

SE PrimeSpace
HD **Richard Gu to lure Sixth Sense**
BY EXCLUSIVE: GREG BROWN, HOTELS
WC 414 words
PD 14 August 2014
SN The Australian
SC AUSTLN
ED Australian
PG 26
LA English
CY © 2014 News Limited. All rights reserved.

LP

Prolific Melbourne-based developer Richard Gu's AXF **Group** is negotiating to bring luxury international **hotel** brand Six Senses Hotels Resorts Spas to Australia while also creating its own serviced **apartment** label.

Talks are being held with the boutique Six Senses to operate a proposed **hotel** at AXF's Total House carpark **site** in Melbourne's **Chinatown**, industry sources say.

TD

AXF bought the Russell Street **site** in 2012. It was placed on the Victorian heritage register earlier in the year, reportedly due to being one of the earliest examples of brutalist architecture in the city.

While this put a question mark over the **site**'s development potential, it is understood AXF is pushing forward its plan, which is expected to include a 70-storey **hotel** and **apartment** building.

Six Senses, established in 1995, has 27 hotels in Asia, Europe and the Middle East. Many are in regional locations, but also it has presences in cities such as Paris and London.

Sources said AXF would likely role out the brand in a number of its Australian developments, rather than just at the Total House **site**.

Mr Gu declined to comment on the Six Senses negotiations yesterday. But he revealed to The Australian that AXF was aiming to launch its own serviced-**apartment** brand, So Stay, in Melbourne, Sydney and Brisbane.

Sources said the Six Sense **hotel** and the So Stay serviced apartments would likely feature many of the same developments.

The serviced-**apartment** component would look to attract Asian business travellers and Asians visiting family in Australia.

Mr Gu said the brand would be mostly promoted through tourist channels in Asia. The serviced apartments would include Asian food and entertainment. "It makes their living more like home," Mr Gu said. "Even though (other global branded hotels) have big names they don't have the service we offer which is unique in the Asian market." So Stay is expected to feature in AXF's under-construction development at Box Hill in Melbourne.

Mr Gu has not yet revealed plans for his Sydney **purchases**.

AXF bought Fairfax House, at Sydney's Circular Quay, for \$55million in March and is thought to be circling the adjacent Rugby Club building. AXF also **purchased** a small building from lawyer John Landerer in the southern precinct of the CBD. It is understood Mr Gu aims to build luxury apartments and a six- star **hotel** on the Fairfax House **site**.

IN ihotel : Hotel Construction | i501 : Building Construction | iconst : Construction | icre : Real Estate/Construction

NS ccat : Corporate/Industrial News

RE austr : Australia | melb : Melbourne | sydney : Sydney | victor : Victoria (Australia) | apacz : Asia Pacific | ausnz : Australia/Oceania | nswals : New South Wales

PUB News Ltd.

AN Document AUSTLN0020140813ea8e0004x