



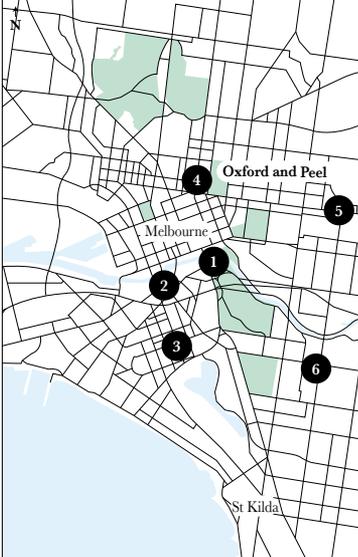
Collingwood, Melbourne

Location – 3km north-east of Melbourne’s CBD

Population – close to 7000

Area – 1.3 km²

Median age – 32 years



1. Federation Square
2. Crown
3. Melbourne Sports and Aquatic Centre
4. Melbourne Museum
5. Victoria Gardens
6. The Jam Factory

Small Giants take sustainability to the next level.

*While best known for building *The Commons* in Brunswick, *Small Giants*’ latest development, *Oxford and Peel*, has been just as successful, albeit quietly.*

COMMONS LESSONS

Located in Collingwood, in Melbourne’s inner north, Oxford and Peel is an urban residential development offering one, two and three bedroom apartments, along with a rooftop garden, ground floor café and central greenway throughout.

Designed by Jackson Clements Burrows Architects, Oxford and Peel’s apartments sold quickly. Buyers were drawn to the project’s highly sustainable design, located within an historic red brick precinct, with a coveted lifestyle on the doorstep.

“We really focused on the community and environmental aspects in this,” explains Danny Almagor, co-founder and chief executive officer of Small Giants.

“In *The Commons* we jumped way ahead of everyone, as far as we could go,” he explains.

“In Oxford and Peel, we looked at what worked well there and what we could do differently, and we applied the same principles to the Collingwood context.”

Nonetheless, Oxford and Peel offers purchasers some of the greenest design options around: “There’s a landscaped communal rooftop, solar panels, double-glazing, LED lighting, and an abundance of light and ventilation – all the elements are there.”

Targeting a seven-star energy rating, the complex also features hydronic heating, retractable timber shutters, rainwater collection, enhanced thermal and acoustic performance and planter boxes, which are located on every apartment balcony.

Consisting of two buildings next to each other, Oxford and Peel has made clever use of an otherwise post-industrial and rather condensed Collingwood block.

“All the doorways look out onto an open passage,” says Danny. “It’s like an open-air passageway through the building; one we’ve lined with trees and hanging and climbing vines. It was an innovative way to integrate greenery and create more light in the inner city.” — ●

*“In *The Commons* we jumped way ahead of everyone, as far as we could go.”*

*Danny Almagor,
Small Giants*



CHAPTER 4

HIGHER IDEALS AND IMPROVING QUALITY OF LIFE

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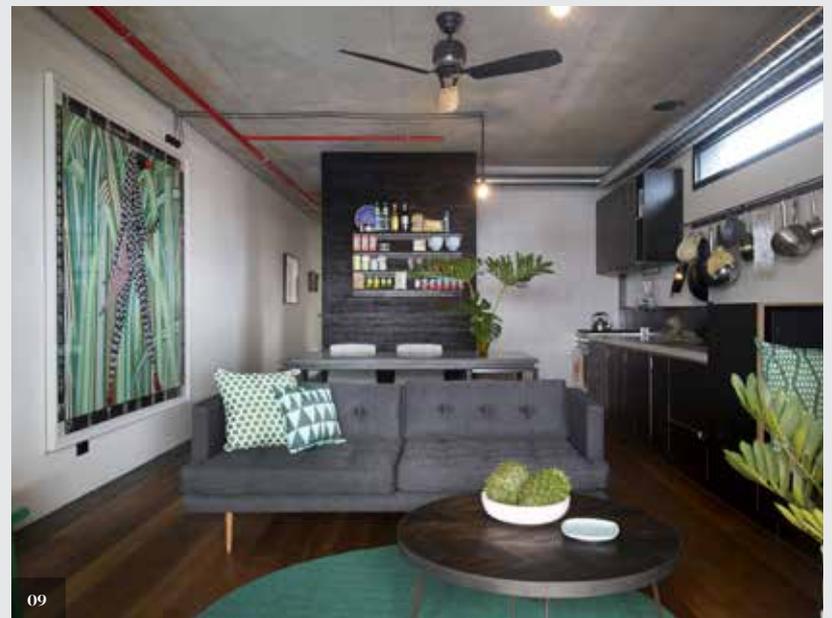
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OXFORD AND PEEL
OFFERS GROUND
FLOOR RETAIL WITH
STREET ACCESS.



