at night."

The sentiment is echoed by Kennon: "The dining and drinking offering is something residents will use as extensions of their dining rooms. I love the way you can come in every day via your private lift to the café, pick up a paper and have breakfast, and you still feel like you're at home."

At The Eighth, the whole building offers this feeling because it believes a holistic life is one lived the way you have crafted it for yourself, and the result is a feeling of contentment. "We want people to feel like that every day because of the opportunities they have in the building," says Kennon.

A concierge offers a level of service that facilitates bespoke living. The building's rooftop is a space of endless possibility for relaxing, dining, entertaining and socialising. And The Eighth's wine bar and café will attract diners from all over the city, and act as a place to connect with people over food and wine.

The same philosophy applies to the four levels of office space The Eighth will be home to. This area will offer diverse working environments, and has been designed to cater to the contemporary, non-desk-bound way business is being done today. The office spaces will imbue the building with activity and opportunity.



Life flows here.

The Eighth has been designed to function as a whole, with interconnected elements; each of the building's different uses complements the others. Its sense of resolution, and that its parts work together as a single organism, instills in it a flow.

In The Eighth, a sense of belonging and community is achieved as much through the building's amenities as through its design and materials. One of the most important early stipulations for The Eighth concept for Crema and Kennon was that the building must have a sense of solidity and permanence, and that its thriving public sphere flow easily through to its more private and exclusive elements.

From the beginning, Crema and Kennon's vision was for a building in which owners had access to everything they would need, presented in a way that was intuitive and organic. The building would increase the experience of everyday living. There was to be no detail without reason. But more than that, every detail, and the building's structure, would enhance the way people feel inside it and the way they interact with it, be they a resident using the rooftop pool, someone visiting the café, an employee working in the office spaces, or a group of friends meeting in the wine bar. For this Australia-first project they agreed that a sense of permanence through materials would amplify the singular sense of place inherent in The Eighth. It needed to feel not like a series of private residences, or a building for various amenities, but like a whole, like an individual's home.

The building uses classic planning principles in symmetry, and the floorplans shift the structural requirements to within the façade line. This allows heavy concrete frames to provide depth, giving the interiors privacy through this thickness. "The architecture takes into account the user's outlook, privacy and connection to the natural environment. The outcome is a building that creates its identity through a sense of permanence, strength and presence. An elegance found through restraint," says Kennon.

We want The Eighth to feel as though it has been there forever, and that it's going to continue to be there forever. It's completely focused on performance – it's not trying to be something it's not. It's an honest building form that's about maximising its internal use and future lifestyle as a collective."

A sense of permanence through materials amplifies the singular sense of place inherent in The Eighth.

A sense of home.

Choosing to work with award-winning interior designer Miriam Fanning and the team at Mim Design aligns perfectly with the vision for a new type of lifestyle offering. Her approach to creating spaces people can make their own reflects The Eighth's. In addition to each private residence, all of the spaces in The Eighth have been curated, and offer opportunities to tailor the environment to residents' particular styles and tastes. Every aspect of each space in the building has been thoughtfully planned so it can be used by residents as if it were their own. The curation of the spaces brings into focus The Eighth's core philosophies. "A lot of care has gone into making this building unique in every way," says Fanning. "Everything has been chosen to achieve an experience of living well. For me, living well is enjoying what you're doing day-to-day."

Fanning imagined herself in residents' shoes when designing the building's and the residences' interiors. "From the minute you come into the ground floor lobby from the street you have a sense of scale and proportion," says Fanning. Crema has used stone throughout because it is iconic and authentic – it's a strong player from the reception area, into the lift and into the residences. So you are always connected, from the moment you walk through the doors to when you are in your home. That seamless use of finishes make a space feel ethereal."

"A lot of care has gone into making this building unique in every way," says Fanning. "Everything has been chosen to achieve an experience of living well."

The residences each have a private lobby accessible via a private lift. Access your private residence directly from the ground floor lobby without sharing the ride with others, or making any stops.

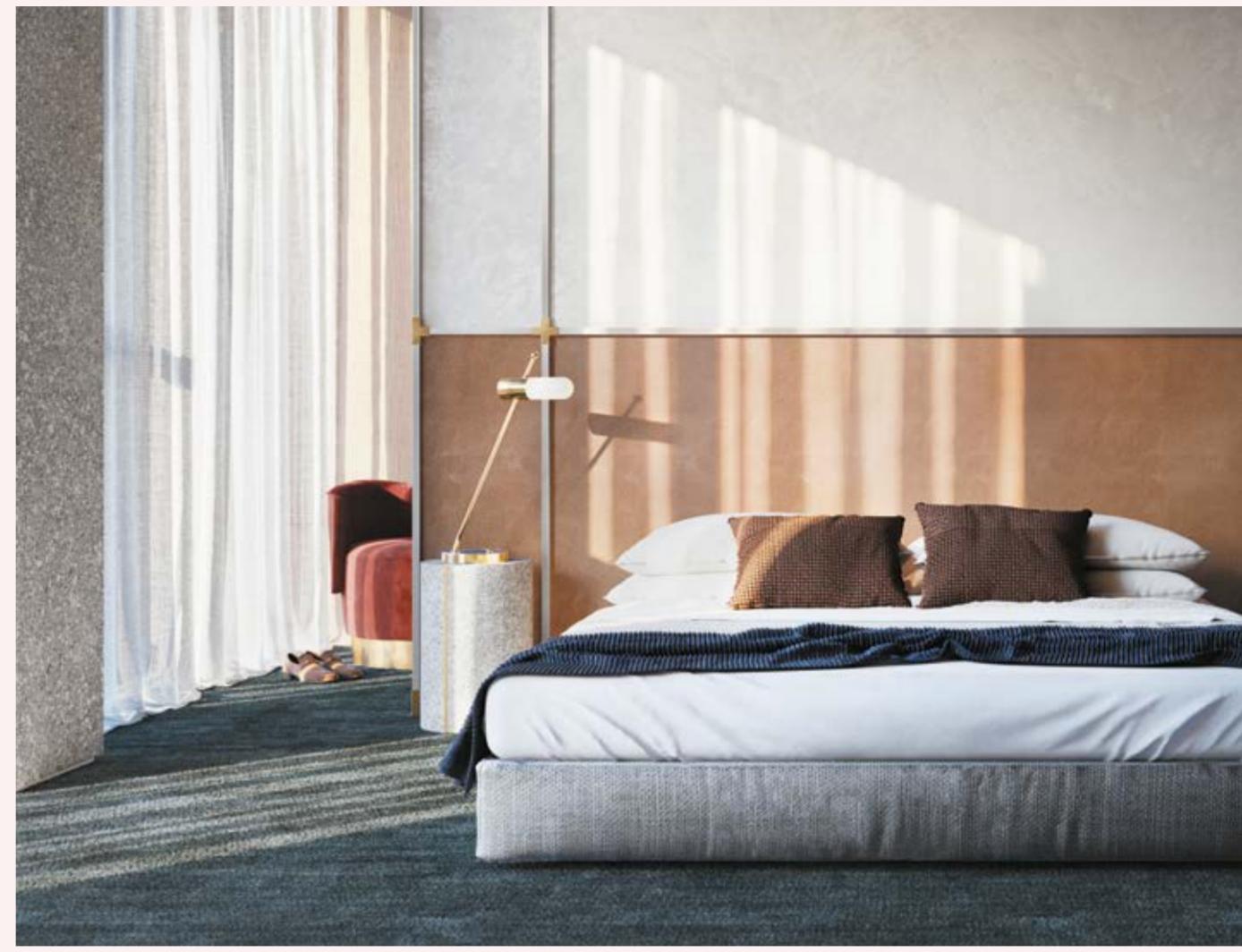
The private lifts also take residents directly to the rooftop and wellness areas, which act as extensions of the residences; supplements providing a rounded lifestyle.

