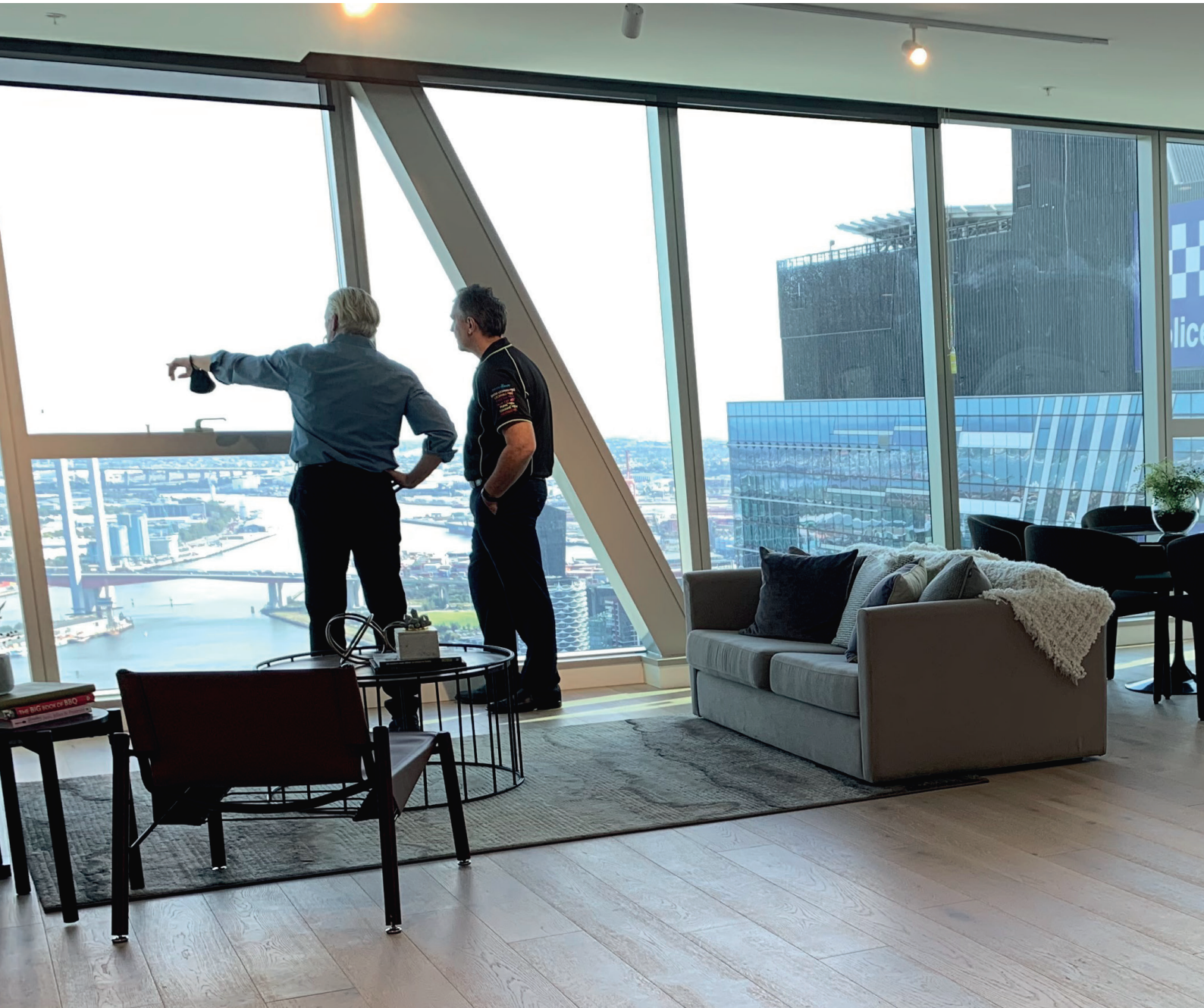


Commercial  
VIC

FLAT CAT 

# West Side Place Case Study





Case Study:  
**West Side Place Apartments**  
 Location:  
**651-669 Lonsdale St, Melbourne**  
 Architect:  
**Cottee Parker Architects**  
 Developer:  
**Far East Consortium**  
 Engineer:  
**Winward Structures**  
 Electrical Contractor:  
**Appselec Electrical**  
 Trader Electrical Products used:  
**Flat Cat**  
 To find out more about Flat Cat:  
[www.gsme.com.au/](http://www.gsme.com.au/)

**West Side Place is a \$1 billion complex of four apartment buildings, among the tallest buildings in Melbourne. There are 2895 apartments, a diverse retail precinct, a network of gardens and leisure spaces, plus Melbourne's first Ritz-Carlton Hotel. To meet electrical requirements, Trader's Flat Cat range of electrical switches and power points was specified.**

Located on the corner of Spencer and Lonsdale Streets in Melbourne's CBD, there is no mistaking West Side Place. Visitors are greeted with a bold exterior design featuring a giant yellow flowerbud. This is set amongst multiple floor levels, each offset and layered to give the appearance that the floors are stacked. It's intriguing to take in.

The residential amenities inside are stunning. There are luxurious sky gardens, pools, gyms, lounges, cinema and even virtual golf. But it's the apartment views that captivate most. These maximise natural light and offer wall to wall panoramic views over the city and Port Phillip Bay.

Interior finishes and fittings are fastidious and include engineered timber floors, stone kitchen benchtops and splashbacks, wool carpets and European appliances. To complement the interior, electrical contractors Appselec Electrical chose Trader Flat Cat switches and power points

throughout.

At 4mm thin, The Flat Cat range of switches and power points is among the slimmest range of electrical wiring accessories available. Its low profile blends into the surface and is in high demand in multi-storey architectural developments such as West Side Place.

Outside the apartments, dark timber panelling is used extensively throughout hallway areas, home theatre and even in the golf driving range. In these locations, Flat Cat in black blends in seamlessly.

"Flat Cat goes hand in glove with all the quality amenities and appliances here," says Greg Wilson, West Side Place. "It's streamlined, as is the style throughout the whole building and looks fantastic."

The West Side Place Apartments are a great example of how Trader can deliver on a solution for multi-storey apartments and residential locations. If you have a similar project that you would like to discuss with Trader, please reach out to us.



At 4mm thin, Flat Cat is among the slimmest switch and power point ranges available





Flat Cat complements stone benchtop, splashback and accessories.



Bathroom luxuriously appointed.



Full range of TV jacks and data accessories available.



Flat Cat black used extensively through amenities including virtual golf.



Black power point and switches used in home theatre area.



Luxurious pool for residents only.

## Flat Cat Products







## Partner with Trader on your next build

If you have a similar project that you would like discuss with Trader, please contact us on the details below.

Visit: [gsme.com.au](https://gsme.com.au)

Email: [service@gsme.com.au](mailto:service@gsme.com.au)

Call: 1300 301 838

For Major Projects:

**Pippa Hemmings**

Director, Major Partners and Projects

[Pippa.hemmings@gsme.com.au](mailto:Pippa.hemmings@gsme.com.au)

M 0451 028 484 | T (08) 8122 2382

