



For Immediate Release

CROWN GROUP REVEALS PLANS FOR PARRAMATTA PIAZZA

(Sydney, Australia) Tuesday, March 10, 2015 – An Australian property developer has revealed its new Piazza in the heart of Parramatta.

Buttressed by the magnificent heritage-listed Parramatta Park and the thriving Parramatta town centre; the Piazza at V by Crown is set to become one of the most talked-about new meeting places in Parramatta; home to two iconic V-shaped columns, each standing a striking three storeys tall; nine dining and retail tenancies and a state-of-the art archaeological showcase.

Just beyond the Piazza's edge, less than 200 metres away is Parramatta Square the focal point of Parramatta City Council's multi-billion dollar revitalisation of its city centre; which will eventually boast a new library with cutting edge technology; art gallery; pedestrian links to a major transport interchange and a large open-air public space earmarked for community events and festivals.

Koichi Takada Architects and Allen Jack+Cottier Architects – the two teams behind the stunning concept design of V by Crown's Piazza – have woven natural elements of granite and wood throughout the space; creating a seamless transition from the pavement, through the Piazza and into V by Crown's grand foyer.

Contemporary materials, including perforated mesh used on columns, corners and edges, will create a fresh, youthful feel; while curved horizontal timber beams will create intimate zones and divide the Piazza's public space.

"It's the perfect place to meet friends and business clients for coffee, lunch or dinner. The Piazza is close to everything but still tucked away from the hustle and bustle of Parramatta's streets, in a relaxed modern setting," Anthony Falas, Crown Group's Project and Commercial Sales Director explains.

The Piazza at V by Crown will be located on the corner of Macquarie and Marsden streets in the heart of Parramatta.

Heralded by local media as a 'Vertical Village,' V by Crown includes 590 apartments and five-star resort-style facilities including landscaped gardens, a private pool deck, wine room and a stunning 25-metre lap pool.

An archaeological showcase within the Piazza will display artefacts uncovered during site excavation including pieces of interest from the historic Wheatsheaf Hotel, one of Sydney's oldest pubs.

Pierre Abrahamse, Crown Group's National Development Director says the Piazza has been designed with Parramatta's growth in mind.

Voted last year by the Urban Development Institute of Australia as Sydney's most liveable suburb, Parramatta is forecast to grow in population by 40 per cent, to 201 000 people by 2031.

The city produces an impressive \$15 billion in gross regional production every year and home to regional offices of Deloitte, Westfield, GE money, AMP, Bankwest, Commonwealth Bank, QBE, Sydney Water and Suncorp.

"We're seeing more and more large Australian and international corporations coming here. Parramatta is inarguably Sydney's second CBD and growing fast," Pierre says.

"The V by Crown Piazza will be one of the most central, easily recognized meeting points in Sydney and we're excited to see this amazing space come to life," he says.

Now in stage two of construction V by Crown is scheduled for completion in early 2017.

A premium selection of one, two and three bedroom apartments are now available from \$521,000.



Crown Group is now accepting leasing enquiries for retail, restaurant and café spaces including spaces within the Piazza and spaces for lease with direct street access.

For more information visit www.crowngroup.com.au or ph 1300 302 186

Media Interviews

Crown Group Project and Commercial Sales Director Anthony Falas is available for a limited number of interviews on request.

Editor's Note

Images and video are available upon request including artist impressions, photographs of display apartments and computer-animated 'fly-through' footage of selected Crown Group developments.

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About Crown Group

Crown Group Holdings (Crown Group) is a leading Australian property group specialising in property development, property investment and serviced apartments.

Founded in 1994, Crown Group has offices in Australia, Indonesia and Singapore and is currently developing in Australia and Indonesia.

The company was co-founded by architect Mr Iwan Sunito and engineer Mr Paul Sathio in 1994.

Iwan Sunito graduated with Bachelor of Architecture (Hons) and Master of Construction of Management from University of NSW. In 1993 Iwan became a Registered Architect in NSW and was awarded the UNSW Eric Daniels award for excellence in residential design.

In recent years Iwan received a number of awards including Indonesia's Property & Bank Magazine Golden Leadership Award 2013, the 2013 Congress of Indonesian Diaspora Entrepreneur award and named a winner in the 2013 Ernst & Young Entrepreneur of the Year Awards.

Paul Sathio graduated with a Bachelor degree in Civil Engineering from University of Technology Sydney (UTS) and a Masters of Engineering Science from University of NSW. Paul has more than two decades' experience in the construction and development industry.

Past and recent projects

Since the company was founded 21 years ago, Crown Group has successfully completed major developments in Sydney's best locations including Bondi, Bondi Junction, Parramatta, Ashfield, Epping, Homebush, Newington, Pennant Hills and Rhodes and most recently **Viking by Crown**, a 10-storey residential complex in Waterloo.

Today, Crown Group boasts a \$4.8 billion portfolio of projects under development and in the pipeline and is currently developing four major projects; **V by Crown**, a 29-storey residential tower in Parramatta, **Skye by Crown** a 20-storey development in North Sydney, **Crown Ashfield**, in Sydney's thriving inner-west and **Sydney by Crown** in the heart of Sydney's CBD.



After selling out Top Ryde City Living in October last year, Crown Group launched **Sydney by Crown** in November, resulting in more than \$170 million in apartments sold within four hours.

Awards

Crown Group was recently awarded the Urban Development Institute of Australia (UDIA) NSW President's award – considered one of the highest property development accolades in Australia – for its seven-tower, resort-style development **Top Ryde City Living**.

Top Ryde City Living was also named best High-Density Development in Australia at the UDIA awards for excellence 2014 and a Master Builders Association Excellence in Housing award 2013. Crown Group's innovative, waterfront development Sanctum by Crown was awarded a Master Builders Association Excellence in Housing award 2012 and its hugely-successful ICON at Homebush was awarded HIA's (Housing Industry Association) CSR Housing Awards 2007 Apartment Project of the Year.

Future launches

Crown Group will launch a number of projects this year including **Crown Ashfield** and the award-winning architectural landmark development **Crown Green Square**.

www.crowngroup.com.au