

THE BRIGHTLY

BRIGHTON ST

RICHMOND

③①②①

BY GOLDFIELDS & DEXUS

DESIGNED BY CERA STRIBLEY



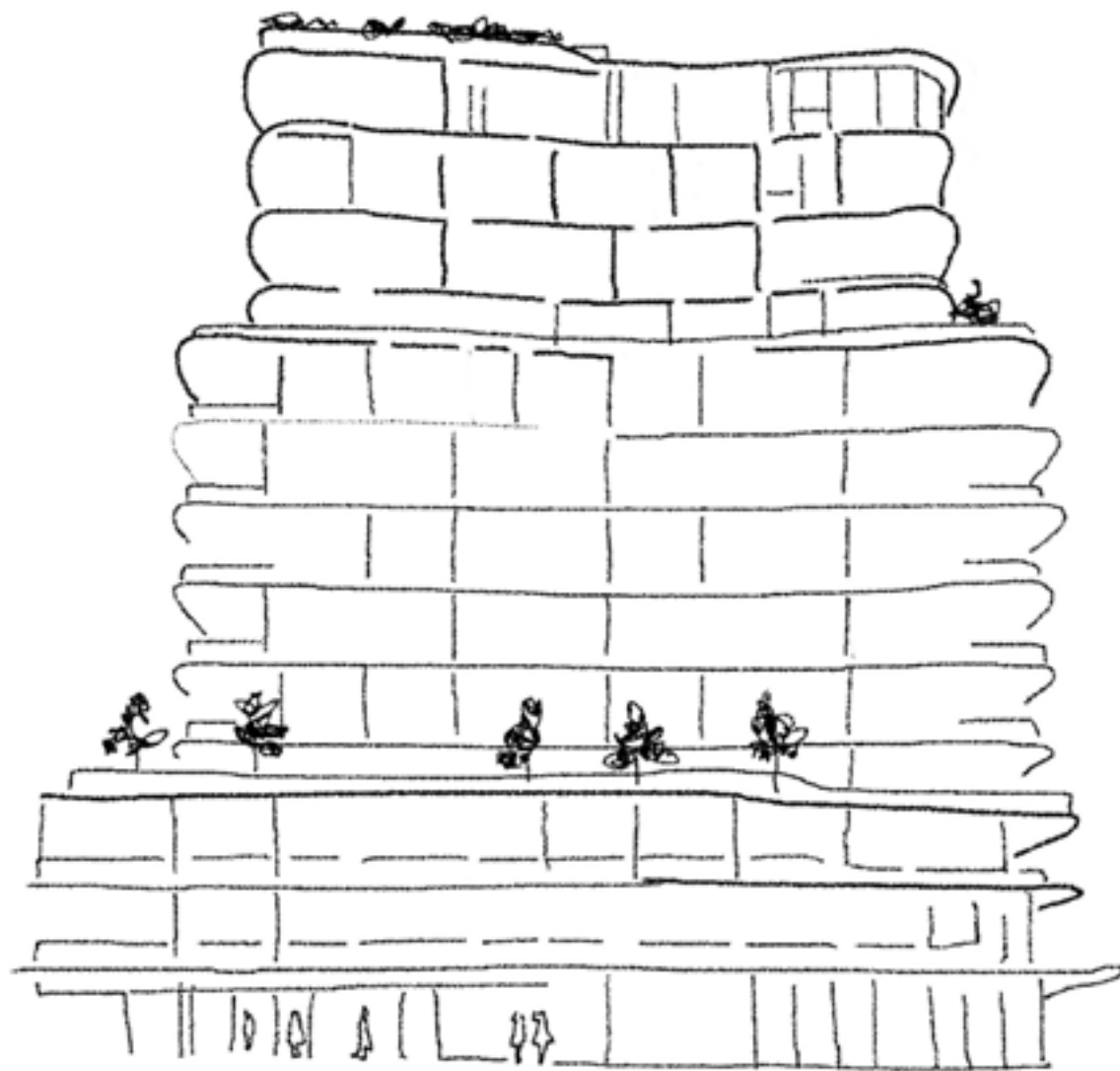
ARCHITECTURAL FAÇADE CONCEPT

ARTIST IMPRESSION



Chapter 01	Real Richmond Refined
Chapter 02	Character Led Architecture
Chapter 03	All Modes of Life
Chapter 04	Crafted Detail and Curated Homes
Chapter 05	Collaborators

