

Southgate - Media release

Thursday 10 November 2011

Southgate launches redeveloped centre and new art experiences this weekend

- The refurbished Southgate unveiled following \$26 million upgrade
- New retailers and restaurants open at landmark Melbourne destination
- Celebrations with an opening Fiesta Friday 11 - Sunday 13 November

Southgate, the iconic Melbourne dining and shopping destination, has been relaunched with a host of new and exciting retailers and restaurants, a revamped design, improved ambience and enhanced customer experience.

To mark the occasion, the Southgate Fiesta launch will take place from Friday 11 November to Sunday 13 November with a variety of entertainment including sunset salsa dance classes and live music on the Southbank Promenade.

Southgate will host aerial performances and street theatre staged by Melbourne artists along with restaurant and retailer tours, new cutting-edge entertainment and much more. The celebrations will be topped off by evening rooftop fireworks.

The completion of Southgate's redevelopment includes an expanded retailer mix designed to meet the need of locals with a focus on arts-related shopping, homewares and youth fashion. The property has also been refurbished to increase the visibility of the unique and spectacular city views across the Yarra River.

DEXUS Property Group Head of Retail, Glyn Williams said the \$26 million upgrade reaffirms Southgate's position as the dining and retail destination of choice.

"Visitors now have so much to rediscover at Southgate with its new dining, retail, arts and entertainment focus. We are excited about the transformation and invite everyone to celebrate this new era at a city landmark. Southgate has been upgraded with locals in mind, as our research shows Melburnians make up 75 per cent of our customers. Approximately 7 million residents, office workers and tourists visit Southgate and the arts precinct each year."

Visitors to Southgate can now enjoy a range of new entertainment attractions including the Southgate Cinema - a free indoor cinema set up on the upper level where visitors are able to enjoy a screening of a classic, art-house, documentary or short film in a relaxed setting.

Southgate's resident art attraction, *Ophelia*, has been restored and relocated to a new home on the promenade and a new major sculpture, *Riverside Corolla* by John Meade, now adorns the atrium space at the main entrance and is spectacularly illuminated at night.

A number of innovative new art installations have also been curated as part of the makeover and are reflective of Melbourne's arts culture. These state-of-the-art installations are a first for a major retail destination in Australia.

In particular, the new Interactive Pillars are a digital installation located on the upper level. The five LED pillars are activated by the movement of passers-by and through a network of sensors, allowing the lights and the art to react to the movement of the customer.

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A new digital Floor Projection experience will take place on the mid-level reflecting Melbourne's ever changing four seasons. Visitors will be able to walk through petals in spring, crisp leaves in autumn and admire the city's lights in winter.

The list of new stores at Southgate provides increased choice and variety for visitors throughout the centre:

New retailers at Southgate	
<ul style="list-style-type: none">▪ Lindt Chocolate Café▪ Wagamama▪ Kikki.K▪ Chill On Ice Lounge & Ski Lodge▪ Waterfront	<ul style="list-style-type: none">▪ Grill'd Healthy Burgers▪ Le Desire▪ Ice▪ Gasp▪ Simply Thai
Refurbished retailers at Southgate	
<ul style="list-style-type: none">▪ Bloch▪ Origen▪ American Rag▪ Aero Plus▪ BearBrass	<ul style="list-style-type: none">▪ Aqua J (Jewellery)▪ Boast▪ The Deck (new restaurant / bar concept)▪ Food Court (most operators)

The Southgate Fiesta commences on the promenade on Friday 11 November (6pm until late), Saturday 12 November (11am until late) and Sunday 13 November (11am to 6pm).

For further information on the new Southgate, visit celebratesouthgate.com.au

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About Southgate Complex, 3 Southgate Avenue, Southbank

The Southgate Complex is one of Melbourne's major commercial and retail properties, located on the banks of the Yarra River in the Southbank arts precinct of Melbourne. The complex comprises two high-quality office towers, IBM and HWT, of 29 and 24 levels respectively (66,00m²), a three level retail plaza (9,000m²) and a large underground car park for 1,041 vehicles.

About DEXUS

Southgate is owned and managed by DEXUS Property Group - one of Australia's leading property groups specialising in owning, managing and developing world-class office, industrial and retail properties, with total assets under management of \$13.6bn. In Australia DEXUS is the market leader in office and industrial and, on behalf of third party clients, a leading manager and developer of shopping centres. DEXUS is committed to being a market leader in Corporate Responsibility and Sustainability. www.dexus.com