"What I love about this is that the experience of taking a lift directly to your own residence gives you a vestibule area where you drop your keys, drop your bag on the bench seat and you enter through another threshold into the privacy of your home. This space also acts as the zone that the building concierge can have access to, to leave your dry cleaning, parcels and deliveries," says Kennon. This references the traditional idea of the procession of walking to a house up a garden path and onto a verandah and then into a home."

"It's about ownership and curating the way you live," says Miriam Fanning. "Residents can embrace the spaces in different ways. It's about being able to use every square metre of the space. And enjoying morning, noon, dusk and night through the design."

The building was designed for what Kennon describes as "living architecture" – and the residences themselves intuitively reflect The Eighth's commitment to this. Some have fireplaces, almost all have stone baths. The bedrooms use cove lighting – indirect lighting built into ledges and recesses in the ceiling – which is better for sleep. The master en-suite is directly connected with the windows, allowing a wash of beautiful natural daylight through the master wing, making it seem even bigger than its already-generous size. "The authenticity of the materials makes them timeless," says Fanning, "because stone and real product never date, they will stand the test of time." The apartments also offer smart-home technology that allows residents to tailor their environment to their lives.

The views are maximised but the interior is protected from neighbouring buildings, ensuring privacy. The natural environment is brought in through the living areas that are all situated to the corners, giving each a dual aspect from your living zones. "The functional planning is intended to make life easier and allows you to be able to rest and be comfortable," says Kennon.





It is a minimal building, elegant and timeless. Its vibrancy comes from the life that is possible within it. And from the rigour in detail.

A unique building.

A heavy concrete façade with a glass frontage onto Kings Place also means The Eighth avoids looking like any other multi-residential building; it is minimal, approachable, elegant and timeless. Its vibrancy comes from the life that is possible within it. And from the rigour in detail.

The podium plants spill over window sills, which gives the exterior a rough, loose edge of green planting that frees the structure, making it less rigid. "When you enter you feel like you're coming into a serious building," says Kennon. The façade is thick because the play of light, shadow and depth throughout the building, and through the apartments, was a key factor in thinking about how people will experience this building's spaces.

"We imagine the beautiful, big lobby where there's a café and a bar and there are people having meetings and catching up with friends," says Kennon. "And this is all happening in the base of this building. We love that people will be saying, 'I'll meet you at the café at The Eighth'. It becomes attached to the building rather than being its own destination."

The ground floor – full of the life of the building and the activity of the street – is connected to the four levels of office space designed for future working methods that are nothing like the cubicle-clad, boardroom-focused style of a traditional office. This is another site of activity. But as you rise up through The Eighth it becomes more exclusive and more private.

The Eighth Day Spa and Wellness Studio – all of level five, 600 square metres – is a place to restore. It's a wellness hub with a European-inspired hydrotherapy area that includes a spa, steam room, sauna, hammam, experience showers, relaxation beds and more for the whole Eighth community.

Every aspect of The Eighth adds up to a whole that prioritises a heightened sense of being. It's a generous building ready to facilitate enduring and meaningful experiences because it frees you to be yourself.

