



# Hurtle Square project built to live

SOUTH Australian expats and people in the 45 to 60 age bracket have led the charge in snapping up apartments in a development in the coveted southeastern corner of Adelaide.

The first two stages of the Hurtle&Co. project were sold in record time, says Forme Projex director Andrew Hudson.

"It's primarily been the 45 to 60 owner-occupier (bracket) and the ratio of owner occupiers is 80 per cent, compared to 20 per cent investors," he says. "There are many buyers who are current Adelaide residents, but there are also expats who are from Adelaide living elsewhere who are planning to come back."

Construction of both apartment buildings in the development is underway, with stage 01

expected to be finished by spring and stage 02 soon thereafter.

Now, the final stage of the development — Hurtle&Co. stage 03 — has been released with six homes available. Mr Hudson says Forme Projex is sympathetic to how people want to live. "With our architects and interior designers we always design things so someone can live comfortably and live large in what might be a compact space," he says.

Forme Projex was launched 15 years ago with a focus on city and immediate inner city suburbs developments. Its latest projects include 11 Daly St, which has 12 apartments, and 40 Gilbert St, which comprises 42 apartments and the offices of Forme Projex.

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ANDREW HUDSON

Hurtle&Co. is high because of the desirable location.

"Hurtle Square has always been the favoured square for residential living because it's in that southeastern corner of the city," he says. "Our ethos at Forme Projex is to design spacious developments that are liveable and sustainable, targeting owner-occupiers rather than ... to sell to investors based on some number and return (pro-

jections)." Hurtle&Co. also showcases sustainable design principles, with acoustic and thermally efficient glazing to minimise running costs.

"Our homes provide plenty of storage and wardrobes with well-appointed kitchens, quality appliances and Australian hardwood floors," Mr Hudson says. Strict by-laws prevent the use of the residences as serviced apartments or for short term stays.



**PARK LIFE:** Top, Forme Projex director Andrew Hudson with Hurtle&Co. plans, and above, an artist's impression of a city view from the planned apartments' windows.