



377 St Georges Rd - Fitzroy North

Fitzroy North 3068

THE GEORGE

The George, Fitzroy presents a unique series of luxury residences handcrafted by award-winning Point Architects. These highly refined and beautifully appointed apartments encompass a unique energy, drawing inspiration from their surrounds while providing the ultimate in urban living. Immerse yourself in a refined pocket of an eclectic community, brimming with life, overflowing with shops, cafes, bars and public facilities only minutes from the Melbourne CBD.

377 St Georges Rd Fitzroy North.

The George.

Inspired by the vibrant heritage that characterises Melbourne's most loved inner-city precinct, The George presents a timeless piece of architecture that will stand the test of time. Running parallel with St Georges Road the building features a dynamic angular frontage which is enhanced with the use of relief window patterns and large voids which play with light and shadow. Using local context, exposed brick masonry defines the ground level component and extends to the balcony of the third level. In contrast, the upper levels are vertically oriented, and feature large expanses of glass offering unbridled views across Fitzroy and towards the city skyline.





Architectural Vision.

Architecture.

The George has been masterfully designed from the ground up. Each architectural element has a clear purpose resulting in curated external and internal spaces that provide extra space for today's living requirements. Louvres and sculpted window shrouds allow air and light to flow through every room without sacrificing privacy. The north façade features a towering planter wall spanning 3 levels allowing residents a green outlook.



Interior
Spaces.

Living Spaces.

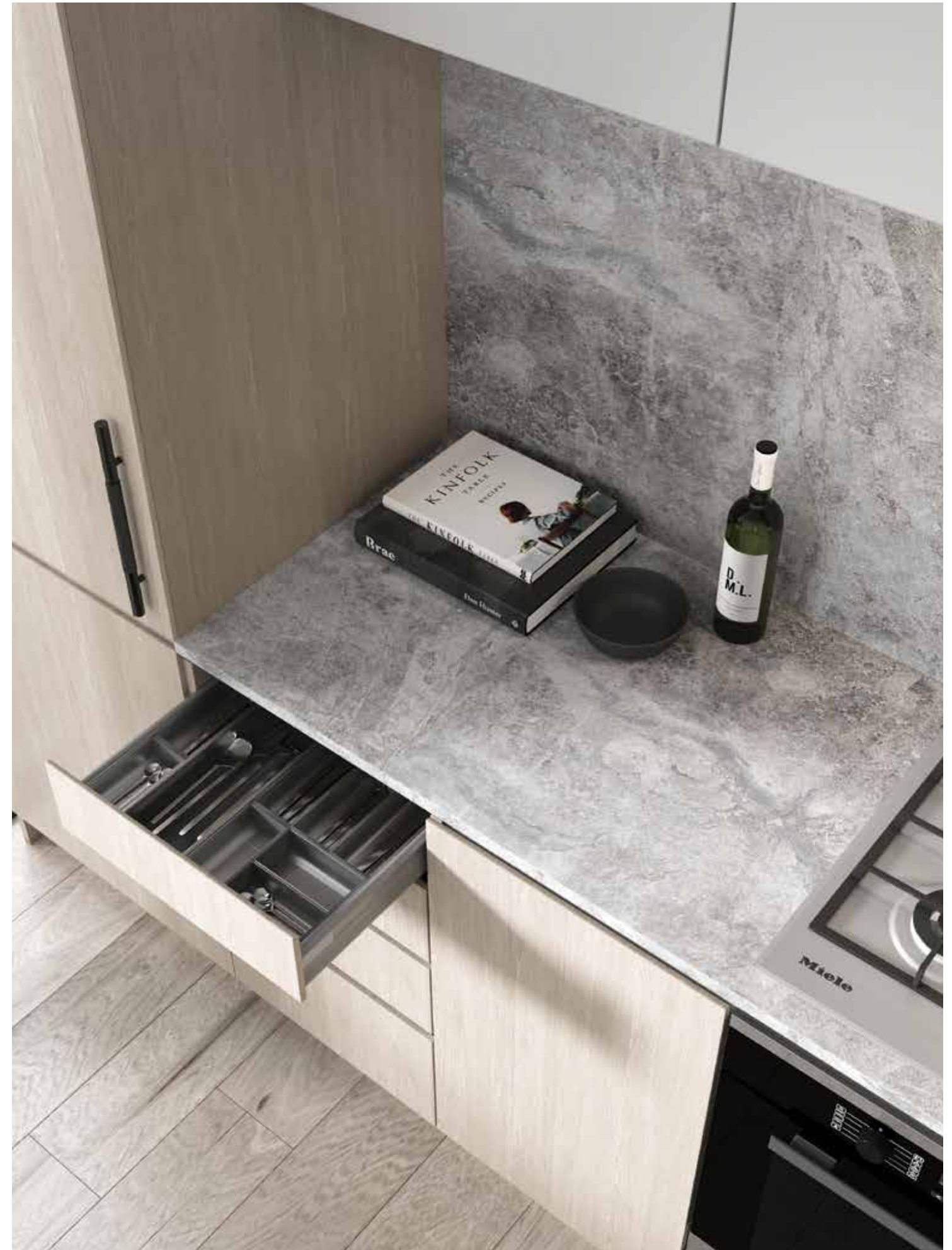
Featuring tailored floorplans, The George allows occupants freedom of space. Taking cues from the architecture, expansive sightlines and generous balconies offer a seamless extension of the flexible open-plan interiors. Soft neutral palettes accentuate the abundant natural light throughout the open plan living areas, most notable the beautiful timber floors which run the length of the residences. Floor to ceiling sliding glass doors create a tranquil yet modern feel, connecting you to the outdoors, these are contrasted with sections of operable louvres allowing for privacy.