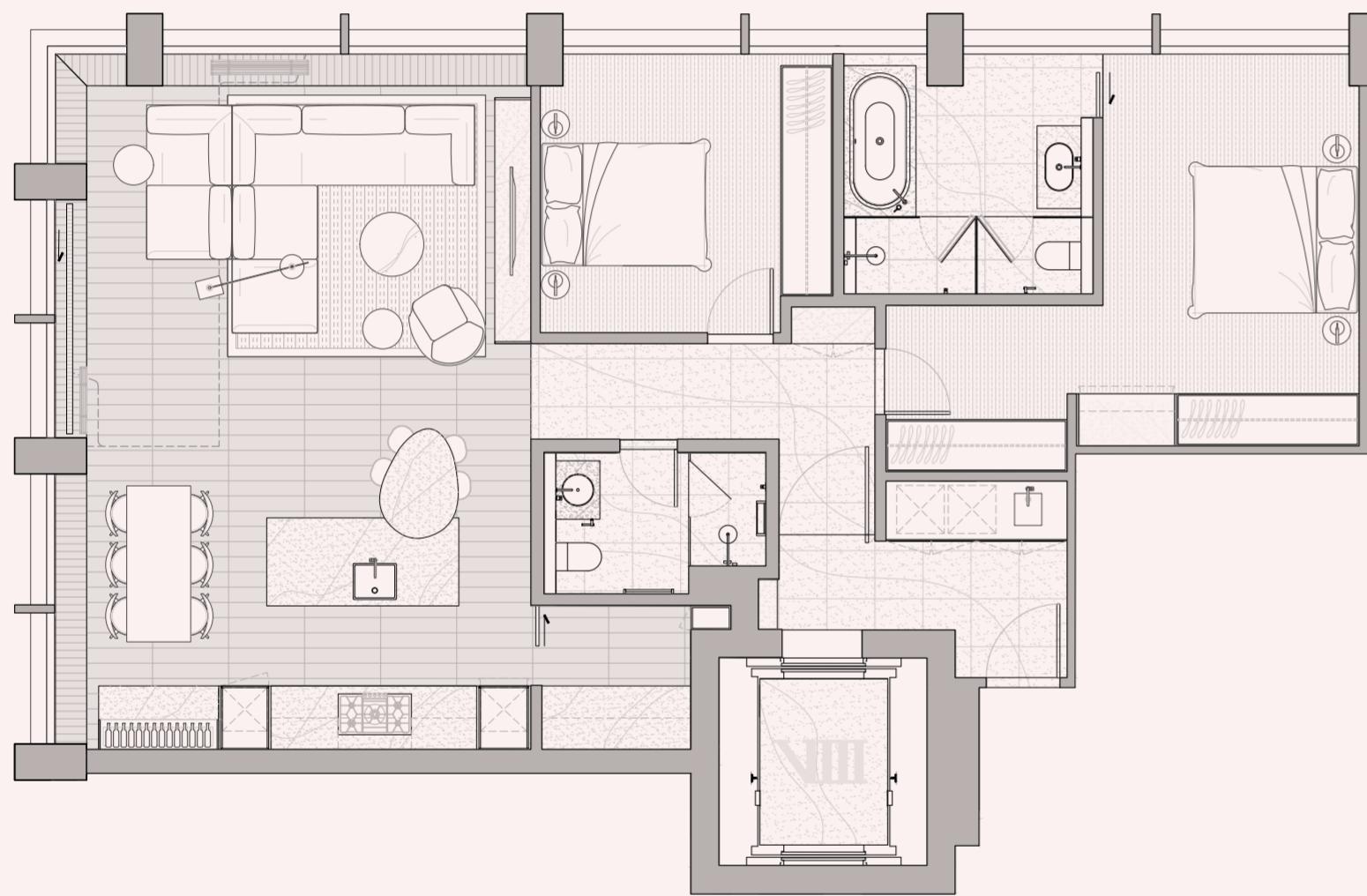
"The concept of home is everything, and here we are extending that to include the building in its entirety," says Kennon. "When you're there you feel that you belong, and that it's the best place for you to be."



AN ELUSIVE, EVER-EVOLVING CONCEPT. ONCE CHARACTERISED BY SCARCITY AND SCALE, TODAY IS A MEASURE OF EXPERIENTIAL ACCESSIBILITY; THE POSSESSION, NOT OF MATERIAL OBJECTS, BUT OF OPPORTUNITIES.



