



# Soul in heart of Surfers

## Juniper leads rejuvenation of Gold Coast's iconic centre



SEVERAL milestones have been reached as construction powers ahead at Juniper Group's Soul development in Surfers Paradise.

The most recent reached was the opening of the new sales gallery and retail precinct, as well as the rising of the tower above its surrounds.

The \$850 million project celebrated a "soft opening" of the retail precinct on Christmas Eve with the display centre and surf labels Rip Curl and Rush Surf opening their doors ahead of the full launch later this year.

Rising 77 storeys, the development will comprise 288 apartments and 40 retail outlets upon completion in 2011.

Juniper Group sales and marketing manager David Kortlang said the opening of several retail tenancies and the sales gallery as well as the construction on the Soul tower were important milestones for the development.

"For the first time we can now introduce new owners and potential buyers of apartments to Soul and the new Esplanade from the gallery," he said.

"We are more than half way through the construction of the retail component with the objective to have the bulk of the shops open by Easter this year.

"The residential tower development, together with Soul's spectacular retail complex, epitomises the future of retail innovation and we are looking forward to reaching more milestones as construction continues throughout the year."

The remaining retail tenancies will comprise a mix of restaurants and leading fashion stores, while Ripley's Believe It or Not Museum is due to open in the basement soon.

The residential component of the

development has four levels of finishes which rises in calibre with the tower.

The Beach Collection on levels four to 39 draws its name from its proximity to the surf, sand and Esplanade, while the Sky Collection on level 40 and from levels 43-59, is named for its panoramic views that can be enjoyed from the apartments.

Levels 41 and 42 feature the Beach House Collection, which are double-storey beach homes featuring the Sub-penthouse Collection level of finish.

The Sub-penthouse Collection can be found on levels 60-68.

However, the ultimate standard of appointment is in the two penthouses on levels 69-70 and 70-73.

Whatever the level of finish, all apartments have a luxurious design with floor-to-ceiling windows, expansive balconies and an open-plan layout for a free flow throughout the living spaces.

Mr Kortlang said sales of the tower apartments had been strong with in excess of \$425 million worth of sales to date.

"The Global Financial Crisis made certain 2009 was a slow year for everybody but we've seen a major resurgence of interest in Soul with some great sales results throughout December and over the Christmas period," he said.

"The opening of the retail precinct and the Juniper display centre has seen a revitalisation in sales and a lot of interest has been coming from overseas buyers from countries such as China, Indonesia and New Zealand."

In the heart of the Gold Coast, the development is part of the multi-billion dollar revitalisation of Surfers Paradise.

Mr Kortlang said Soul represents the next

phase in the evolution of Surfers Paradise.

"Upon completion in 2011, Soul will represent the ultimate Australian lifestyle, combining sun, surf and sand with glamour, fashion and fine dining," he said.

In addition to having first-class retail facilities and one of Queensland's best beaches on their doorstep, residents will have access to the myriad of resort-style facilities within Soul.

These include pool and spa, barbecue area, and indoor lap pool, gym, spa and steam room.

### facts



Development	Soul
Developer	Juniper Group
Location	Surfers Paradise, Gold Coast
Address	Display centre, Cavill Mall
Open	Daily 10am-7pm
Phone	1300 464 448
<a href="http://www.soul.com.au">www.soul.com.au</a>	

### features | amenities

> 7600sq m of retail space, with 40 outlets

> Four levels of finishes for apartments

> Outdoor pool and spa > Barbecue areas

> In the heart of Surfers Paradise

> 254-metre skyscraper with 77 levels