Kitchens.

Complementing the living areas are high-end designer kitchens, where the choice of light and dark schemes are on offer. Kitchens come with a range of premium Miele appliances and smart storage solutions cleverly disguised to disappear behind seamless walls of joinery. With a variety of configurations, many designs include a central kitchen island bench topped with a natural stone slab, undermount sink and gooseneck tapware. Island benches allow for dining and socialising and have been created to serve as the heart of the home, where residents can come together to enjoy each other's company.

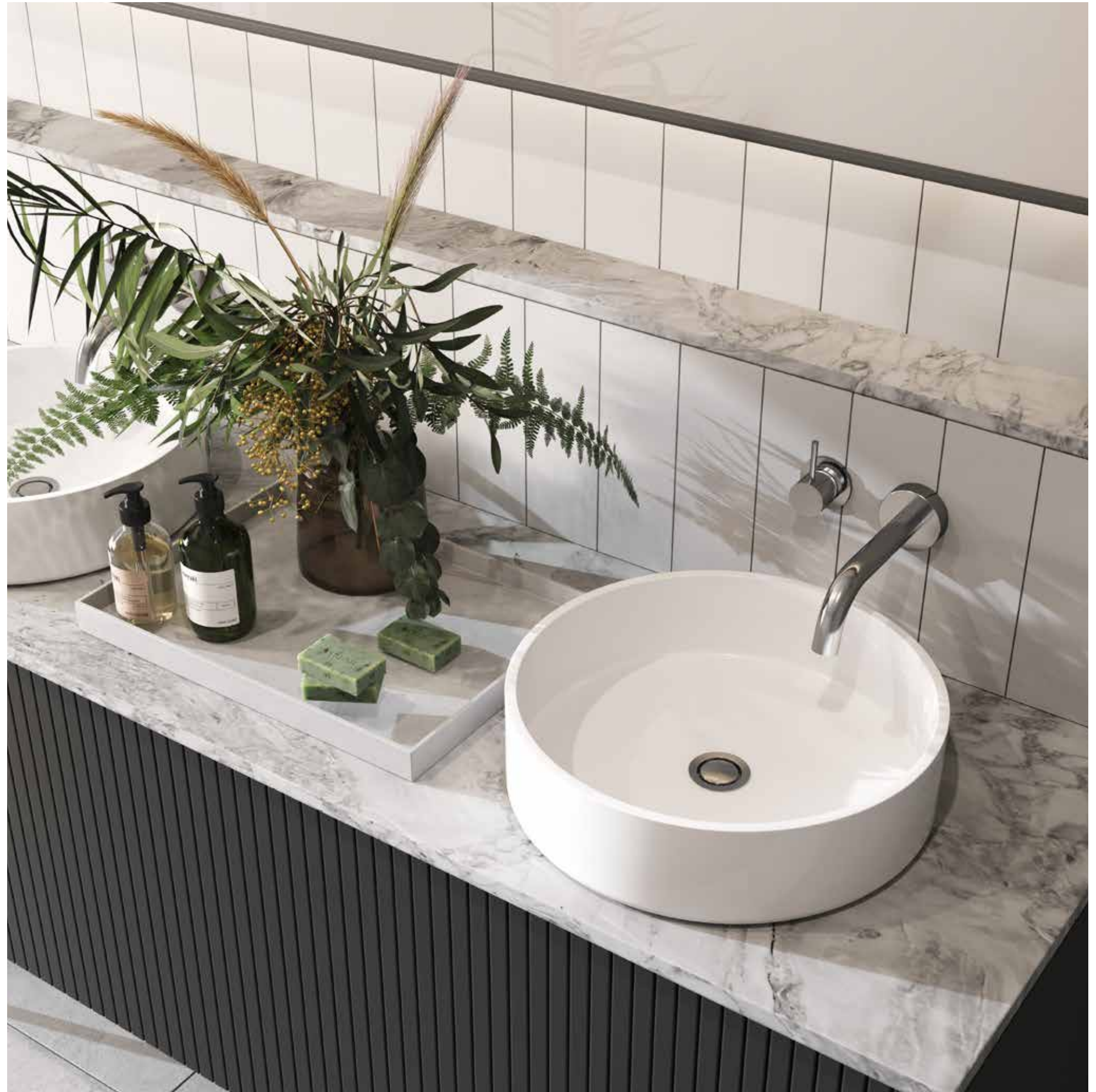






Bathrooms.

Refined sophistication prevails across the bathroom and ensuite design. Large floor areas of tilework wrap the space in a tactile stone finish and offer a gentle contrast to panels of glass and mirrors that visually expand the space. Height and depth are further accentuated by the feature tiles laid in an elegant, vertical format. The design language is enhanced by the graceful curves of the tapware, stone benchtops and ribbed vanity units where concealed storage keeps the space free of clutter.





This is
Fitzroy.

A Rich Heritage.

Perfectly located in one of Melbourne’s most tightly held suburbs, The George allows residents to revel in the rich and vibrant culture of Fitzroy. This historic suburb is located only minutes from the CBD and offers a unique tapestry of heritage influences with a thriving retail, cultural and dining precinct, that is widely regarded as the best on offer. An abundance of parks and gardens are also at hand, the perfect escape from the urban hustle. An ever-changing seasonal landscape of towering trees, bike paths, heritage landmarks and flower-filled gardens offer residents of The George a reimagined living experience in an exemplary urban locale.





01

- 01 Ryne by Donovan Cooke
