

01 The Canvas Apartments offer elevated views of the city.



A New Canvas for Living in Post-Industrial Brisbane's West End

For several years now, Brisbane's West End has been rising like a phoenix from the ashes of its commercial and industrial past. Through a diverse collection of completed and impending residential developments, new residents have flooded into this colourful part of the city, in a process that is less gentrification and more outright transformation.

Under these conditions of change, the West End has been steadily unfolding into the kind of bohemian neighbourhood so desired by those migrating from the outer suburbs into the city centre. This includes young couples and singles, young families and also, of course, empty-nesters.



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02 The interior palette comes to life with Taubmans Pure Performance.



The Canvas Apartments, created by developer Pradella and designed by ML Design, with interiors by Tonic, fits into this pattern precisely. Located on a difficult triangular site, but one promising fantastic elevated views of the Brisbane CBD, the Brisbane River and Mount Coot-tha for starters, Canvas Apartments has been shaped to respond to the dynamism of the evolving neighbourhood. The resulting design is a practical elaboration of what it means to live in a subtropical urban environment, where views outwards and privacy concerns are held in balance. The design of the façade is central to this balancing act, and gives the development its distinctive profile.

The Canvas Apartments was so named as it sought to provide a new canvas for residents to make their mark, set against the gritty urban environs of the West End. As a consequence of this, colour was

an crucial aspect of the design - both practically, and conceptually. Pradella, a strongly relationship-focused business, chose Taubmans as their partner to achieve the desired outcomes for paint, coatings and finishes, both internal and external, throughout the new building. With Taubmans on board, colour and finish could be determined in relation to two different, and complementary, aspects of the development.

Firstly, there is the introduction of coloured 'sticks' in the lower podium parts of the building. Originally this part of the building's envelope was earmarked for commercial use; the reclassification of the podium as residential use brought with it new challenges, both technical and design-related. The 'sticks' allowed for the creation of a shallow screen-like formal device, which assists with privacy and framing views from apartments in the lower podium levels.

The partnership with Taubmans was central to the solution for colour on this part of the building. The coloured 'sticks' were to be manufactured out of aluminium, and the challenge was to come up with a process that performed better than standard powdercoat, while achieving the same colour saturation and visual effect. Through perseverance, the team at Taubmans was able to devise a wet system of bold colour coating for an aluminium substrate, which - crucially - came with a warranty of suitable duration. Taubmans Armawall was also used on the exterior of the building, complementing the more strongly coloured elements.

The second aspect of the project where colour was essential was, of course, the interiors. Devised by Tonic, the interiors come in three evocatively named 'flavours'. These are 'Ink' (touches of chocolate and charcoal), 'Watercolour' (touches of green) and

"Taubmans were always very proactive and responsive in getting a system that met the performance and warranty requirements we had."

Erik Lundberg, ML Design

'Chalk' (neutral-toned and harmonious).

As Matt Riley of Tonic says, "To live at Canvas is to inhabit a melting pot of culture and colour. By creatively blending materials, textures and space, we've produced a canvas for residents to reflect elements of their own personality."

Taubmans worked with Tonic to match the interior design concept schemes to specified colours and finishes, and they provided all of the interior coatings and paint, notably Taubmans Pure Performance™. This finish met the developer's exacting standards, and also those of the designers.

Throughout the project, Taubmans representatives went out of their way to service the project, conducting regular site inspections. These were for quality assurance purposes and to ensure that the finished product met the supplier's own high standards for installation. To a large extent, the results speak for themselves, and the commitment to service delivery (a hallmark of Taubmans) is no doubt the most compelling reason for Pradella to continue to work with the company, on new projects.

So what of the building in the setting? The resulting building represents just one more chapter in the story of the West End, a story that continues to be told, part-by-part. But rather than being a conservative or dull chapter, Canvas Apartments is an injection of colour into this once-industrial neighbourhood.

03 Distinctive residential design is transforming the neighbourhood.

