



**FOR IMMEDIATE RELEASE**

**PARRAMATTA'S LORD MAYOR HAS OFFICIALLY OPENED NEW DISPLAY APARTMENTS AT V BY CROWN**

**November 27, 2012** - The new luxury sales suite and display apartments at Parramatta's landmark development, V by Crown, were officially opened by Parramatta's Lord Mayor John Chedid on Thursday, November 22.

The two full-size display apartments – one studio and one two-bedroom apartment– have been designed by Japanese/Australian architect Koichi Takada and underline the world-class quality of the Crown Group 27-storey development.

The Lord Mayor cut the ribbon with Crown Group CEOs Iwan Sunito and Paul Sathio.

Crown Group CEO Iwan Sunito said V by Crown sets a new benchmark in design and construction of residential apartments in Parramatta.

Mr Sunito said excellent transport links – close to both train station and bus interchange, high-quality schools, a wide-variety of entertainment options, and proximity to Westmead Hospital and Westfield Parramatta were just some of the reasons Crown Group selected the thriving city for its latest development, V by Crown.

“There is a great demand for high-quality residential apartments in the area from discerning buyers who are looking for nothing less than the best,” Mr Sunito said.

“V by Crown marks the coming together of decades of Crown Group expertise - the expertise that has catapulted the group to grow at phenomenal rate, to now over \$2.5 billion worth of projects – combined with world-class architects,” Mr Sunito said.

“With that in mind, we are excited to present to you these state-of-the-art display apartments,” Mr Sunito said.

Lord Mayor John Chedid addressed an audience of 50 guests at the official opening event.

“I am very excited about this building, a state-of-the-art ‘vertical village’,” Mr Chedid said.

“Crown already has a great success record in Parramatta, its first big investment here the \$125 million Gallery complex at 8 Cowper Street had all of its apartments sold within weeks of completion,” Mr Chedid said.



"Crown has invested \$300 million into this building... which represents a substantial investment in Parramatta itself," Mr Chedid said.

"I am confident that buyers will snap up apartments in V very quickly," Mr Chedid said.

V by Crown follows Crown Group's overwhelming success with its inaugural Parramatta project, the \$125 million Gallery complex at 8 Cowper Street, where 90 per cent of the 246 apartments were sold off-the-plan and the remainder were sold within weeks of completion.

"Crown sees Parramatta as a key residential and commercial growth hotspot and has firmly set its sights on raising the benchmark even higher with V," Mr Sunito said.

When complete, V by Crown - often referred to as the "vertical village" - will feature a quality retail precinct at ground level surrounded by a large open plaza and specially-designed display showcasing key elements of Parramatta's historical and cultural past to the general public.

The \$300 million, 27-storey residential apartment building will feature around 500 luxury apartments and resort-style facilities including a pool, gym, conference facilities, music room, theatre and a library. It has been designed by the multi award-winning and internationally-renowned Allen Jack + Cottier architects (AJ+C) in league with Japanese/Australian architect Koichi Takada.

The new display apartments highlight V by Crown's two interior schemes, both inspired by nature: "Riverbed" and "Cloud."

"Riverbed" draws on the natural warmth of timber and "Cloud" offers lighter timber tones. Kitchens and bathrooms feature integrated designer appliances, fittings and fixtures. After dark, integrated LED lighting highlights the joinery elements.

The official opening will be held on-site at 45 Macquarie Street on Thursday November 22 from 11am.

To coincide with the opening of the display apartments, Crown Group has released a premium selection of first home buyer-specific apartments on V by Crown's lower levels including studios, one bedroom, one bedroom and study and two-bedroom apartments. Prices of apartments in V by Crown range from between \$299,000 and \$1.3M.

Mr Sunito said V by Crown offers a great opportunity for investors with about a third of apartments in the development to be priced below \$600,000. There's also a last few special opportunities for eligible purchasers to capitalise on both a stamp duty exemption on their new home and the new \$15,000 grant for first home owners which began on October 1.

V by Crown is located in the heart of Parramatta's city centre, close to Church Street's eateries and Westfield shopping centre, rail and ferry connections, as well as Parramatta Heritage Parklands.



V by Crown Sales Office and Display Apartments, 45 Macquarie Street, Parramatta are open seven days a week from 10am – 4pm. For further information and to register your interest in first home buyer offering, visit [www.crowngroup.com.au](http://www.crowngroup.com.au) or phone 1800 827 696

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About Crown Group

Crown Group is a privately-owned and award-winning\* company actively engaged in property development, construction, property investment and asset management. It has earned its outstanding reputation via a diverse and impressive portfolio of residential projects driven and managed by a team of highly-skilled professionals with across-the-board expertise.

The company was co-founded by architect Iwan Sunito and civil engineer Paul Sathio in 1996.

Crown Group has built its good name and imposing track record on efficiently guiding the entire development process from site acquisition, design and construction, marketing, sales and beyond.

It's also thanks to this comprehensive approach that the company has enjoyed strong and sustainable growth and, over the past sixteen years, Crown Group has become one of Australia's leading property development groups with a \$2.58 billion portfolio of projects completed, under development and in the pipeline.

*\* Crown Group has won a number of awards over the years, the very latest for its development Sanctum in Rhodes, Sydney. The brand new apartment building, on the waterfront at the much-admired community near Sydney's Olympic Park, took out the "Home Units 500-700" category in the 2012 MBA Housing awards.*