

The Eighth Journals  
Edition 01 — The Live Edition





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

THE ART OF LIVING.

The Eighth is a cutting-edge building concept which has been created in response to a fundamental shift in the way many people around the world are now aspiring to live. This is experience-centred living of the future, where the barriers between live, work and play are removed, and everyday experiences are elevated.

The way we live is rapidly changing. The need for constant connectivity, the ever-increasing blurred lines between live, work and play, and the explosion in global wellness trends are just some of the recent phenomena which have forever re-shaped lifestyle values for many. According to Nicolas Crema, developer of The Eighth, the opportunity to create a place which responds to this shift and encourages and enhances these new lifestyle values is an exciting prospect.

The Eighth is centred around experiences and through its careful design and curation 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 Crema bonded over their mutual appreciation and excitement for this new way of life.

Architect Peter Kennon with developer Nicolas Crema



Observant of how many new buildings claim to offer a superior lifestyle but do not at their heart have an understanding of and appreciation for the way people really want to live, they decided to create The Eighth. A place where people’s lives organically spill over the edges of their private residences and into other areas of the building. A place which encourages social interaction and collaboration while giving residents the opportunity for solace and restoration. A place which inspires a sense of belonging.

The Eighth’s design epitomises Kennon 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 lunchtime, 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 centring this new lifestyle.



“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,” says Kennon. The Eighth works to the patterns of the people living in the building.”

In a building that seamlessly and purposefully integrates multiple dining options, curated office spaces and a wellness level, The Eighth offers a limited collection of 36 private residences, designed by renowned interior designer Miriam Fanning of Mim Design. Spread over the top 12 floors, each floor comprises no more than four corner residences, with every single residence having private lift access into individual curated private lobbies, a feature first for Melbourne. And, like members of a club, its residents have access to facilities that fit seamlessly into their lives. The Eighth’s European inspired Day Spa and Wellness Studio offers an oasis for self-focus and restoration. “People will sit in the aroma 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 a mindset that’s experience-driven.”

The Eighth Lobby will serve as the heart of the building and with its connection to the 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. The Eighth Rooftop Pool and Bar has been designed for socialising with fellow residents, hosting private events and relaxing poolside on a hot summer’s day against the backdrop of spectacular Melbourne.

“For me, home is about coming back to a place where you immediately feel a sense of belonging,” says Crema. “As a resident in The Eighth, you will feel like an owner of the whole building, not just your private residence. You’ll be friends with the concierge, the barista in the café will know your name and coffee order, you’ll celebrate birthdays with friends at the rooftop pool and you’ll connect with fellow residents in the various areas of the building”.

The sentiment is echoed by Kennon: “The food and drink 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.”

Interior designer Miriam Fanning imagined herself in the residents’ shoes when designing the building’s and the residences’ interiors. “From the minute you enter the ground floor lobby from the street you have a sense of scale and proportion,” says Fanning. “We have 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 makes a space feel ethereal.”

The building offers smart home technology that allows residents to tailor their environment to their lives. A building 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 modern office spaces that 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.

In The Eighth, a sense of belonging and community is achieved as much through the building’s amenities as through its design and materials. The building uses classic planning principles in symmetry, and the floorplans shift the structural requirements to 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.

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. The façade is thick because the play of light, shadow and depth throughout the building, and through the residences, was a key factor in thinking about how people will experience the 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 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.

The Eighth Rooftop Pool and Bar has been designed for socialising with fellow residents, hosting private events and relaxing poolside on a hot summer’s day against the backdrop of spectacular Melbourne.

REACH OUT EAGERLY AND WITHOUT FEAR FOR NEWER AND RICHER EXPERIENCES.



And as you move deeper into The Eighth the residential aspect reveals itself to the lucky few who will call the building home. The residences each have a private lobby accessible direct via a private lift. The private lifts also take residents directly to the rooftop and wellness areas, which act as extensions of the residences; 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 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 space. “The functional planning is intended to make life easier and allows you to be able to rest and be comfortable,” says Kennon.

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.”

A place where people’s lives organically spill over the edges of their private residences. And where spaces inspire feelings of belonging.

WHEN YOU IMAGINE YOUR FUTURE, DREAM NOT OF OBJECTS, BUT OF EXPERIENCES... OF KNOWING PLEASURES BOTH SIMPLE AND SUBLIME ARE YOURS TO SAVOUR, WITHOUT FUSS OR FORETHOUGHT, WHENEVER YOU MAY DESIRE.



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Explore Hub Furniture at The Eighth display gallery.  
8 Palmerston Crescent, South Melbourne  
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MIM DESIGN  
INNER PEACE.

Intuitive interior design has the power not only to change how you feel in a space, but the way you live inside it. And for designer Miriam Fanning, so much of it comes down to planning and elements you can’t quite put your finger on.

