

An architectural rendering of a modern courtyard in East Brunswick Village, Melbourne. The scene features a brick building with a large overhanging upper level supported by dark metal columns. The courtyard is paved and furnished with round tables and chairs, some of which are occupied by people. String lights are strung across the courtyard, and greenery is visible on the upper level. The overall atmosphere is bright and contemporary.

CASE STUDY:

East Brunswick Village

Melbourne, VIC

Architect: JAM Architects Client: Banco Group

Products: 60cm Fully integrated Dishwasher, 60cm 4 Zone induction cooktop, 44L Combination Microwave Oven and 60cm Multifunction Oven



BACKGROUND

Situated in the vibrant heart of the Victorian capital, East Brunswick Village (EBV) by Banco Group epitomises the city's distinctive spirit while redefining the potential for urban renewal. Led by JAM Architects, this ambitious project revitalises a sprawling, once-derelict 3-hectare industrial site, transforming it into a thriving mixed-use community that enthusiastically embodies the concept of a “20-minute neighbourhood.”

Integrating urban design, architecture, landscaping, and interior design, EBV yields an immersive environment where people can reside, work, and engage in leisure activities within a short walking or cycling distance. Encompassing approximately 750 apartments and diverse amenities – all meticulously organised within an ambitious master plan – the development's distinct character is expressed through a harmonious collection of four and five-story buildings that reject a cookie-cutter approach in lieu of architectural individuality.

By seamlessly intertwining amenities like restaurants, a micro-brewery, retail spaces, a gymnasium, and allied health services, with the residential sphere of the development, EBV achieves the perfect balance between connection, urban immersion, comfort and privacy, re-imagining the idea of a traditional village model in the urban context. EBV is also home to FoMo – a first-of-its-kind cinema in Australia that provides movie-goers with a premium in-cinema dining experience – further enhancing the development's appeal as a comprehensive, self-contained urban enclave.



The apartments have been equipped with a suite of Electrolux kitchen appliances designed to elevate the resident experience while minimising environmental impact.

CHALLENGE

Naturally, creating a thriving community within a medium-density development presented a unique set of challenges. It was paramount to incorporate ample outdoor space and amenities that would ensure residents would feel connected to nature and their community. At the same time, taking into consideration the staged character of the development spanning over many years, it was crucial to employ a future-forward design approach to anticipate, welcome and accommodate evolving

needs and preferences of the residents – particularly the growing demand for sustainable living.

Also underpinning these considerations were the environmental aspirations of the project team. Sustainability had to inform every design decision to ensure the project team could target the desired schemes and standards – and that the residents could thrive for years to come, while keeping their impact to the environment to the minimum.





SOLUTION

This multifaceted challenge required a multi-pronged solution. Through a combination of thoughtful design and innovative solutions, the project team has created an enduring blueprint for sustainable urban living that fosters a sense of community, embraces change, and prioritises both its residents and the environment.

Firstly, Stage 2 of the project has already achieved operational carbon-neutral building status – a remarkable feat accomplished through a combination of offsets, water conservation measures, careful material selection, and a focus on indoor environmental quality. In addition, each one, two, and three-bedroom unit has been meticulously designed to achieve a 7.5-star average NatHERS (Nationwide House Energy Rating Scheme). The dwellings boast direct access to outdoor balconies or terraces, which maximises both natural light and ventilation. This not only reduces the need for artificial lighting, heating

or cooling – it also fosters connection with EBV's surrounding landscape, an essential link further enhanced by the development's ample outdoor amenities.

But perhaps EBV's most significant step towards a sustainable future was the decision to implement an all-electric approach in all Stage 2 and 3 apartments. The visionary move – realised in collaboration with Electrolux – was made years ahead of mandated gas restrictions, demonstrating the project's outstanding foresight. The apartments have been equipped with a suite of Electrolux kitchen appliances designed to elevate the resident experience while minimising environmental impact. Comprising energy-efficient dishwashers, induction cooktops, combination microwave ovens, and multifunction ovens, the selection of appliances fuses superior performance and convenience with sustainability features and seamless integration.



For instance, in addition to its innovative water-saving technology, the Fully Integrated Dishwasher features an adjustable height mechanism which allows the residents to easily modify the appliance's height over time, accommodating changing needs and preferences. Similarly, the Multifunction Oven's quadruple glazed doors ensure exceptional energy efficiency, while empowering residents to explore their culinary creativity with a range of versatile cooking modes. At the same time, its innovative pyrolytic self-cleaning function further enhances convenience, making oven maintenance completely effortless. In addition, the Induction Cooktop's precise temperature control and rapid heating ensure a responsive and efficient cooking

experience, while the compact Combination Microwave Oven caters to diverse cooking needs with its multi-functionality.

The careful choice of Electrolux appliances, and Banco Group's efforts to educate prospective residents on the advantages of an all-electric fit outs, reflect the development's groundbreaking vision for metropolitan living. EBV serves as an exemplary model of how urban renewal can promote vibrant communities while prioritising sustainability – and sets a new standard for multi-residential architecture by celebrating people and the environment, diversity and unity, and reintroducing the concept of a village as part of a modern urban lifestyle.



