

THE
STANDARD
BRIGHTON

CREATED BY
BPM



DESIRE

A coveted address, captivating detail,
restrained elegance



External façade
Artist impression



COMMUNAL SANCTUARY

Laser cut metal fins and light grey glass create a sense of seclusion, oscillating between living areas and forming a canopy over The Standard's private courtyard. This articulated screening provides shade for the garden oasis, where lush shrubbery and tall trees allow only fragments of sun through, casting pockets of light and shadow to mimic the forest floor.



INTRIGUE

Brighton redefined



Lobby
Artist impression

REVEAL

A mesmerising façade
hinting at the possibilities within.
Picture life with incomparable
Elenberg Fraser interiors and exclusive
access to The Standard bathing box.





Living room
Artist impression



Bathroom – Dark colour scheme
Artist impression



Bathroom – Light colour scheme
Artist impression





Kitchen – Dark colour scheme
Artist impression



Kitchen – Light colour scheme
Artist impression



Kitchen – Dark colour scheme
Artist impression

ARCHITECTURE

Elenberg Fraser's only Brighton address is a virtuoso design that suggests that things aren't always what they seem.

Deep recesses carved into the strikingly oxidised façade evoke endless possibilities, with vertical fins creating intriguing shadows and shifting illusions.

Close inspection reveals intricate detail in the light-filled Elenberg Fraser interior spaces, shaping an effortlessly refined lifestyle. Inspired by the stitching of the leather seats, the timeless glamour of a pocket square and the silk linings of a classic bag, The Standard Brighton quickly becomes a new classic.



External façade
Artist impression

ARCHITECT'S PROFILE

Not your average architecture firm.
An integrated design practice operating across
the Asia-Pacific region, Elenberg Fraser buildings
prove that good design leads to economic,
social and cultural benefits.

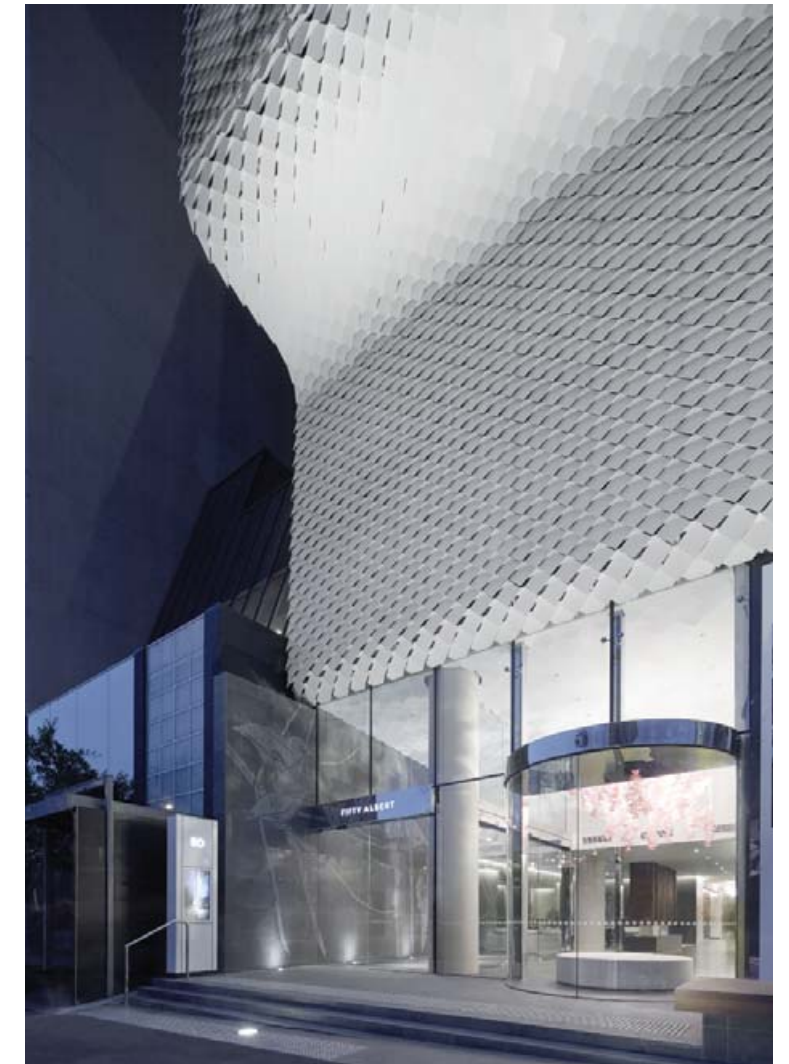
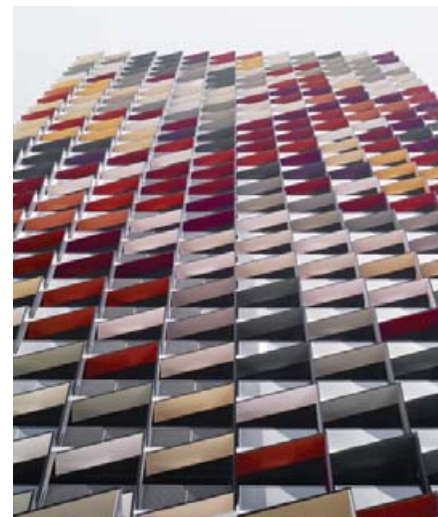
The outcome is sensory – architecture
that people can feel, not just see. Architecture
that makes people think, acknowledging
the origins of architecture and its plethora
of influences, both ancient and modern.