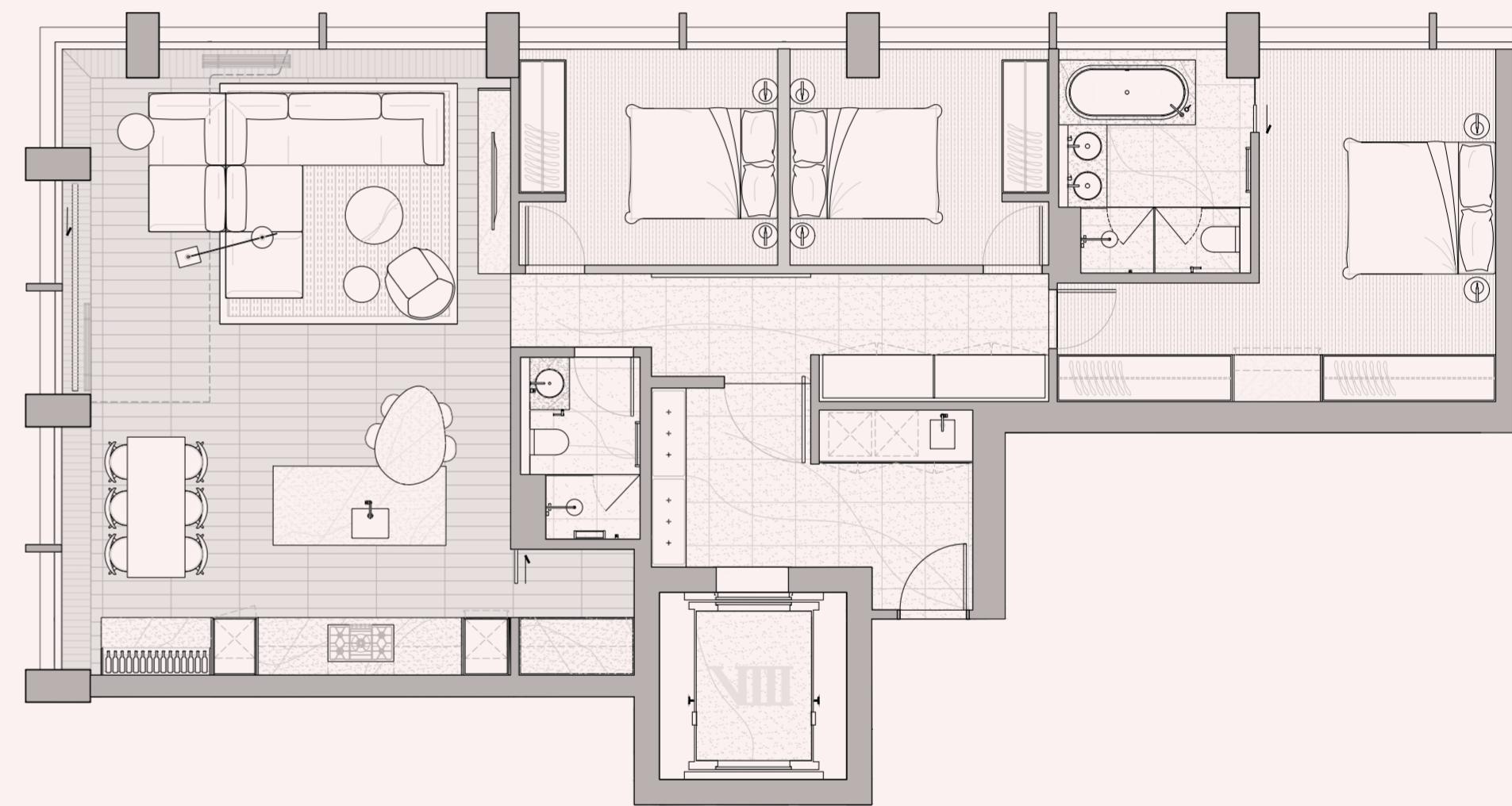
VIII Tower Suites



Bedrooms	2
Bathrooms	2
Car Spaces	1
Total Area	128m²

↑
North

VIII Park Residences



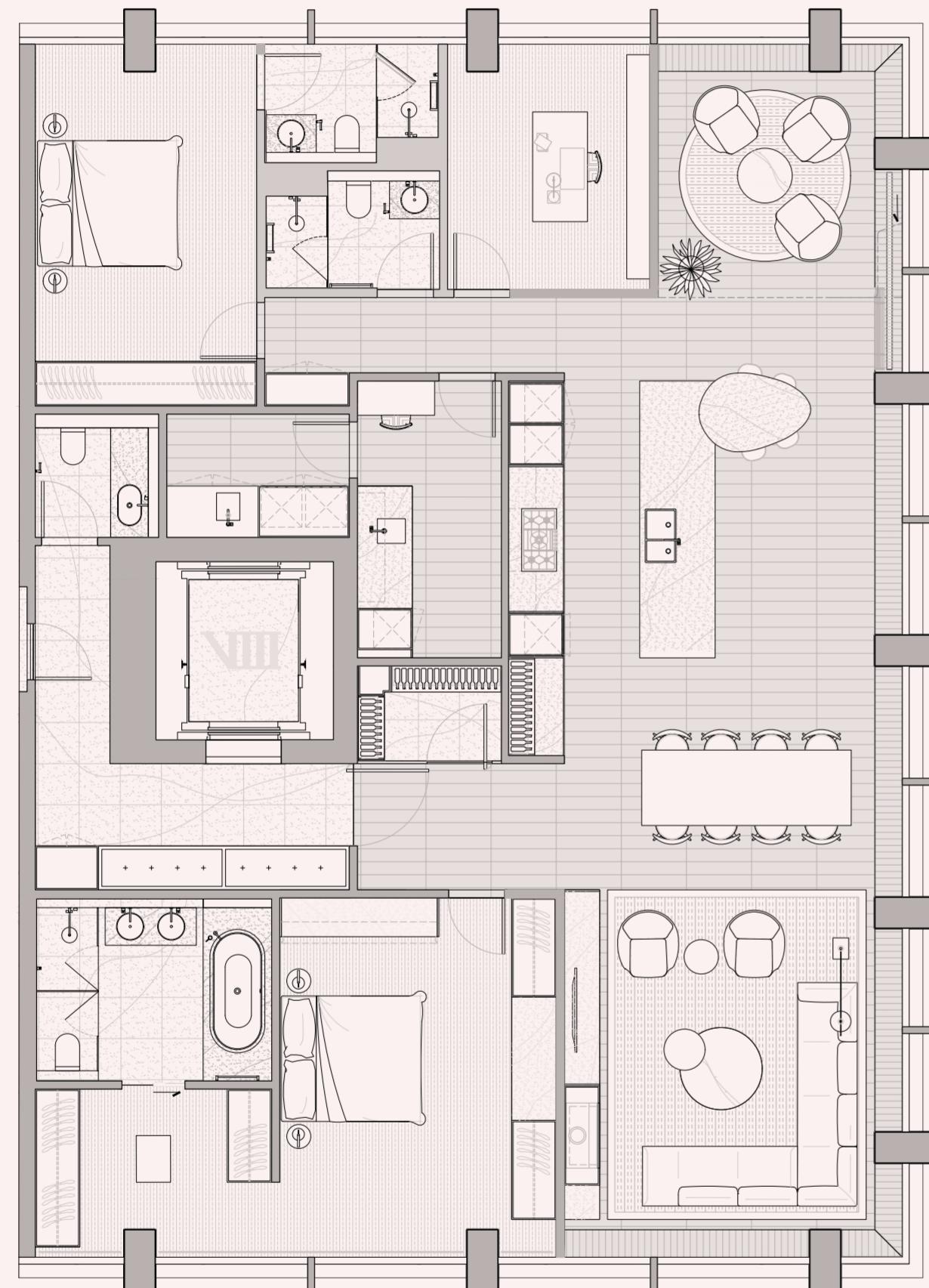
Bedrooms	3
Bathrooms	2
Car Spaces	2
Total Area	146m²

↑
North

"It's about ownership and curating the way you live," says Miriam Fanning. "Residents can embrace the spaces in different ways. It's about being able to use every square metre of the space. And enjoying morning, noon, dusk and night through the design."