The Brightly is an ode to Richmond — a tribute to what it has always stood for and a reflection of how it continues to change. It celebrates the spirit of a neighbourhood that balances grit and creativity, honouring its history while embracing the energy of what's to come. Created through a collaborative effort by Goldfields, Dexus, Cera Stribley, and Jack Merlo, it rises elegantly from Richmond's pioneering fabric, offering an antidote to the pace of modern life and defining a new kind of urban luxury. The kind that lingers in the thoughtful design of social and wellness spaces, converses with the storied urban dynamism of the surrounding locale, and carries the spirit of its past into the future. A built environment that is both a civic artefact and a custodian of social and cultural legacy.



Chapter 01

REAL

RICHMOND

REFINED

Home to millions of stories, Richmond is where the talismans of every era are celebrated.

Where workers' cottages carry Victorian ornamentation, and sport, architecture, art and hospitality entwine.

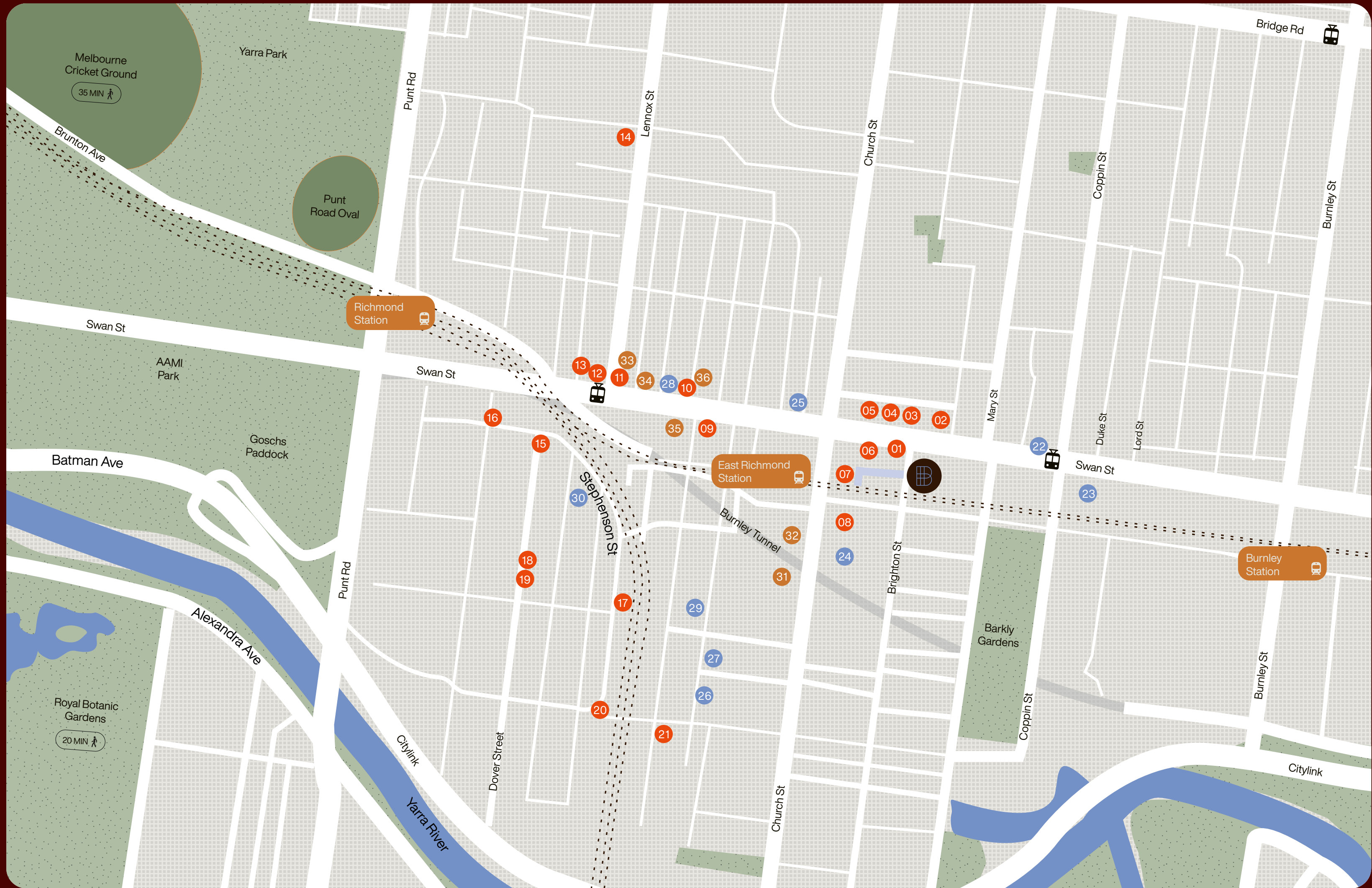


Richmond is a place of railway lines and rooftop bars, towering gums and dense urbanity. A place where subculture and algorithm are in sync.

Richmond is where the stories of the past are stewarded into a vibrant future and where mementos of yesterday are contained within the seams of its built fabric. Nestled in the heart of Melbourne's inner-east, it hosts a captivating tapestry woven from threads of history, culture, and modern innovation. Once a bustling manufacturing enclave, it has gracefully evolved into a vibrant suburb where heritage and contemporary life intertwine seamlessly. This dynamic neighbourhood pulses with an eclectic charm—its lively food scene, thriving arts community, and proximity to iconic sporting venues, such as