



**MEDIA ALERT  
JULY 2008**

**ivy's vines are growing**

ivy, Sydney's newest lifestyle precinct, is continuing to grow with the next stage of restaurants and bars scheduled to open from this July.

An innovative entertainment phenomenon, ivy opened its doors on George Street Sydney in January, giving guests a glimpse of the wonder that is to come.

ivy seamlessly integrates bars and restaurants, each with a different offering; including three restaurants and nine bars have which have already opened in the first building to queues of fans.

However this is only the start, with anticipation mounting around what Merivale mastermind, Justin Hemmes, has planned for the rest of the first building and the entire second building.

Here is a taste of what to expect:

**Building One**

*Ground level*

**Ash Street Cellar** will present European alfresco dining on a paved laneway tucked into the heart of Sydney's CBD. Serving French tapas from renowned chef Lauren Murdoch, boutique beers and wines of the world, guests will be able to cosy into a communal table inside or enjoy the charming atmosphere from tables on Ash Street.

ivy's troupe of fashion **retailers** including sass & bide, Ginger & Smart, Peter Alexander, Mimco, Cupcake Shop, LuluLemon, Portmans, T-Bar and Seduce will be joined by beauty boutiques including celebrity snipper, Brad Ngata and a treatment parlour from the renowned specialists, Scott+Sullivan.

*Level 3*

A serene oasis, the **guest rooms** will show off ivy's signature look, fusing nature with luxury interiors. Comprising bamboo and wicker furnishings and floor to ceiling windows, the guest rooms will be used as a private retreat for everything from boardroom meetings to cocktail parties.

**Building 2**

*Ground floor*

**Sushi Choo**, an express Japanese dining train has come to town, giving taste sensations of traditional and contemporary sushi with fresh produce and quick Japanese meals.

#### *Level 1*

**The Ivy Room** is a breathtaking 509sqm function space to fit up to 1000 people standing. It features dramatic six-metre-high ceilings, over two-metre-wide chandeliers and not a single column or partition in sight.

With a black and white contemporary theme, The Ivy Room is a lush environment inside and out, with a covered garden room terrace at the George Street end.

#### *Level 4*

Crowning ivy's offer is the highly anticipated **ivy pool club**, with a 25 metre pool, deck and three bars, as well as **changeroom** that doubles as an entertainment venue with DJ decks, lounges and dance space.

Enjoy the high life at the exclusive roof top pool with palm trees, plenty of sunshine and fresh air, a full-time lifeguard and two platforms in the pool for DJs and entertainment.

Four private poolside cabanas will be available for hire for guests to enjoy lavish food from Uccello.

An Italian restaurant, **Uccello** will have head chef and food maestro, Massimo Bianchi in the kitchen. Raw brick walls and slate floors create a rustic authentic Italian feel.

#### *Levels 5 & 6*

Two mammoth **penthouses** will top off ivy with rock-star style bang. Measuring a huge 300 sqm each, ivy penthouses will become the must-have hotel for international and A-list visitors, containing a sunken lounge, terrace spa, state-of-the-art entertainment systems and DJ decks.

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#### **Note to Editors**

ivy is a \$150 million lifestyle venture located at 320 George Street, Sydney that has been five years in the making by Merivale, led by CEO Justin Hemmes.

Open at ivy -

- ivy bar
- ivy lounge
- The Den
- Mad Cow
- Teppanyaki
- The Kitchen
- Royal George
- Sushi Choo
- The Ivy Room

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