

SEQ's New Tallest Tower – Spirit Soon to Rise on the Gold Coast

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Artist's impression of Spirit's exterior

It's all systems go for Queensland's tallest residential apartment tower – Spirit – which is set to rise on the Gold Coast.

The \$1.2 billion, 89-storey Spirit will create a new landmark for the city with 479 luxury residences to be built on the iconic former Iluka site in central Surfers Paradise.

Spirit is being positioned as one of the world's most luxurious residential landmarks and it has been described by eminent architects DBI Design as "bringing a new level of luxury that is yet to be seen in Australia."

Developer Forisland has opened a spectacular new beachfront sales display next to the Surfers Paradise Surf Life Saving Club in anticipation of a project launch next month.

“We’re all systems go to create what we believe will be one of the world’s iconic residential towers for many years to come,” said Jason Xiao, Foriseland general manager of marketing.

“We have completed a major civils program to establish the foundations of Spirit and we are looking forward to delivering an iconic, globally recognised apartment tower of distinction to Australia’s premiere beachfront address.

“We will be launching Spirit to the market in July and there is great anticipation for this both from within Australia and internationally.



Artist's impression of Spirit's exterior

Spirit will rise some 298 metres creating the tallest residential living spaces the Gold Coast has seen.

It will include an unheralded 2700 square metres of residents' facilities over 3 floors, including rooftop facilities, and include levels 1 to 3 of ground floor retail introducing a new world class retail destination to Surfers Paradise.

The project is being marketed by Ray White Surfers Paradise Group, headed by Julian Sutherland.

Sutherland said Spirit would raise the bar in the level of quality and class of apartment living synonymous with the new Gold Coast.

"We've got the amazing transformation of the Star Casino and now the emergence of what will be one of the world's most unique and definable residential projects in Spirit – projects such as these profoundly demonstrate that the Gold Coast has arrived as a world leading tourism and lifestyle destination in the midst of some \$30 billion in public and private development.

"Spirit encapsulates the next generation of Gold Coast living and will come to the market as a truly unique offering as the city enters its golden age," he said.

Prices are yet to be unveiled however Mr Sutherland said the apartments would be priced "comparable to the average beachfront prices in Broadbeach" but with more luxury inclusions and unmatched facilities.

They would step back from current trends toward smaller apartments "creating exceptional value and larger living spaces than we have seen on the Gold Coast for many years."

"Buyers will be amazed at how we have been able to incorporate such luxury with such value."

He said the project would target international buyers as well as local and interstate investors and downsizers.

“We see buyers coming from multiple sources including overseas, interstate and locally,” said Mr Sutherland.

“Given the competitive price points and the over-sized nature of the apartments we are creating we see these apartments also suiting people looking to downsize from homes to move into Australia’s premiere beachfront address to enjoy all the luxury and facilities Spirit will have to offer.”



Artist's impression of Spirit's swimming pool

Additional luxury pay-per-use services will be available to residents, including car washing and detailing, babysitting, newspaper deliveries, pet vacation care and grooming.

Butlers will be available to individual apartments upon request, as well as personal grocery shopping and flower arrangement deliveries.

The rooftop level of Spirit will offer residence exclusive access to panoramic views of 52 kilometres of Gold Coast coastline accompanied with pools, bars, a cocktail lounge, banquet room and an extravagant wine and champagne cellar.

Spirit will be Gold Coast's most sought after location for weddings, business conferences and special events.