the Melbourne Cricket Ground, make it a true cultural hub. As Richmond embraces a new chapter with sleek office developments and innovative urban spaces, it remains a place where history and progress coexist in perfect harmony, inviting residents and visitors alike to experience its timeless allure and boundless energy.

Peppered throughout Richmond are visual beacons of nostalgia — the Nylex and Pelaco signs, the slender stadium lights of the MCG — that rise above the dense urban throng, which is freighted by startling moments of immersive natural environments — Herring Island, Gardiners Creek, Burnley Park and a constellation of pocket parks. They form a loose boundary, defining the threshold of the suburb where it meets the affluent edges of East Melbourne, South Yarra, Toorak, Hawthorn and Kew. Into this alchemy of convention and culture, talismans and tech, nature and neighbourhood, Richmond's transformation from a tightly woven historical tapestry to a polished, sophisticated locale highlights its dynamic evolution, where the deep-rooted past melds seamlessly with a vibrant, primal sense of community, creating an environment that resonates both with tradition and contemporary vitality.

● 01	Union House
● 02	Pizzeria Da Bruno
● 03	Waygood
● 04	Clover
● 05	Future Future
● 06	Salona
● 07	Public House
● 08	Harlow
● 09	Gelato Messina
● 10	Hugos Deli
● 11	Tartine
● 12	New Quarter
● 13	Corner Hotel
● 14	London Hotel
● 15	Caffe Amatrice & Rooftop
● 16	Frederic
● 17	Lilac Wine
● 18	Suupaa
● 19	Baker Bleu
● 20	The Cherry Tree Hotel
● 21	La Manna & Sons
● 22	Pronto Pilates
● 23	Strong Pilates
● 24	1R Richmond
● 25	BFT Richmond
● 26	Comma
● 27	Fitness First
● 28	Fort Green Studio
● 29	Run Club
● 30	Cremorne Club
● 31	DOMO
● 32	Mobilia
● 33	Avenue Bookstore
● 34	Glasshaus Florist
● 35	Coles
● 36	Supercheese