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*Danny Almagor,
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**ABOUT
SMALL GIANTS**

Small Giants is committed to long-term sustainability. Driven by this broader vision, Small Giants is equally committed to sustainable property development and to the use of business as a meaningful tool to create a world that we all want to live in.



In conversation with Berry Liberman, Small Giants

“We’re pushing the boundaries as much as possible, because people want to live in community and they want to feel inspired by the spaces they enter at the end of the day and leave at the beginning of the day.”

What drives the Small Giants ethos?

I think the way we’ve been building our cities, our homes and our world has been, to date, largely thoughtless. We really believe that creating atmospheres where people can be their higher selves is what we should all be doing.

At Small Giants, our commitment is to building spaces where people can feel connected to nature and each other, not isolated. We need to design neighbourhoods where we’re encouraging connection, not disconnection.

We’re pushing the boundaries on that as much as possible, because people want to live in community and they want to feel inspired by the spaces they enter at the end of the day and leave at the beginning of the day.

How does this impact your decision-making?

To be perfectly honest, you just have to make the decision. Decide that that’s what you want to do. Then profit looks very different because you start to ask yourself, what is success?

If success is making a profit but it’s also contributing meaningfully to the world, and you define that as creating a world we all want to live in, one that

is abundant, with clean air, clean water, renewable energy, and where all different strata of society from a socio-economic position but also different ages can be supported in the system that we build...

If we’re building that world, one that has a depth and breadth to it, one that is long term, with a philosophical approach based on an ethical and empathic connection to who we are as human beings and how we tread on the earth...

If we’re thinking like that, and we make the decision to do that, then success is about all of those measurements.

So, Small Giants measures success differently then?

Success is not a measure of how much money you can squeeze out of each development. If you follow that, you then become more than just a property developer. You become part of building the world that we want to live in. That’s what we’re doing. When we don’t think of design as part of that, we’re mistaken. For us, it’s all about adding value. It’s all about pushing ourselves.

Does that mean sacrificing profits?

Yes, sometimes. For The Commons in Brunswick, yes, that was the case.

But that’s the thing we’re most proud of to date. And our idea is that for each development we will do more and go further. That’s the dream, whether we can achieve it or not, who knows.

How is your philosophy received in the property industry?

We’ve found people incredibly interested in what we’re doing. I think most people wait to see someone do it first and most people wait to know if it’s a safe thing to do.

But we’ve found people to be immensely and intensely interested in what we did with The Commons, and that has been wonderful.

We spent a lot of years involved in conversations where the way that we were thinking didn’t fit.

Dan and I had a strong instinct that we could do this work and not compromise anything; that by doing this work we would add value in all areas, but it took time to find our people, our team and our investors.

