



Green proves gold for Grocon

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Private developer **Grocon**'s investment in the ultra-green Pixel building in Melbourne has been vindicated after achieving a positive commercial return on the sale of the property to a private investor.

Although the \$6 million transaction is relatively modest, the four-storey building has punched well above its weight to win a swag of environmental awards.

Set on the corner of the Carlton & United Brewery site on the CBD's northern edge, Pixel has been awarded a perfect score from the Green Building Council of Australia for a 6-star green star as built and design rating.

The carbon-neutral building also won the highest sustainability rating ever from the US Green Building Council's international LEED system.

"This transaction proves that purchasers are increasingly attracted to unique, innovative and sustainable buildings," Grocon chief executive **Daniel Grollo** said.

Distinguished by a multi-coloured facade that deflects heat and glare, the 900-square-metre building abounds in sustainability innovations. Rainwater



Grocon's colourful Pixel building has been sold. PHOTO: CRAIG ABRAHAM

is collected and filtered, while grey water irrigates on-site reed beds. On the roof, wind turbines, and solar panels that track the sun generate energy.

The building was constructed from Pixelcrete, a more sustainable building compound comprising a reduced proportion of cement mixed with recycled aggregate.

Those innovations will generate valuable know-how for Grocon as it moves

into the redevelopment of heritage-listed Legion House as Sydney's first carbon-neutral building.

The Pixel transaction was handled by CBRE agents Mark Wizel, Josh Rutman and Tom Tuxworth.

Low interest rates were fuelling demand from investors and occupiers for properties between \$500,000 and \$20 million around the CBD, Mr Tuxworth said.