RICHMOND STATION



PIZZERIA DA BRUNO

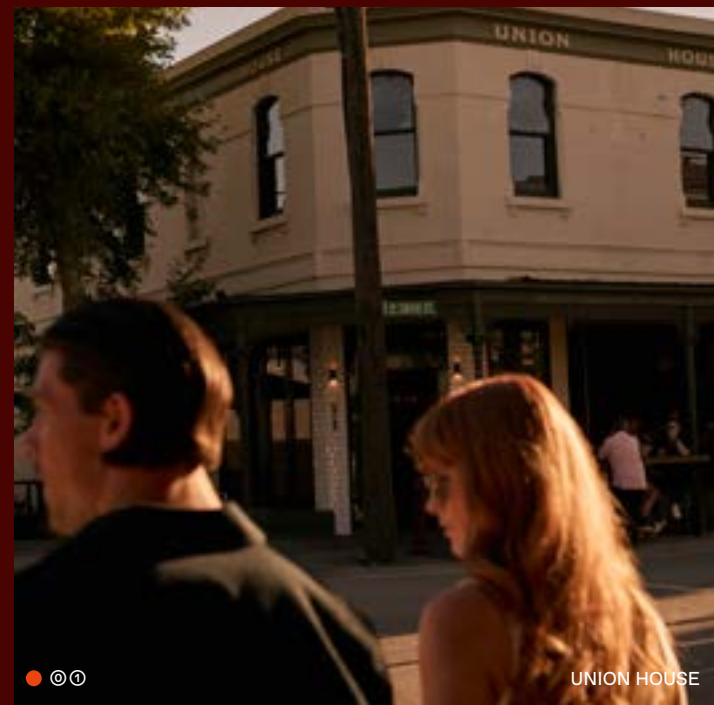


CAFFE AMATRICE

CAFFE AMATRICE



BARKLY GARDENS



UNION HOUSE

Gilded and glowing, Richmond is where sunlight slants off train tracks and glazed facades by day, while nighttime glitters with digital confetti.



FUTURE FUTURE



PIZZERIA DA BRUNO

FOR

ALL

MODES

OF

LIFE

THOUGHTFUL

DESIGN



RICHMOND



3121



NEIGHBOURHOOD



LIVING

REAL

RICHMOND

REFINED

FOR

ALL

MODES

OF

LIFE



CONNECTED



TO

EVERYTHING



NEIGHBOURHOOD



LIVING



©©

GLASSHAUS FLORIST



©©

COMMA





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LILAC WINE



Bounded by Brighton Street, Wiltshire Street, and Little Lesney Street and a stones throw from East Richmond train station, The Brightly has transformed the urban realm into a lively hospitality and retail precinct that invite people to linger and connect.



Richmond's newest future laneway—Wiltshire Street and Little Lesney Street—will be reimagined as vibrant pedestrian corridors that extend Melbourne's celebrated laneway culture into the heart of Richmond. These carefully designed spaces will connect seamlessly to East Richmond station, enhancing walkability and creating safe, inviting routes for the community. Activated with retail, outdoor dining, and wellness experiences, the laneways will foster a cosmopolitan atmosphere where heritage and modern life meet. By transforming these historic streets into lively destinations, Richmond Square will not only honor Richmond's past but also deliver a contemporary lifestyle precinct that encourages people to linger, connect, and explore.



Co-Founder and Managing Director of Cera Stribley Architecture and Interiors, Domenic Cerantonio, reflects on The Brightly's design evolution.



The Brightly's architecture takes its cues from a desire to connect deeply with its surroundings and the resonant verve of Richmond. We wanted the building to reflect the area's unique mix of grit and elegance, capturing its industrial roots while embracing its modern, lively character. One of the key ideas was to incorporate the train line's flowing form into the design—its curves and lines became a way to shape the façade, creating a seamless dialogue between the building and the suburb's history. We were also drawn to the idea of softening the building's robust, brutalist feel through elegant curves and landscaping, making it feel less heavy and more inviting. Using a single material—concrete—was a deliberate choice to give the building a strong, iconic presence, while subtle details, such as the black metal accents and textured façade, add layers of refinement.

