

confidential

in a league of its own

When ivy opens its doors, a world-first phenomenon will be born. There has never been such a unique and grand scale hospitality vision, and the eyes of the globe will be on Sydney for a first glimpse of this dazzling constellation of bars, shops, lounge areas and lifestyle indulgences.

ivy is a world within a city, totally reinventing the recreation experience. ivy will change the international leisure landscape forever.

On paper, it sounded like an impossible dream: create the ultimate house party in the middle of a city, complete with sun-drenched pool, bars to spare and restaurants for every taste. Add a laneway for dining under the stars, a retreat for massage and pampering and a self-contained street of funky boutiques. Throw in a rock star hotel with stadium-sized rooms and a ballroom. Then encase the whole lot in ivy. It was an audacious plan. But the dream came true, the party is about to start, and everyone's invited.

Your host? Justin Hemmes, who knows a thing or two about good times. Hemmes, whose Merivale portfolio also includes Establishment, Hemmesphere, Angel, Wynyard, Lotus and Slip Inn, based ivy on decadent bashes of his own that were just too good to keep to himself.

"I've built ivy as my pad in the middle of the city. When you come here, you're coming into my house," he says.

And what a house it is: planted throughout with lush greenery (with its own full-time gardener), ivy is a living, breathing urban oasis fusing nature and the outdoors with contemporary glamour. The indoor/outdoor design creates an interwoven 'village' feel; areas flow into each other, sunlight pours in and everywhere is a vantage point for the action.

"You're not in the city anymore," says Justin. "It's like being transported to somewhere far away. It's an escape from reality."

ivy's special magic is its holistic mix of experiences never normally combined in one location. These include Ivy Life, a day spa area with a unique social feel, where champagne is on the menu alongside grooming and pampering.

The journey into ivy's world begins on Ash Street, a paved, European-style laneway where tables spill out from a pocket-sized wine bar and bistro. On a fine Sydney evening, under the fairy lights and stars, you'll feel as if you're dining al fresco in Italy.

A unique feature is ivy's rooftop pool. Open to the skies and surrounded by private bungalows, bars, a pizzeria and an Italian restaurant, this is set to be ivy's hedonistic party central. It'll evoke memories of epic outdoor parties on holiday islands.

Inside ivy, other highlights include a 120-seater New York-style grill, a casual restaurant with tasty burgers on the menu, a sushi train, an English-style pub; in total there are 18 indoor and outdoors bars. Boutique retail stores line the George Street frontage and fill the open laneway dividing the two buildings.

The largest space is The Ivy Room, a ballroom on level one in Building Two which holds 1,000 people and opens out to a terrace overlooking George Street. Daring design has delivered a majestic space without columns or partitions – a perfect stage for major events.

There is no single word to describe ivy, because there are endless experiences waiting inside. It's a night out, a meeting place, an escape – even a holiday. But most of all, owner Justin Hemmes wants his temple of fun to feel like home.

"It's revolutionary, adventurous and a complete first in hospitality," he says. "But the most important thing about ivy to me is that it's inclusive. I want everyone who comes here to feel welcome."

You heard him. ivy is ready to party; now all it needs is you.



ivy facts

Stage one launch - December 18th 2007

Stage two launch - March 2008

Stage three launch - June 2008

ivy is a living, breathing urban oasis fusing nature and the outdoors with contemporary glamour

18 bars, both indoor and outdoor

1000 capacity ballroom

9 restaurants

2 penthouse suites

A rooftop pool with bars, cabanas and day beds

Ivy Life – a day spa which includes 29 treatment suites encompassing a wide range of grooming and well-being services

Ash Street and Palings Lane - paved, European-style laneways

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ivy restaurants

A New York-style grill

An English pub

A burger and salad kitchen

A sushi train

An Italian restaurant

A Teppanyaki bar

The Ivy Room - a ballroom for functions and events

Pizzas by the pool

A Mediterranean bistro

ivy

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