



## Case Study

# Fitzroy House, Fitzroy

**ARCHITECT:** Jackson Clements Burrows Architects **BUILDER:** Minicon Construction

**PRODUCTS:** External venetian motorised blinds, model E80 A6 S with 80mm rolled edge slats and rail guidance.  
Warema WMS handheld remote and weather station





## Background

Spanning seven stories and 34 high-end apartments, Fitzroy House by Jackson Clements Burrows Architects (JCB) creates a modern frame that juxtaposes an adjoining heritage red brick building on the corner of Argyle and Fitzroy Streets in Fitzroy, one of Melbourne's hip, inner-city cultural hubs. In this project of bold contrasts, the future respectfully embraces the past, creating a nuanced and nurturing dialogue between the two. A visual break line of glazing between old and new offers relief to the heritage facade, and allows the original building to be observed in the round.

The project is amenity-orientated, recognising that sustainability is both social and environmental, and applies innovative design thinking to create a pleasant climate within the building, with minimal energy expenditure.

## Challenge

Finding a shade solution that would keep occupants comfortable and the building energy-efficient, while fitting in with the project's contemporary aesthetic, was challenging. "With terraces to all frontages, steel baffles read as a steel appliqué to the building, referencing the lightweight verandas commonly seen on heritage terraces in the area," says Sam Franklin, Architect at JCB. "The baffled grid frame provides shading and depth to the façade, reducing heat loads, while contributing to privacy amenity for the building's occupants."

For the project's two penthouse levels, sitting gracefully above the red-brick heritage facade on the corner, an additional solution was required in order to maximise visibility looking out, and minimise viewing from the outside - all while providing essential temperature control.

## Solution

Warema's E80 A6 S external venetian blinds were the ideal product. "We've had great success with this product in the past, and it seemed perfect for this one too," says Sam. "The blinds' robust quality, their ability to be fully concealed in a pelmet, as well as integrated motorisation are stand-out features that matched the quality and budget for this development." By fully wrapping the penthouse levels in the external venetian blinds, the architects were also able to reduce solar gain on both glazed and solid building elements behind while retaining a consistent aesthetic.

The specialised S profile 80mm slats require only a minimal cover panel height when stacked, to follow the design intent of fine elements and provide stable shading in wind conditions at the penthouse level. In addition to this – and numerous other functional benefits – the refined flat white finish of the external blinds helped bring the creative vision behind the design to life.

"The penthouse apartments were designed compositionally to compliment the lightweight 'lantern' form that hovers over the heritage building acting as a counterpoint to the mass of the primary masonry and black metal façade," Sam explains. "With the blinds wrapping this upper box, the white finish was chosen to compliment this lantern concept."

For controls, Warema WMS handheld remotes with a weather station were selected. The individual remotes allow the residents to control their external venetians with ease while the weather station is an intuitive addition for automated control based on light or weather conditions. "Integration with the automation system enhances the user experience and ability to respond to the changing environment," says Sam. The product, coupled with expert service from Shade Factor, Warema's exclusive distributor in Australia, made for a visually stunning, cost-efficient, and functional solution for this luxury development.

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