The concept of 'discovery' played a significant role in design methodology; we wanted each element to feel intentional, yet fluid, allowing the building to breathe and adapt to its context. The sweeping curves aren't just aesthetic—they're a gesture to draw people in, guiding them from the street into the heart of the space. We also aimed to celebrate Richmond's

industrial heritage through the structure's raw yet polished appearance, creating a dialogue between the past and the future. The terraces and landscaping were added to soften the overall form, offering glimpses of greenery amidst the concrete, and providing residents with beautiful views and outdoor retreats. Ultimately, we see The Brightly as an embodiment of Richmond's dynamic identity—grounded in its history, yet boldly looking ahead with a sense of understated elegance.



Design evolution of the train line's flowing form into the design—its curves and lines became a way to shape the façade.



“
Our design seamlessly integrates Richmond’s vibrant character, blending urban grit with refined elegance. Inspired by the train line, curving motifs and industrial references create a cohesive identity, balancing community connection, light, and privacy—crafting a building that reflects its site’s history while fostering a modern, inviting atmosphere.
”

Domenic Cerantonio

Cera Stribley





At The Brightly, a spirit of interconnectedness is seamlessly woven into its design, with wellness as the cornerstone of its ethos. The development's first level Wellness Sanctuary, set against a tranquil garden backdrop, offers a sanctuary for mental and physical rejuvenation through its spa, sauna, and cold plunge, fostering holistic wellbeing the rooftop garden serves as a serene haven for mental clarity and social interaction, while private and bookable dining experiences cultivate meaningful social connections. The ground-floor arrival space, complemented by the loose opulence of a cocktail bar and speakeasy, further enhances social vitality. Anchored by thoughtful architecture and design, The Brightly champions a lifestyle where wellness is not just celebrated but seamlessly integrated into daily life. Brightly's communal areas pulse with vibrancy, echoing Richmond's lively hospitality and music scenes, infused with bold colours and a curation of artworks that capture the

neighbourhood's dynamic spirit. The wellness sanctuary on the first level offers a tranquil retreat, inspired by the rhythms of the harvest moon, featuring serene gardens, a spa, sauna, and cold plunge—an oasis for balance and renewal. Whether entertaining guests, unwinding in lush gardens, or enjoying panoramic rooftop views, residents are invited to inhabit a space that celebrates individuality, community, and growth.