- 02 Fitzroy Town Hall Hotel
- 03 The Recreation

02



03



Food & Drink.

The area surrounding the George is home to a unique variety of dining and entertainment options, including local favourites Lagotto, Recreation and Ryne; the cosy neighbourhood restaurant by legendary chef Donovan Cooke. The surrounding neighbourhoods also accommodate a wide range of cuisine and tastes, inviting you to explore and get to know all the local hidden treasures. Pubs, cocktail and wine bars also close by making this a suburb that caters for everyone.



01

- 01 Edinburgh Gardens
- 02 Tram 11 - St Georges Rd
- 03 Obus Store Fitzroy
- 04 Cyclist St Georges Rd



02



04



03

Local Amenity.

Start your weekend with a walk or cycle along the Merri Creek Trail, or spend a leisurely afternoon shopping along Lygon St or at Union Square which is just 1 km away. Fitzroy enjoys superb proximity to the city via public transport services from Rushall Station or the number 11 tram which stops right outside your door. Residents can also enjoy access to premium schooling, with a selection of public and private schools as well as university campuses all within close proximity.

Location Map.

Eat & Drink

- | | | | |
|----|--------------------|----|---------------------------|
| 01 | Mary Miller | 09 | Underwood Wine Bar |
| 02 | Barry | 10 | Terminus Hotel |
| 03 | Tinker | 11 | The Fitzroy Pinnacle |
| 04 | Matteo's | 12 | The Great Northern Hotel |
| 05 | Neighbourhood Wine | 13 | Moroccan Soup Bar |
| 06 | Park St Dining | 14 | Taiyo Sun |
| 07 | La Luna | 15 | La Sera Woodfire Pizzeria |
| 08 | Pinotta | 16 | Growers Espresso |

Parks & Recreation

- | | | | |
|----|------------------------------|----|-------------------------|
| 17 | Merri Creek Reserve | 20 | Fitzroy Bowls Club |
| 18 | Edinburgh Gardens | 21 | Palace Westgarth Cinema |
| 19 | Collingwood Little Athletics | | |

