

R.ICONIC, SOUTH MELBOURNE

R.Iconic's warm Brick Inlay podium is a striking contrast to its sleek, tapered glass form



R.Iconic forms a prominent new landmark in South Melbourne, serving as the gateway to the emerging new precinct that is CBD South. Part of the ongoing expansion of the city corridor, this multi-residential tower, developed by R.Corporation and designed by Plus Architecture, serves as a timeless wayfinding device or highly visible meeting point in the new precinct.

It's a bold angular tower – standing at 31 storeys tall – with a five storey Brick

Inlay podium. The tower's dramatically sloping roof line transitions gently towards the ground plane, ensuring minimal overshadowing of adjacent parklands, and is highly respectful of the surrounding low-scale streetscape.

"The sloping form makes the building so unique, and depending where you are standing in the surrounding neighbourhood it looks so different, which I think is quite impressive," remarks Katherine Christian, Senior Associate, Plus Architecture.

Highly impressive, indeed. R.Iconic's contemporary architectural style sits almost deliberately distinct from its surrounds, yet gracefully sympathetic to the heritage character of South Melbourne with its simple palette of glass and brick. This contrasting combination of smooth, sleek glass towers and a warm textured brick podium striking a unique pose.

For R.Corporation, quality was paramount. So when the idea was put to them by Plus Architecture to use a Brick Inlay podium, with brick tiles, rather than full bricks, the client wanted assurance that this system was proven and would deliver a quality, robust result. Following a visit to Robertson Building Products' showroom, and a chat with the Robertson Façade Systems team, any uncertainties were removed and a plan put in motion.



“The Robertson Facades team took us through the Brick Inlay system, this was important to our client, as they wanted to ensure high quality. They wanted to know that these tiles were going to stay on the façade, and Robertson’s gave us that reassurance,” Katherine recalls.

In keeping with the local masonry of nearby heritage townhouses, and to create a community feeling, Plus Architecture selected Grampian Blue brick tiles:

“Grampian Blue was just the right mix – it’s quite uniform but still has that bit of differentiation that makes it look like a real brick and it also has that really slight shine to it, which complemented the glass tower quite well,” Katherine says.

It’s not only the form of the building that makes this development a standout, but also the residences’ composition and design, and the unprecedented quality and number of communal spaces on offer, fostering a strong sense of community. This highly inclusive development with 456 one, two and three bedroom apartments, townhouses, sub-penthouses and penthouse includes a mix of different housing options, all with uninterrupted city, park or bay views.

“The client’s vision really sets this apart, it’s such an iconic, community-focused building. With so many communal spaces, it was amazing to coordinate those designs. And with the different apartment types, there’s something to suit everyone, from first home buyers to upgraders looking for a luxury penthouse , which is quite incredible to have in the one building,” Katherine comments.

R. Iconic is a truly active and engaging place to live, with meticulous thought delivering an unmatched range and quality of amenities to support resident wellbeing. The podium rooftop is a standout, including multiple areas for leisure and exercise, such as its infinity running track, gym, playground, , heated pool and, as well as one acre of landscaped private podium gardens and a Zen garden by Paul Bangay. There are multiple entertainment areas from private dining pavilions and a BBQ area, to a fire pit and private cinema. A Horizon Lounge on levels 30 and 31 is exclusive to the penthouse, sub-penthouse and townhouse owners, offering sundowners and breathtaking views to the water and city.



With its strong sense of community and bold form, R.Icnic will, indeed, become an integral part of the new precinct, just as R.Corporation intended.

To date, R.Icnic has won a swathe of awards and accolades, testament to the meticulous planning, design and delivery of this truly unique, high-quality development:

- Winner, 2023 Propertyguru Asia Property Awards - Best Apartment Architectural Design
- Winner, 2023 Propertyguru Asia Property Awards - Best Lifestyle Development
- Shortlisted, 2023 Udia Vic Awards For Excellence - Apartments (High Rise)
- Shortlisted, 2023 Udia Vic Awards For Excellence - Design Excellence
- Finalist, 2020 Udia Vic Awards For Excellence - High Density Development

Developer: R.Corporation
Architect: Plus Architecture
Interiors: Plus Architecture, David Hicks, Design Office
Product: Brick Inlay with Grampian Blue brick tiles
Builder: Hickory
Precaster: Westkon
Landscape: Paul Bangay
Photography: Tom Roe