VIII Domain Residences

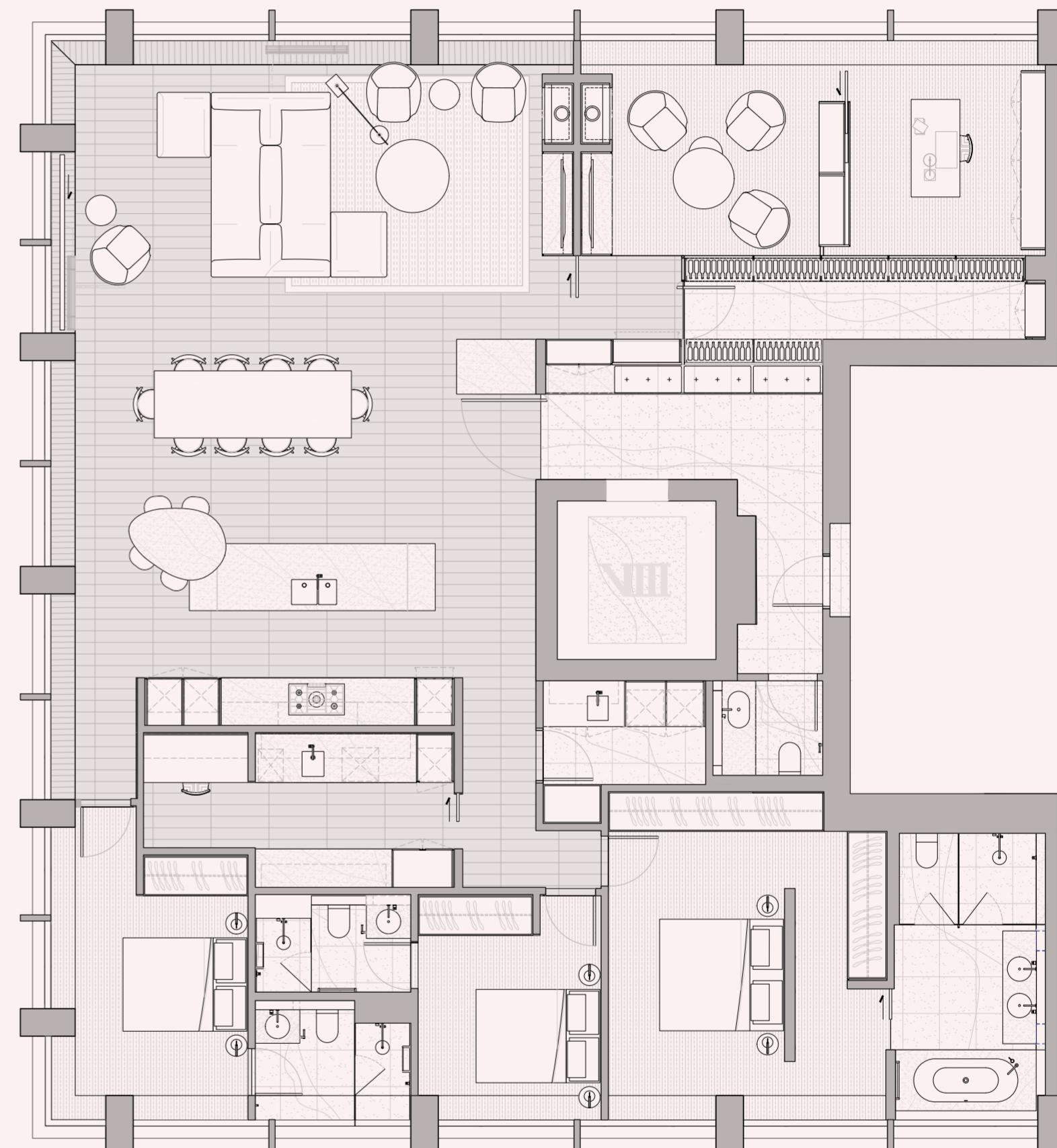
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Bedrooms	3
Bathrooms	3.5
Car Spaces	2
Total Area	219m²

↑
North

VIII Sub-Penthouses



Bedrooms	3
Bathrooms	3.5
Study	1
Library	1
Car Spaces	3
Total Area	253m²

↑
North



WORK

Work. Elevated.

Working for you.

At The Eighth, a new way of living is possible because so too is a new way of working. One that balances play, creativity and space to think. Nicolas Crema's approach to work and creating spaces conducive to getting the best out of himself and others is reflected in The Eighth's intuitive design and philosophy.

The modern approach to work is nothing like it was even five years ago. Technology and a workforce that expects flexibility mean that the way people are interacting with their jobs and working environments is changing. Today, people need more from an office or workspace than a cubicle inside headquarters. All the research points to diverse, human-centred, interactive working environments resulting in better productivity, better overall health and better work-life balance.

Nicolas Crema is director of Crema Group, the third-generation property developer and builder behind The Eighth. "What I love most about my work is that we have the unique opportunity to create a concept and then turn it into a reality," says Crema. "And to do that I have to meet and engage with people from diverse backgrounds. It's extremely collaborative. Thinking differently can lead to opportunity." he says.

Crema is inspired by the co-working spaces that are becoming more and more common across the world; workplaces with different zones, rooms and elements that house a variety of small businesses, uses, start-ups and freelancers who can interact and feed off each other's ideas in a stimulating space. The diversity breeds a culture of collaboration and can be more social outside of work hours, too. Many of the people working in these spaces will host their launches, functions, showcases and exhibitions in the co-working space's common areas. "I think people are more open-minded now about a flexible working environment," says Crema.

"Everyone has to work. It's a fact of life," says Crema. "But why can't you work in an environment you enjoy? Why confine yourself to an office that isn't inspiring and that doesn't have the same feel to how you spend your weekend?"

NO-ONE BECOMES A LEADER BY TRAILING IN THE FOOTSTEPS OF OTHERS.

Like this new, modern approach to work and work spaces, The Eighth has a future-focused view of living that makes the overlap between work, play, wellness and life possible. The building brims with spaces that can be used for work that are intuitive, comfortable and stimulating. Working from home when you live at The Eighth might mean working from the downstairs café, the rooftop pool, or a lounge – spaces beyond your residence.

The Eighth will attract businesses and workers from the area who will come for its inspiring, varied spaces for work and play. "The café on the ground floor will be thriving, there will be people coming in and out of the building, there'll be an electric energy that I think resonates with people and that inspires them," says Crema.

Take meetings in The Eighth's café over lunch or breakfast or bring a client up to the rooftop for coffee, or an evening meeting with a glass of wine or a cocktail. The wine bar, too, offers an opportunity to mix business and play.



Diversity breeds a culture of collaboration and can be more social outside of work hours, too.

Wellness is what prepares our minds for work. Taking time out for a session at the fitness studio or spa, will ready your mind and body for the next task on the day's agenda. And the ease with which it's possible to move through the building's different uses only encourages this crucial diversity in your day. It's just another way The Eighth reveals itself as an environment conducive to creativity and life.

The building brims with spaces that can be used for work that are intuitive, comfortable and stimulating. Working from home when you live at The Eighth might mean working from the downstairs café, the rooftop pool, or a lounge – spaces beyond your residence.