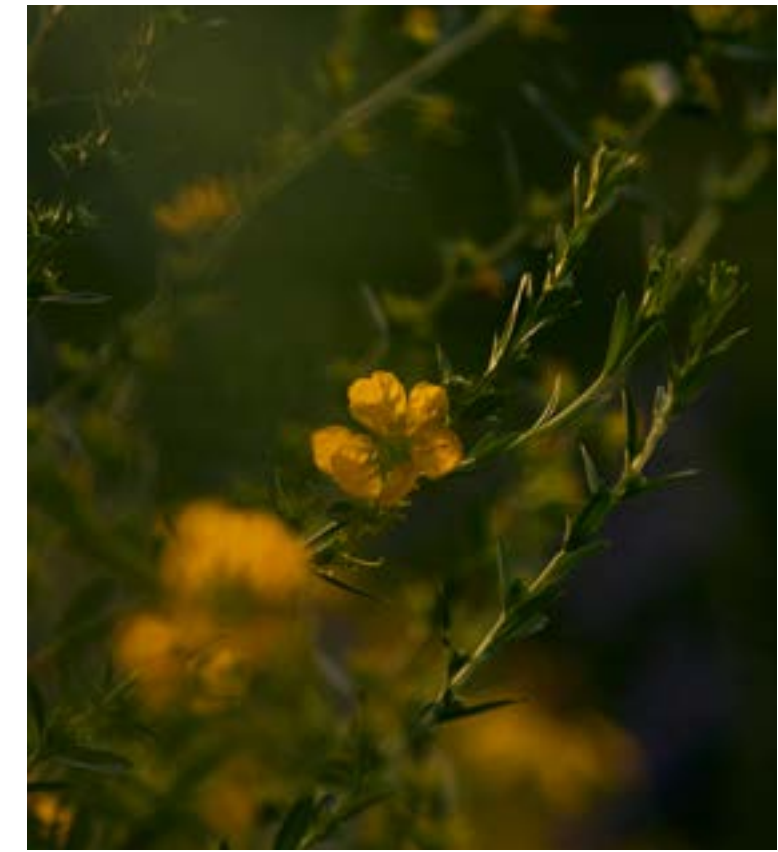




ROOFTOP

GARDEN

ARTIST IMPRESSION



Crafted by Jack Merlo, the landscape design elevates the living experience through lush greenery and landscaped terraces that soften the building's robust concrete exterior. These outdoor sanctuaries offer residents a place of calm and privacy through carefully executed opportunities for outdoor living, community engagement, and panoramic views of the city and Yarra River. The garden backdrops, private terraces, light well and a rooftop lounge serve as vital connective tissue between the built environment and nature, enriching the atmosphere with a sense of tranquillity and harmony. The overall composition encapsulates a refined identity—one that honours Richmond's storied past while embracing contemporary urban living, creating a distinguished presence that is both expressive and welcoming.





“
The Brightly’s landscape design seamlessly integrates lush greenery and layered textures. Featuring birch trees, hydrangeas, and flowering plants, a tranquil backdrop to life has been created that elevates the experience of habitation through the shaping of soft, restorative environments.
”

Jack Merlo

Landscaping

CRAFTED

DETAIL

AND

CURATED

HOMES

Decorative and luxurious, residences emphasise timeless materiality and an elegant design language that endures beyond fleeting trends.

Crafted and opulent, each space is cultivated through meticulous craftsmanship and attention to detail.



The Brightly stands as a testament to refined living, meticulously crafted to blend seamlessly into Richmond's vibrant fabric.

The residences exemplify thoughtful, practical design rooted in a deep understanding of urban living. Every detail has been meticulously considered, from the moment you step through your front door, ensuring a seamless flow and optimal livability. The floorplans are crafted with purpose, prioritising functionality without compromising aesthetic appeal. Each layout is a testament to the belief that true luxury lies in effortless everyday living—where every space is designed to serve your needs, enhance comfort, and foster a sense of belonging. During the design phase, urban livability was at the forefront, with an emphasis on light, breeze, and privacy—elements that transform a house into

a sanctuary. The result is a collection of residences that balance sophistication with practicality, where thoughtful planning elevates the experience of city living. The Brightly is a reflection of a discerning and covetable modern lifestyle—dynamic, refined, and rooted in the belief that a well-designed home can elevate everyday moments and scaffold physical and emotional wellbeing.



PENTHOUSE

DINING

ARTIST IMPRESSION



“
Richmond’s vibrant melting pot of culture,
music, and hospitality has yielded a
considered design response that combines
craftsmanship and local storytelling
to contribute meaningfully
to its legacy.
”

Domenic Cerantonio

Cera Stribley







BUILT-IN MURPHY BED

ARTIST IMPRESSION



ARTIST IMPRESSION

The art of elegant living is redefined through thoughtfully designed multi-purpose spaces that effortlessly adapt to ever-changing needs. With a built-in Murphy bed, this space fluidly shifts from a quiet study, yoga area or playroom into a comfortable guest bedroom, providing practical versatility without sacrificing style. This simple yet elegant feature cleverly addresses a need for agile living patterns, creating a welcoming environment that adapts smoothly to different moments and occasions.