Through interrogation, invention
and collaboration we produce experiential
spaces that demand reaction.

ELENBERG FRASER

elenbergfraser.com

ELENBERG FRASER



ABOUT BPM

A uniquely inspired, cutting-edge residential development is synonymous with BPM, Australia's most savvy boutique developer.

Since being founded by Jonathan Hallinan in 1996, BPM continues to display an unwavering passion for delivering iconic buildings and new benchmarks for refined and innovative living spaces.

Hallinan and his team are renowned for an uncompromising attitude to both quality and design. Strong partnerships with leading Australian contemporary architects and interior designers are imprinted on exclusive projects extending from Melbourne's prestigious inner city suburbs through to Queensland's West End.

BPM's extensive developments are located in some of Australia's most sophisticated addresses. The enviable portfolio includes international award-winning Flora apartments in Brighton, Graphite in North Fitzroy and Onyx apartments in Brisbane.



BPM

bpmcorp.com.au

PROJECTS



AWARDS

2012

FIVE STARS

International Property
Awards Asia Pacific
BEST DEVELOPMENT
AUSTRALIA
Flora Apartments Brighton

HIGHLY COMMENDED

International Property Awards
Asia Pacific
DEVELOPMENT MARKETING
AUSTRALIA
North Road Boulevard

GOLD

BEST DEVELOPER AUSTRALASIA
Opp Awards for Excellence

SILVER

BEST MARKETING CAMPAIGN
Opp Awards for Excellence

BRONZE

BEST GLOBAL DEVELOPER
Opp Awards for Excellence

2013

GOLD

BEST DEVELOPER
AUSTRALASIA BPM
Opp Awards for Excellence

SILVER

BEST AGENCY
AUSTRALASIA BPM
Opp Awards for Excellence

WINNER

Master Builders Association
– Winning Homes Victoria
BEST MULTI UNIT
DEVELOPMENT
Flora Apartments Brighton

HIGHLY COMMENDED

Best Medium Density
BAYSIDE BUILT ENVIRONMENT
AWARDS
10 St. Andrews Street, Brighton

FINALIST

Best New Building (Residential)
BAYSIDE BUILT ENVIRONMENT
AWARDS
10 St. Andrews Street, Brighton

2014

FIVE STAR

Asia Pacific Property Awards
BEST INTERIOR DESIGN
APARTMENT AUSTRALIA
Crisp Street

FIVE STAR

Asia Pacific Property Awards
BEST APARTMENT AUSTRALIA
North Road Boulevard

HIGHLY COMMENDED

Asia Pacific Property Awards
DEVELOPMENT MARKETING
AUSTRALIA
Collins & Queen

HIGHLY COMMENDED

Asia Pacific Property Awards
ARCHITECTURE MULTIPLE
RESIDENCE AUSTRALIA
10 St. Andrews Street, Brighton

THE STANDARD BEACH BOX

Residents at The Standard have exclusive access to the beach box, number 47 Brighton Beach.

Only 5 minutes from home, arrive at the beach and immediately switch into holiday mode.

Stretch out on a beach chair, relax with friends and family on Brighton's famous golden beach, soaking in the warm atmosphere and admiring the colourful strip of beach boxes.

Simply contact Owner's Corporation in advance to book in your next day at the beach.