PLAY

A state of play.

“Play” is about more than just leisure. It allows us to forge connections with other people and to learn about ourselves. The Eighth provides a one-of-a-kind environment for fostering the sense of release that comes with play.

Play is an essential part of a well-rounded life, or, as Plato put it: “Life must be lived as play.” It offers an opportunity for deeper engagement with other people and with ourselves, and strengthens our sense of belonging to a place and to a group. And while “play” might mean different things to different people, what all pursuits of pleasure have in common is that they are essential to the human condition. The Eighth, through its amenities and design, fosters connectedness through play.

Infusing life with art, good times shared with loved ones and time to pursue one’s passions is an essential part of the thinking behind The Eighth and its approach to play. The right spaces elevate our sense of play and can enhance our enjoyment of whatever it is we are doing. The Eighth’s exclusive rooftop pool and bar is the ideal setting for cocktails with friends and family, and the ground-floor wine bar offers another social space to spend your leisure time in. The lobby’s sense of vitality inside and out on the street offers a looseness of boundaries necessary for a sense of play. Even the office spaces in The Eighth are geared for creativity and provide variety to stimulate out-of-the box, creative, playful thinking.

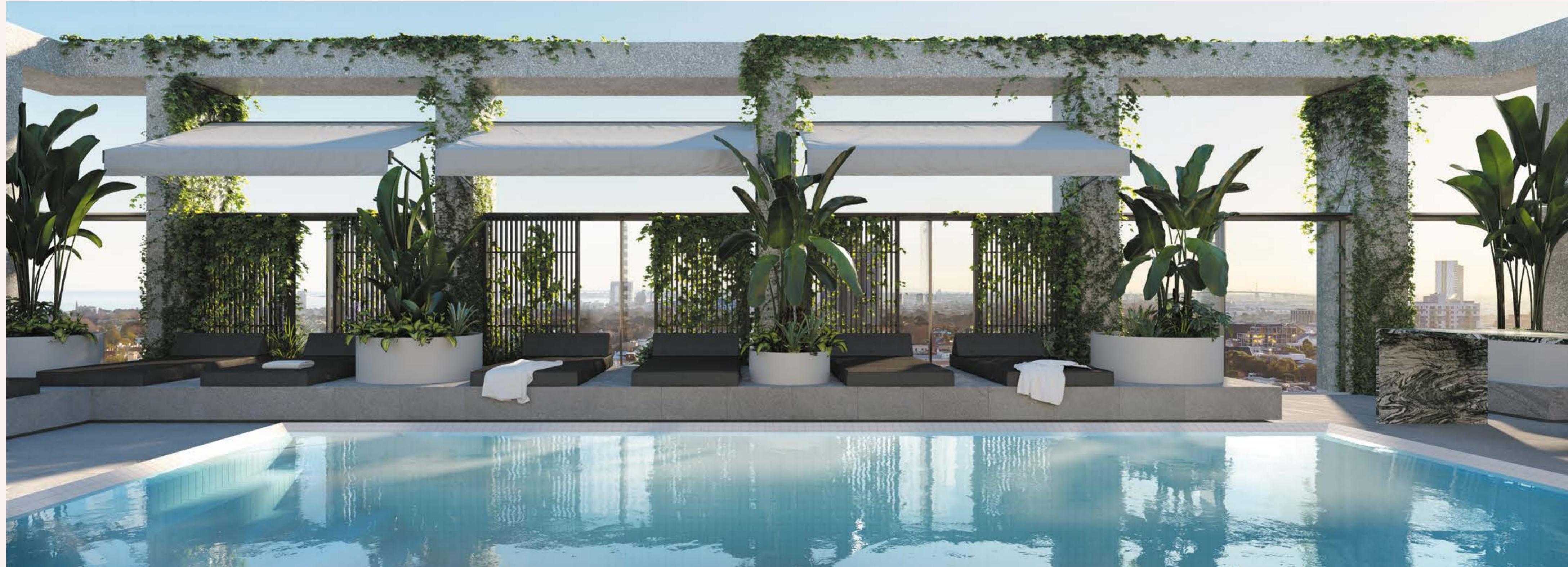
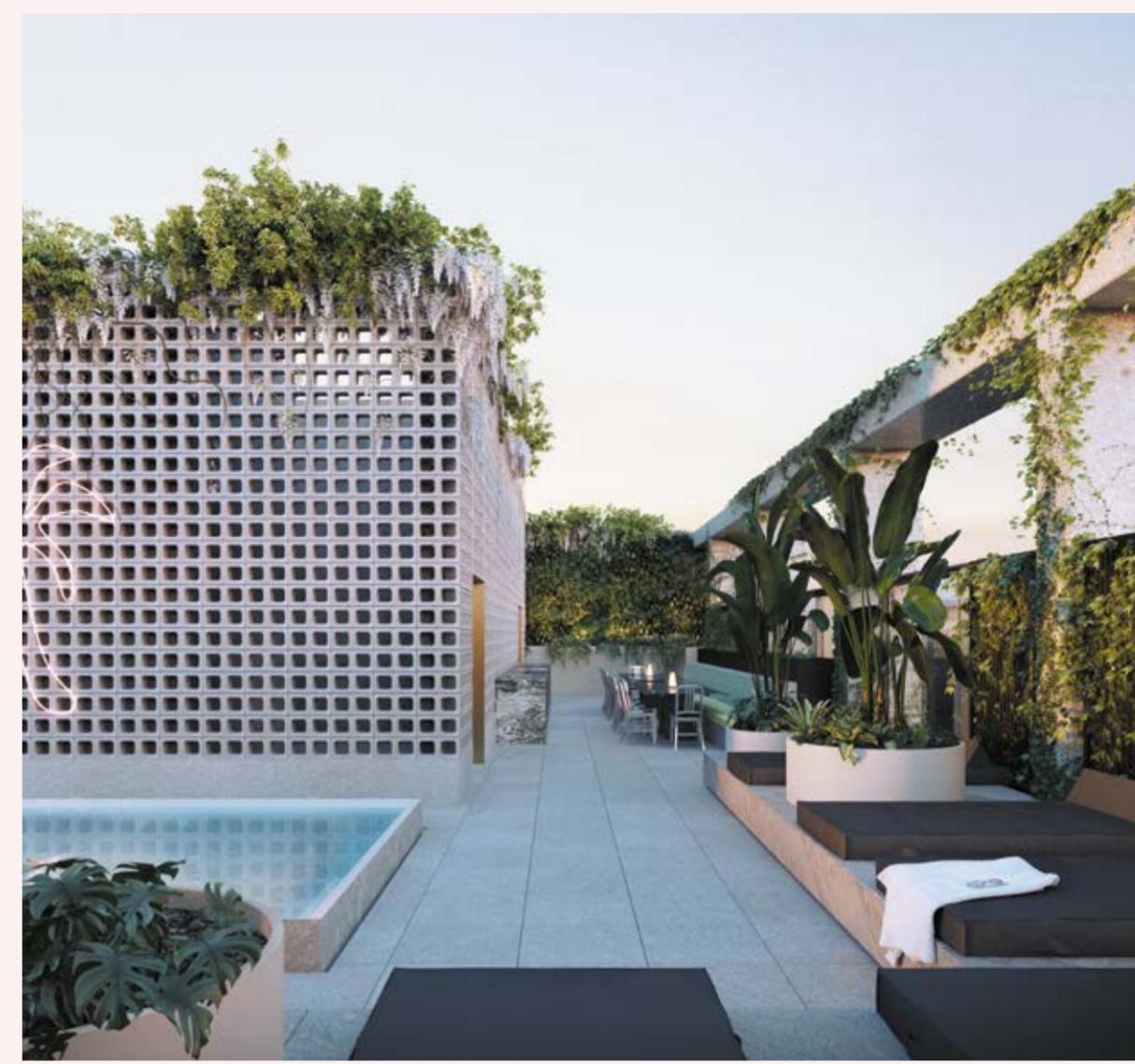
At The Eighth, pleasure might come from something as simple as appreciating the building’s materiality, design and the views across South Melbourne, or playing on the rooftop while the view unfolds before you.