ARTIST IMPRESSION



BATHROOM

ARTIST IMPRESSION



Developed by

Goldfields

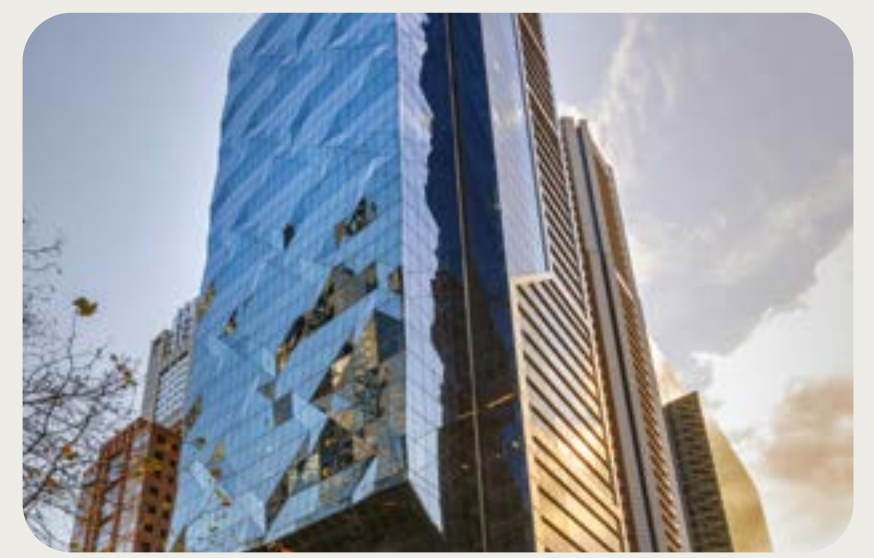
Progressive Melbourne-based developer Goldfields is distinguished for its benchmark-setting developments and performance in the property industry. The group's expertise spans multiple facets of property development, including residential apartments, townhouses, master-planned land communities and mixed-use projects. In each case, the combination of sophisticated environments and refined design aesthetics elevates projects to landmark status.

In collaborating with visionary architects, Goldfields has delivered precinct-shaping projects to the market, revitalising under-appreciated city pockets in the process and transforming them into desirable destinations where people want to live, work, and play.

In partnership with

Dexus

Dexus (ASX: DSX) is a leading Australasian real asset group that manages a real estate and infrastructure portfolio valued at \$50.1 billion. Its platform comprises the Dexus listed portfolio and its funds management business. The \$14.5 billion listed portfolio includes direct and indirect ownership of office, industrial, retail, healthcare, infrastructure, alternatives, and other investments. Additionally, Dexus manages \$35.6 billion of investments through its funds management division, which connects third-party capital with exposure to quality sector-specific and diversified real asset products. The company is committed to its purpose of unlocking potential and creating tomorrow, emphasizing long-term value creation for its employees, customers, investors, and communities. Its sustainability efforts focus on key areas where it can make the most impact: Customer Prosperity, Climate Action, and Enhancing Communities.





BOXSHALL



BRIGHTON



CAPITAL



GRAND



SOUTH



YARRA

Architecture by

Cera Stribley

Cera Stribley is an architecture and interior design studio celebrated for its bold and contemporary approach to design. The firm combines creative vision with practical execution to shape spaces that are both functional and iconic in the built environment. Their design process thrives on a collaborative approach, driven by empathy, equity, sustainability and design excellence. More than just buildings and places, they strive to build relationships, seeking to understand the clients' vision, embracing the cultural, historical, and environmental contexts of each project and creating purposeful solutions.

Dedicated to process-oriented simplicity, Cera Stribley's design ethos aims to maximise each site's potential, exploring connections between solid and void, inside and outside, to challenge conventions and ultimately create solutions-based designs that matter. Working closely with stakeholders to envision possibilities, the studio delivers exceptional, high-quality outcomes that are crafted with distinction and stand the test of time.

Landscape by

Jack Merlo

Jack Merlo is an award-winning landscape architecture practice recognised for its refined and timeless outdoor spaces. With an emphasis on design excellence and seamless integration with architecture, the studio delivers bespoke landscapes for luxury developments. Through classical execution, industry knowledge, and consideration for seasonal changes, Jack Merlo cultivates landscapes defined by strong architectural lines, generous planting, and elegant styling.

Drawing on extensive experience and long-standing collaboration with industry-leading designers and developers, Jack Merlo shapes exceptional botanical environments distinguished by attention to detail and high-quality natural materials. These partnerships enable Jack to stay at the forefront of landscape design, incorporating the latest trends and innovations while maintaining a timeless appeal.

Each project is a testament to Jack's commitment to excellence, where meticulous planning and execution result in gardens that are both functional and aesthetically pleasing.





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