

>> **PROJECT:**

SOUTH CITY CONSTRUCT –  
SOUTH CITY STAGE 2  
NEW DESHON

>> **VALUE OF JOB:**

\$46 MILLION

>> **AMA CONTRACT**

\$1.6 MILLION

>> **CONTRACTOR:**

SOUTH CITY CONSTRUCT PTY LTD

>> **SCOPE OF WORKS:**

GLASS BALUSTRADES, FACADE  
SCREENS, SLIDING SHUTTERS,  
IMAGE ARTWORK, CHAINWIRE  
MESH, BOLLARDS, BIKE RACKS.



**MICHAEL FRESHWATER, CONTRACTS ADMINISTRATOR AT SOUTH CITY CONSTRUCT, SAID HE FOUND WORKING WITH THE TEAM AT AMA “REALLY GOOD” AND THAT HE WAS “PLEASED TO HAVE THEM AS PART OF THE TEAM”.**

Once again AMA have partnered with leading industry professionals Pellicano and Perri Projects to deliver the South City Stage 2 project “New Deshon”. Developed by Pellicano and Perri Projects, New Deshon is the second stage of a massive urban renewal project that will see six residential high rises, one hotel, retail facilities and open space being built over the next seven years in the Woolloongabba area. Woolloongabba

has been aptly labelled “A New World City” and has evolved to become Brisbane’s most desirable inner urban location. A prestigious project, in a sought-after location, these are the projects that drive AMA to deliver the highest standards of workmanship they are fast becoming known for.

Building on 49 years of experience, Pellicano is a national, award-winning leader in the design, construction,

development and management of residential, retail, commercial and hospitality projects. Focused on property development and investment opportunities in prime inner city and urban locations, Perri Projects has a proven track record of delivering a diverse range of place making, residential, commercial and retail projects. It's the perfect partnership.

New Deshon follows the success of the first tower, One South City. Drawing on Woolloongabba's industrial heritage and local character, New Deshon has been thoughtfully imagined to complement the precinct and vibrant neighbourhood. With luxurious apartments, rooftop terrace, as well as the ground floor retail, cafés and al fresco restaurants connected to a central green space, this is a quality project on a grand scale.

AMA were contracted to work on stage one of the South City project and subsequently have been a major part of stage 2 – New Deshon. With a project value of \$1.6 million AMA worked on a number of key areas on the New Deshon build, namely, Glass Balustrades, Facade Screens, Sliding Shutters, Image Artwork, Chainwire Mesh, Bollards and Bike Racks. Michael Freshwater, Contracts Administrator at South City Construct, said he found working with the team at AMA "really good" and that he was "pleased to have them as part of the team".

The team at AMA were given some unique architectural challenges as part of this project. Custom perforation artwork and a unique thermal image printing blade screen, which is only legible from certain perspectives, were



two challenges the team at AMA thrived on and really enjoyed seeing the end result. "These design challenges are what AMA exists for", explained Sam Bevis, Director at AMA. "We engineer architectural solutions".

Michael explained that there had been challenges with product quality in the powder coating part of the project. This was not clear to anyone on the project until such time that the scaffolding was taken down and the problems became apparent. "It was the way these issues

were dealt with by AMA that was most impressive," said Michael. "Their attitude was excellent, they got in there, took responsibility and rectified the situation. You can't ask for much more than that!"

AMA are already being considered for Stage 3 of the South City project. Michael Freshwater said he would use AMA again "for sure". Michael has already recommended AMA to other industry professionals and went on to confidently state that he would like AMA on all of his projects! ●