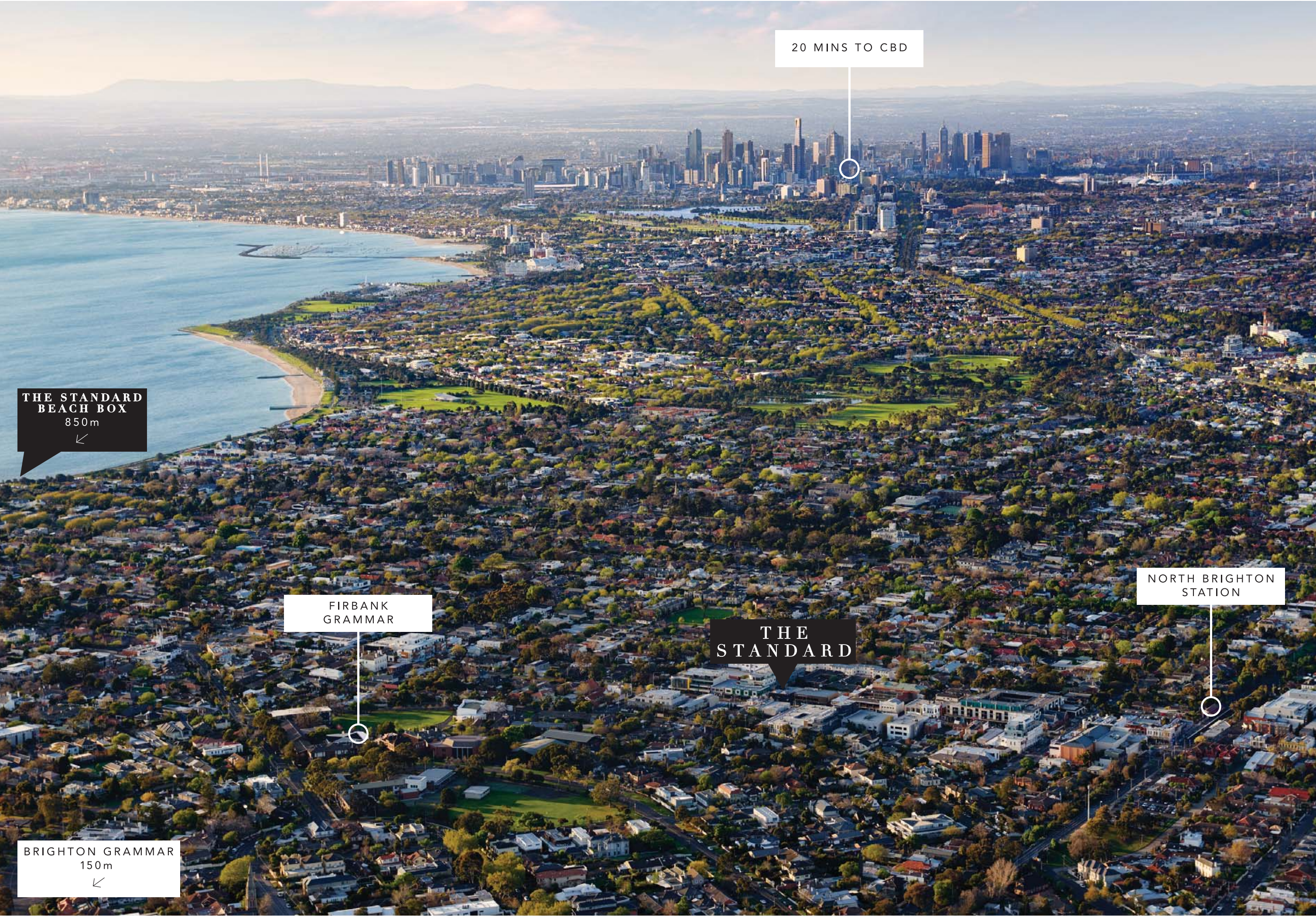


LOCATION

Beach lifestyle gets the designer treatment in Brighton, Melbourne’s most prestigious bayside suburb. The iconic brightly-coloured bathing boxes line the beach front, while Bay Street is the quietly accomplished commercial nexus.

The Standard Brighton is nestled among myriad contemporary restaurants, stylish cafes, delis and grocers. North Brighton train station is approximately 400 metres from The Standard Brighton, offering quick and convenient access to Melbourne’s city centre.





20 MINS TO CBD

THE STANDARD
BEACH BOX

850m



FIRBANK
GRAMMAR

THE
STANDARD

NORTH BRIGHTON
STATION

BRIGHTON GRAMMAR

150m



THE STANDARD

B R I G H T O N

209-213 Bay Street, Brighton
thestandardbrighton.com.au

CREATED BY

BPM

bpmcorp.com.au

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