Education

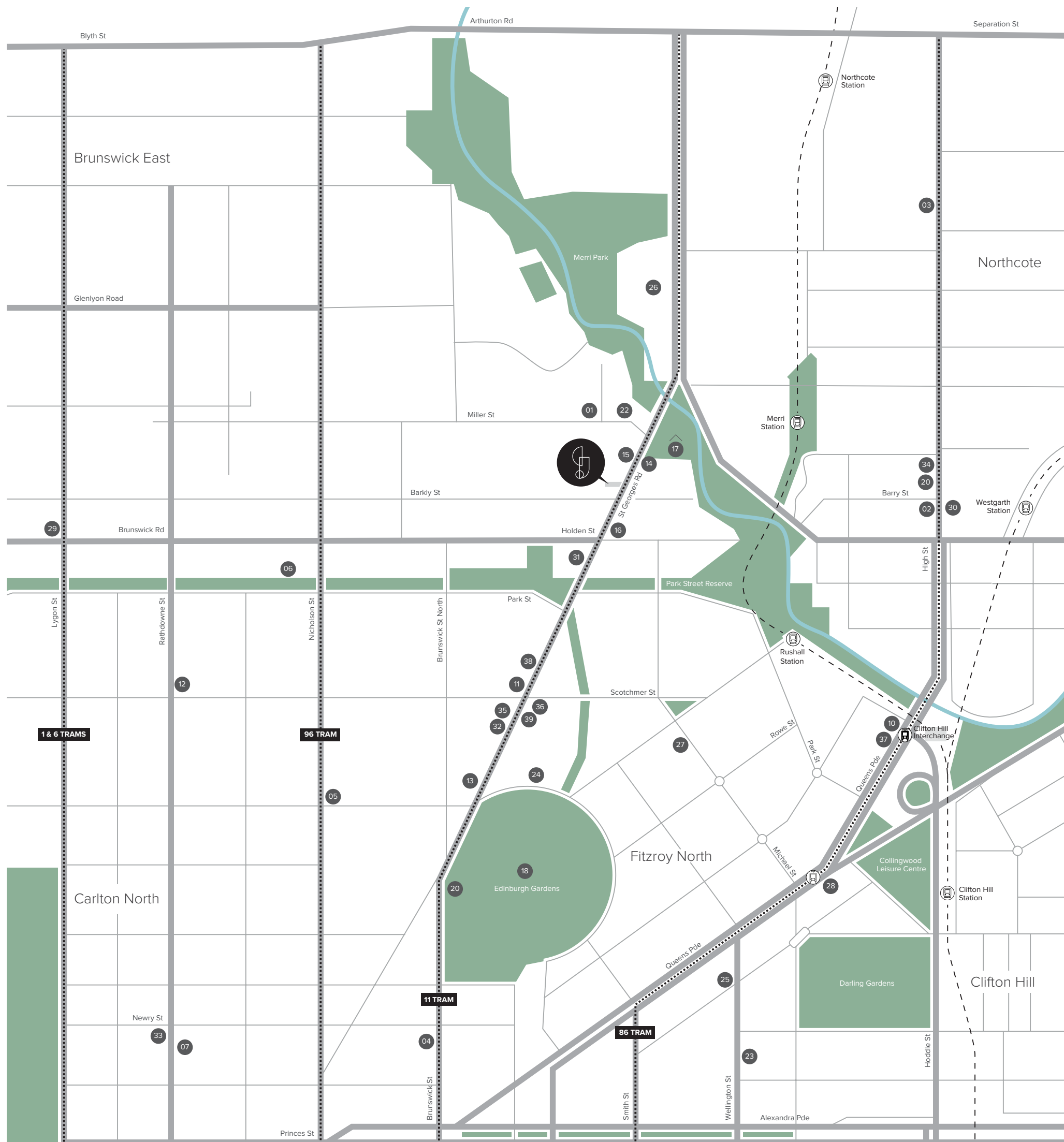
- | | | | |
|----|------------------------------|----|--------------------------|
| 22 | Merri Creek Primary School | 25 | St John's Primary School |
| 23 | Clifton Hill Primary School | 26 | Northcote High School |
| 24 | Fitzroy North Primary School | 27 | Fitzroy High School |