Playing is also an opportunity to decompress. The Eighth’s wellness level is about self-care through connecting with the body, whether it be via relaxation at the spa and sauna or exertion at the fitness studio. A clear head is the best state in which to approach play, but play can also result in a free, unburdened mind, which allows us to focus on the things that give us pleasure. Play is sensory, and the building’s tactile stone and concrete, and its glittering glass and abundance of natural light, feed into a greater sense of possibility in the building.

At The Eighth, pleasure might come from something as simple as appreciating the building’s materiality, design and the views across South Melbourne, or playing on the rooftop while the view unfolds before you. It might come from meeting friends for breakfast in the downstairs café, and taking pleasure in the world-class food offering. Or from entertaining in your private residence.

Infusing life with art, good times shared with loved ones and time to pursue one’s passions is an essential part of the thinking behind The Eighth and its approach to play.

GROW UP IF YOU MUST, BUT NEVER GROW TIRED OF PLAY.



RESTORE

A source of vitality.

A Building for Wellbeing.

Time out is essential to our wellbeing, and it is becoming more important as life becomes more demanding. Wellness and time to restore fits easily into life at The Eighth, with its dedicated wellness level and spaces designed to offer a holistic, new way of living.

Everyday wellness rituals add up to a greater whole. And a holistic approach to health is inherent in The Eighth; all the elements of the building work in concert to achieve an overall sense of possibility, calm and balance. And by design, elements of wellness are easily integrated into life. The benefits permeate all aspects of life through better work, happier relationships, and a clearer mind to devote to what's important.

The Eighth Day Spa and Wellness Studio offers a spa, steam room, hammam, hydrotherapy, a fitness studio, treatment rooms and beautiful spaces to spend downtime in. It is designed in line with The Eighth's overarching purpose: to heighten experiences and redefine the way people live. It is run by experts who offer the best possible experience and environment for restoration, and it is designed to be connected to the building as a whole. Start your day with a yoga class and end it with a relaxing steam; bookend your day with activities that restore you and that leave you ready to engage more deeply with all elements of life.

The building immerses the people who use it in wellness in more subtle ways, too. Because The Eighth is a complete, resolved space with an organic, intuitive flow, it has a calming quality built into its very design and structure.

Engaging our senses is a way to ground ourselves and be in the moment, which promotes mental health, productivity and general calm. Stone and concrete ground the building and those who use it in a complete sense of place. The natural materials reference nature and its calming effect. The stone used in the lobby carries through to the rooftop for continuity. The play of sunlight through the lobby's glass frontage and in the building's upper levels has been carefully thought out to maximise natural light. Strategic planting in The Eighth brings nature into the building too, purifying the air and punctuating its spaces with calming greenery.

The building offers vistas that bring the outside in, and the outdoors can also be incorporated into the everyday via the residences' Juliet balconies, and the communal areas connected to the residences via the private lifts. Mornings on the rooftop near the pool might involve yoga, stretching, meditation or just time for solo reflection by the water before a full day. Or taking pleasure in watching the change of the dusk sky over the city.