Miriam Fanning worked as an interior designer at an architectural firm for 13 years before starting her own business, Mim Design, nearly 20 years ago. That history in architecture explains her passion for spatial planning, proportion, function and flow. “I love the idea of structure and sculpture,” says Fanning. “I think it’s really important that a space is not just a collection of interiors, but a creation of form.” For her, the art of living well is achieved in spaces that have personality, but that are also timeless, and that work for the individual.

Good design is a marriage of form and function. “It’s important that what you’re designing functions beautifully, whether it’s a kitchen or a bathroom or a bedroom, it has to be a space that feels good to be in because it has a sense of ease to it,” she says. The best way to achieve this, according to Fanning, is planning

a space well, making sure its proportions are balanced, that the materials used are timeless, and that the reason for designing is clear. Only with this holistic approach can a comfortable, authentic, people-friendly space be achieved. “It’s about knowing how a space is supposed to be used and making sure the interior works with the exterior,” says Fanning. “It’s a fine balance and that’s what I love about interiors and creating different spaces.

“I avoid the word ‘trend’, because I think good design stands the test of time. If you can design around that philosophy, you’ll always create something that has longevity.”

Central to this ethos is her love of solid, classic materials. She loves stone (“I was lucky enough to go on a stone tour in Italy and visit some quarries. There is so much to the

history of stone”) because to her, every slab is like a piece of art. “It’s a natural, real, authentic element. I also love all the things stone stands for. I love its versatility and the strength behind it. I love that you can carve something out of a block or you can use a slab of stone on a kitchen bench. It’s solid, strong.”

For Fanning, it’s the mostly intangible elements of design that influences the way a space makes you feel, and in turn how it encourages you to live.

“A good space, where you walk in and you have viewlines to key areas, is a space that feels beautiful and great,” she says. “People can’t put their finger on why it feels so good, but there are elements: natural light, aspect, proportion. These are things that are subliminal that make a space work.”

AAP Residence, Ivanhoe East. Photography Sharyn Cairns



Remy Ghougassian

REMY  
DRESSING WELL WITH REMY.

Living well and dressing well go hand in hand. Timeless, made-to-measure garments that transcend fashion and trends are the best way to develop a personal style that reflects your lifestyle and individuality, according to tailoring professional Remy Ghougassian.

Gianni Mostile invented the first driving loafer, now also known as the Car Shoe, in 1963. It was a project he would work to perfect for the next nearly 40 years, determined to make the most comfortable and elegant loafer on the market. The last iteration of the design was bought by Prada in 2001, and is now a modern classic, known all over the fashion world for its history, dedication to timeless design and comfort. “Mostile didn’t sell the design until he thought, ‘This is the perfect driving shoe’, says Remy Ghougassian, director and founder of Remy, a made-to-order menswear and tailoring service based in Sydney. “Prada came along and said we want to buy it. And it’s a bestseller and has endured because it had been developed and honed for so long.”

This reflects the ethos of Remy and of what Ghougassian wants to achieve with the business he started in 2016 at the age of 28. At the core of his approach is timeless, mindful dressing. He makes garments for his clients based on skills and fabrics perfected over time. His pieces are modern classics, made to be worn, beyond seasons, trends and fashions.

Ghougassian believes that while “fashion” can be exciting, dressing in new styles according to cyclical trends can make it wasteful and poor value. He prefers to make garments that are well made, considered and perfectly suited to an individual’s lifestyle and body, and that avoid wardrobe clutter. “That’s where my love and passion for menswear came from,” he says. “What I do isn’t fashion,” says Ghougassian. “It’s more about dressing well, and it’s about having well-made garments that last. It’s about not having to replace things. A lot of the fashion brands I used to buy would



only last a season or two because after that they weren’t fashionable and they didn’t wash well or wear well.”

The art of dressing well is, according to Ghougassian, also about developing a personal style: knowing yourself, being true to that, and feeling good about your choices because they reflect your personality and fit into your life.

“It’s the way you wear things that’s really important – developing your own style and dressing with consistency,” says Ghougassian. I sell suits and trousers in hundreds of different colours, but I probably only wear five because I’m quite pale and I have dark hair: navy, dark green, beige tones, earthy tones but also off-whites, because that’s important for freshening up an outfit.”

His wardrobe is a capsule collection of classics. It’s better value and means he’ll always be comfortable. “When I was buying clothes off the rack I found I never wore them as much as things that were made for me. When you have something that fits really well, you end up wearing it a lot more. So when I started my own brand I wanted it to reflect genuine value.

“When I see guys who have been wearing something for three or four years and it’s fraying, it’s well worn and they’ve loved wearing it, that’s the main thing for me.”

**REMY Trunk Show at The Eighth display gallery. 14 – 16 March 2019. For details please contact [info@remy.com.au](mailto:info@remy.com.au)**



THE EIGHTH,  
BY CREMA.

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.



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