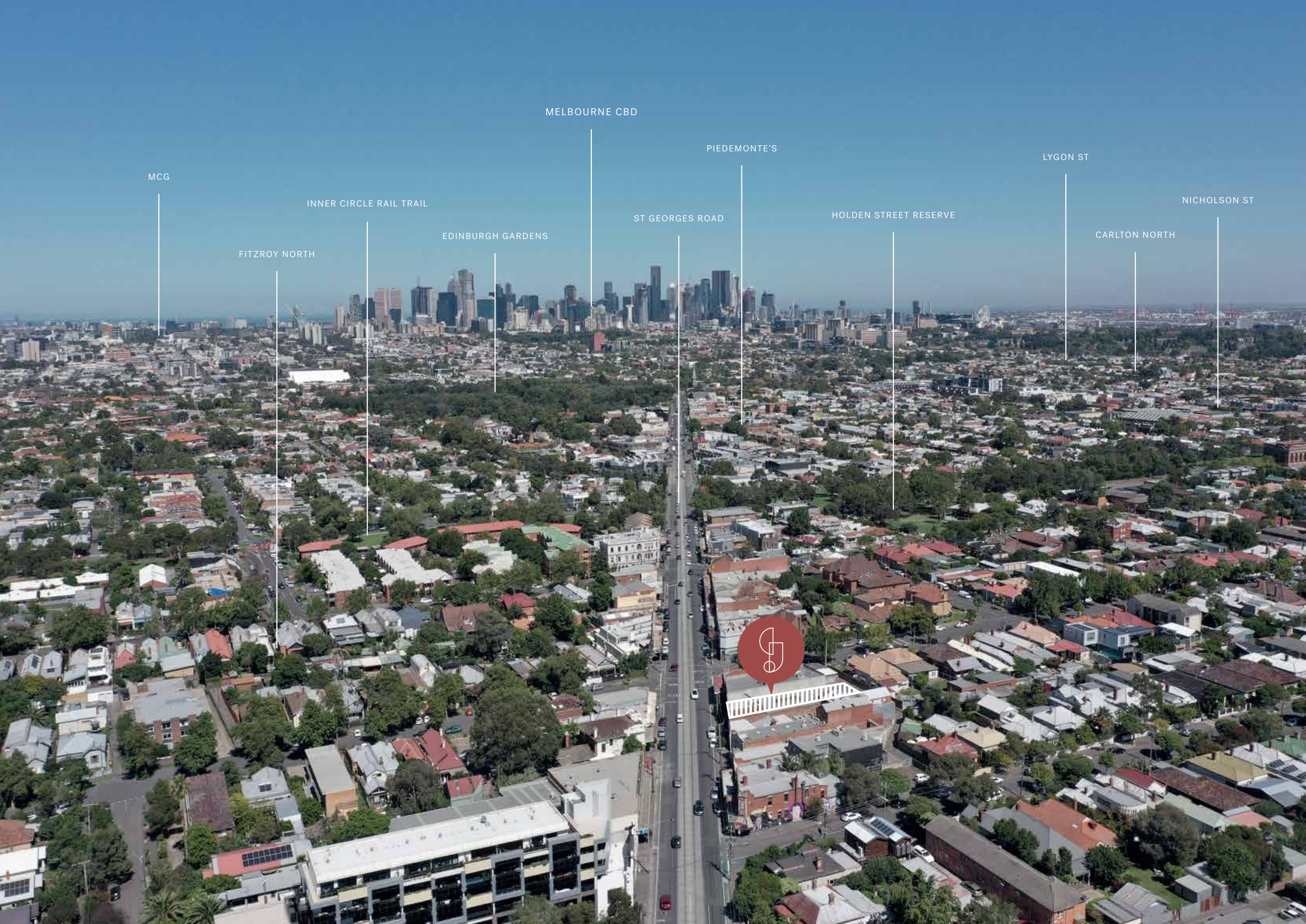
Health & Beauty

- | | | | |
|----|--------------------------|----|--------------------------|
| 28 | F45 Fitzroy North | 31 | Premier Pilates |
| 29 | F45 Brunswick East | 32 | North Fitzroy Pharmacy |
| 30 | Fitness XO Northcote Gym | 33 | Endota Spa Carlton North |

Shopping & Groceries

- | | | | |
|----|-----------------------------|----|------------------|
| 34 | Terra Madre | 37 | Fowlers Flowers |
| 35 | Piedimonte's Supermarket | 38 | Northroy Nursery |
| 36 | Loafer Bread Organic Bakery | 37 | Wild Things Food |





MELBOURNE CBD

PIEDMONTE'S

LYGON ST

NICHOLSON ST

HOLDEN STREET RESERVE

ST GEORGES ROAD

EDINBURGH GARDENS

INNER CIRCLE RAIL TRAIL

FITZROY NORTH

MCG



The George.

Enquire, Reserve or Purchase.

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