



creativeterritory
think outside the circle

CASE STUDY

Arnhemica

Client: The Winston Group
Challenge: To assist the Queensland based property developer enter the Northern Territory property scene

Creative Territory assisted with positioning the company, its new commercial office development and its location.

As one of the first five-star energy rated commercial buildings to be built in Darwin, we were able to build on its "green credentials" and position Winston Group founder Clinton Arentz as a trail blazer in this area of development.

Creative Territory developed a comprehensive public relations campaign which included renaming the building to Arnhemica, after a Top End cycad, development of media opportunities, presentations at industry forums, sponsorship and an official launch of the premises by the Chief Minister.



NT building gets 5-star green tick

IT STARTED with the pouring of cement last week but early next year Darwin will have its first green office building.

The two-storey, \$12 million dollar project on Parap Rd, Parap, is being overseen by developer Clinton Arentz.

Mr Arentz said it would be the first building in the Territory to score five stars with a national voluntary energy rating scheme.

The NABERS Energy rating scheme rates a building's greenhouse impact on a star rating of one to five — one being the most polluting and five being the cleanest.



Work & Play in PARAP

Just 3km from Darwin's CBD, Parap is one of Darwin's most desirable places to live and work. Home to the famous Saturday morning Parap Markets, Parap has become a hub for high-quality, boutique developments in the last few years.

People working in Parap can benefit from the convenience of easy parking and a wonderful mix of fashion, food and art in a community that is taking on a fresh approach.

This week the Winston Group features some of the fashion and design available in the area. Whether you are looking for something personal, clothing or a special gift Parap has many treasures on offer.

Fashion and Design

Foxfire Designs

Marianne Eichenberg's Foxfire Designs jewellery opened in 1993. The German trained and accredited goldsmith attributes the business's success to her unwavering standards. "Some people search for quality in fine craftsmanship," guaranteed, "others that unique design, including incorporating their own vision! I provide both." Complementary Foxfire Designs are tastefully selected pieces suiting all occasions. From restoring treasured jewellery, to creating family treasures, Foxfire is the choice for those who know...