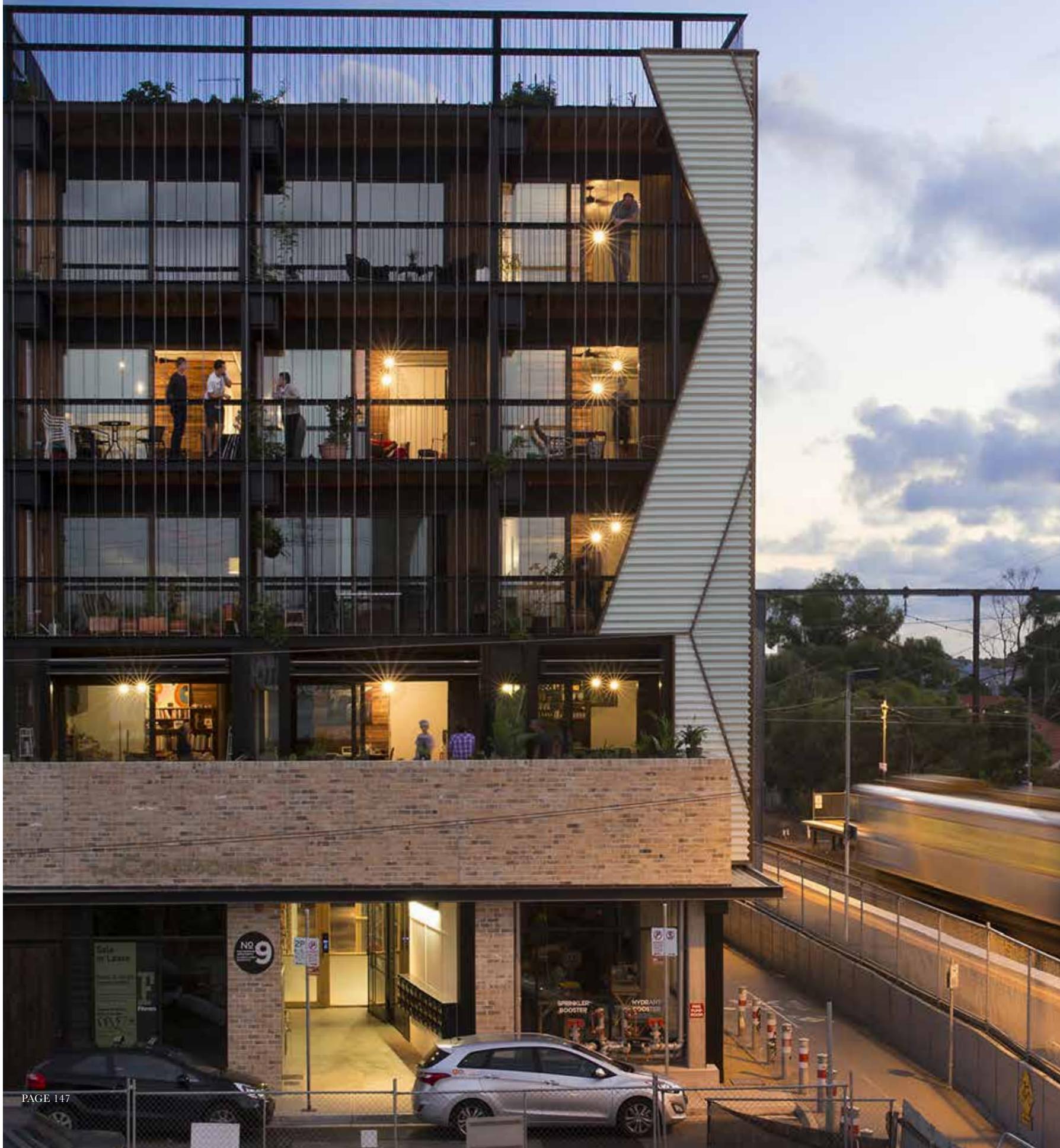
But, everything takes time. You can either sell stuff that’s crap or you can sell stuff you care about. It’s the same energy applied with very different outcomes.



ABOUT BERRY LIBERMAN

Berry Liberman is the co-founder and creative director of Small Giants, the publisher and editor of Dumbo Feather magazine and a mum to the three cutest kids in the world. Small Giants is an Impact Family office founded in 2007 to contribute to the world in a meaningful way through conscious financial investment.

Dumbo Feather is the media arm of Small Giants. It is a multi-platform publishing house comprising: a quarterly print magazine highlighting stories of extraordinary people, living lives of passion and purpose; a creative communications agency; an online website and a regular community events series.



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