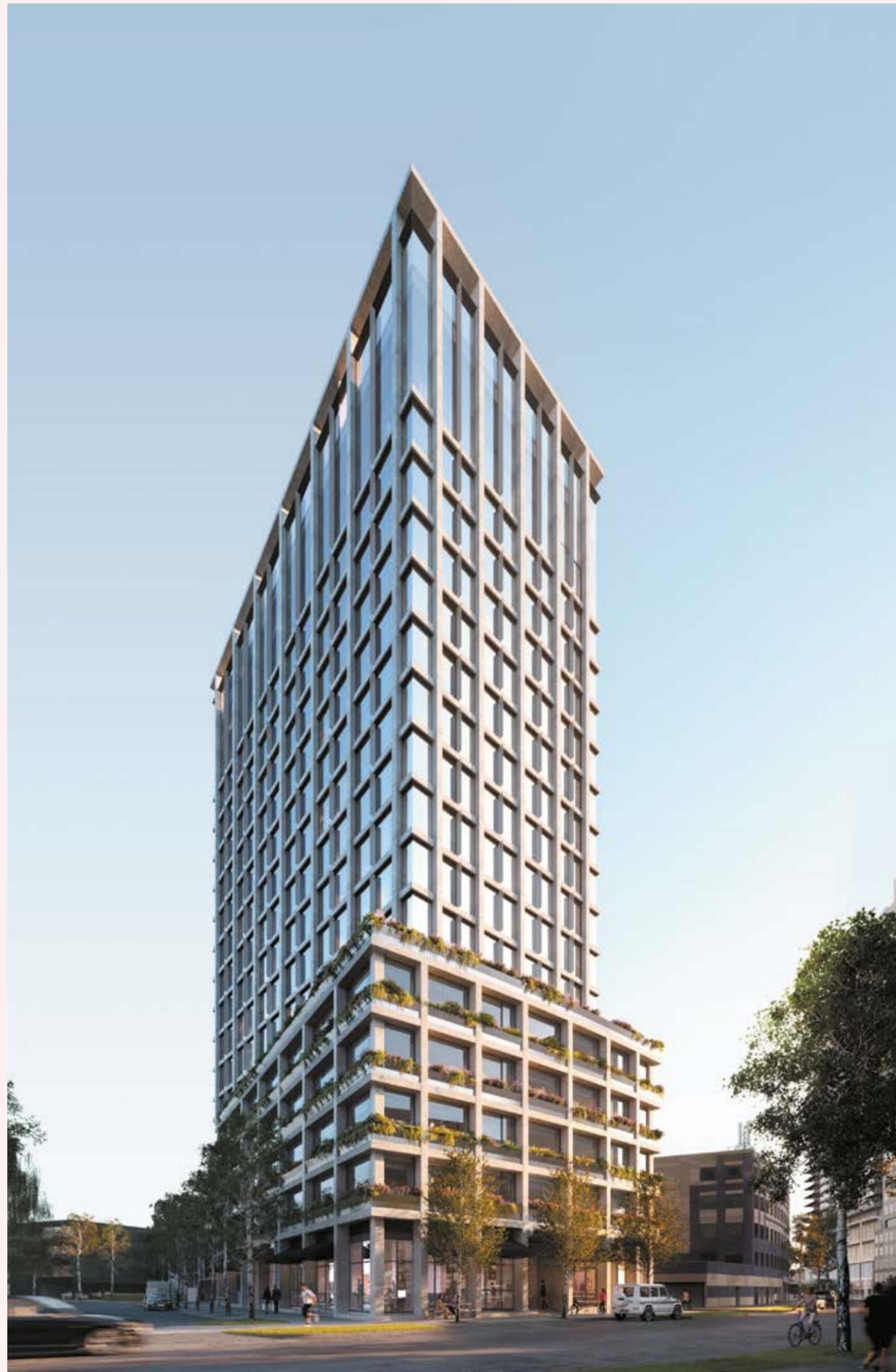


TIME IS AN INVESTMENT, NOT AN INDULGENCE. FREE YOURSELF FROM OBLIGATION AND EXPECTATION, AND HEAR YOUR OWN THOUGHTS.

The Eighth Day Spa and Wellness Studio offers a spa, steam room, hammam, hydrotherapy, a fitness studio, treatment rooms and beautiful spaces to spend downtime in. It is designed in line with The Eighth's overarching purpose: to heighten experiences and redefine the way people live.

Taking time out during the work day to restore and reboot is also essential to creativity, productivity and resilience. When it comes to work, the lobby and café afford a change of atmosphere to reset, clear the mind and approach thinking from a new angle with a change of scenery.

The Eighth layers experiences in the building to actively promote taking the time and making the space to restore and get the most out of all its residents do. The Eighth has put the fundamental human need for down time and a sense of calm connectedness to people and place front and centre.



Developer

Crema Group (“Crema”) is a diversified property development and construction business that has been operating in Melbourne since 1951. It is a multi-generational family business that over 67 years has developed long-lasting relationships with customers, clients, partners and key industry stakeholders. Recent luxury residential property developments have included The Eminence in Carlton, Derby Place in Kew and now The Eighth in South Melbourne.



Development Partner

Geomax Capital is a private family investment office with a focus on property development and finance, commercial property management, and a range of direct investments.



ELENBERG FRASER

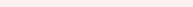
Architect

Elenberg Fraser is an architecture and interior design practice that revolutionises the way architecture is practised. Operating across the Asia-Pacific region, its award-winning buildings prove that good design leads to a wealth of economic, social and cultural benefits. Through interrogation, invention and collaboration, Elenberg Fraser produces experiential spaces that demand a reaction.

MIM DESIGN

Interior Designer

Mim Design is an award-winning, Melbourne-based practice known for its creativity, high-end finishes and attention to detail. The studio is known for its tailored and personalised client strategies from concept to delivery. It is guided by founder and managing director Miriam Fanning, and is passionate about all facets of design and believes it's an essential component to delivering a comprehensive and successful project.



Builder

Crema Constructions is an iconic Melbourne building company. Always focused on quality, the business prides itself on its hands-on approach and unwavering commitment to delivering on expectations. Crema Constructions' significant competitive advantage comes from its vertical integration with Crema Group's concrete, formwork and precast businesses. This gives Crema more control over the building process for greater quality control and faster delivery.



OPENWORK

Urban Design and Landscape Architect

Openwork is an Urban Design and Landscape Architectural studio making well-crafted and engaging spaces that enable public life and exchange in cities. It is a design-based practice that actively engages in the design, delivery, policy formation and speculation on the nature of public space. Their ambition is to be urban citizens – active and agitating for the public domain.

DS +/-

Photographer

Derek Swalwell is a renowned Melbourne photographer with a passion for architecture, interiors, landscape and lifestyle. Derek has a distinctive style in both his commercial and personal projects. With a flair for natural light, his work is emotive and often provocative. While distinct in personality, it also has restraint, to allow his powerful work to tell the story.



Creative Agency

Savi is a strong and nimble agency with a full-service capability. Through well-researched strategy and intelligent creative, they transcend the clutter to unite customer and brand, in heart, mind and deed.

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FOR NEWER AND RICHER EXPERIENCES.

