

DRIVER

Champion cyclist Robbie
McEwen joins the MBGC team

DESPATCHES

Part two of Mike Grenby's
Kalahari Desert adventure

CONCEPT

Studio Workshop + Little
Mermaid = Nord Coffee Co.

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GOLD COAST MAGAZINE

GC



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In everything that Mercedes-Benz Gold Coast does, we strive to honour the legacy of innovation and precision set by Karl Benz, the founder of Mercedes-Benz antecedent Benz & Cie who, in 1886, patented the Motorwagen, the world's first automobile.

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WELCOME



This edition of MBGC – the Mercedes-Benz Gold Coast magazine welcomes our newest brand ambassador to the fold.

Champion cyclist and proud Gold Coaster Robbie McEwen has joined the team and is the subject of our DRIVER cover story, starting on page 10.

Robbie's now driving the new CLA 250 Shooting Brake and tells me he's loving the car's feel and performance.

Also in this edition is the second part of esteemed travel writer Mike Grenby's African adventures, a DESPATCHES two-part special that began in our previous issue.

For ENTHUSIAST, the MBGC section devoted to superfans of the Mercedes-Benz marque, we talk with arguably Queensland's pre-eminent Mercedes-Benz devotee, Wolf Grodd.

Wolf's Sleeping Beauties restoration workshop has produced many stunning Mercedes-Benz projects and had two vehicles honoured at the

Pebble Beach Concours d'Elegance, regarded as the world's premiere concours.

In SPACE, our brand ambassador Shelley Craft explores a stunning Noosa penthouse from interior designer Toni Packer.

Closer to home, we get the lowdown on the fascinating design firm Studio Workshop for CONCEPT.

This team of Bond University architecture graduates and lecturers has put down some eye-catching designs all over Australia from their Mermaid Beach base.

They've also embarked on an exciting coffee shop partnership with the owners of Little Mermaid called Nord, a venture based around cutting-edge design and fantastic coffee. We're tipping Nord to skyrocket as a Gold Coast success story.

We're also keeping it local for LABEL, where we showcase designs from Cort Jewelry, a husband-and-wife team.

In OPERATIONS we keep you posted on the latest behind-the-scenes action at MBGC, including our fantastic competition to spend a shopping day with brand ambassador Shelley Craft. See pictures of the winner and Shelley hitting Pacific Fair.

Please enjoy our seventh edition of MBGC, share it with your friends, and if you'd like to view the range of Mercedes-Benz autos, please call into our showroom in Robina or boutique at Sanctuary Cove.

Robin Mainali

Dealer Principal

Mercedes-Benz Gold Coast

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DREAM RIDE

MBGC gets on a roll with Mercedes-Benz Gold Coast's new brand ambassador Robbie McEwen

WRITER Sam Cleveland PHOTOGRAPHY Lincoln Williams and Graham Watson



He's conquered levels of physical exertion unique in competitive sport, won split-second mind games against the world's best and tasted victory while spotlighted on a global stage.

But apart from a litany of personal sacrifices and near-ludicrous physical trials, cyclist Robbie McEwen's career has been a pretty smooth ride.

Through club BMX to road racing for Australia and winning the Tour de France's green sprinters jersey three times, the road's subtly risen to meet McEwen at each leg of the journey.

Even his 2012 retirement from professional cycling and downshift to life as a race commentator and Gold Coast-based father-of-three was done on his terms.

"I really feel I extracted the max out of cycling – I don't watch a race now frustrated I'm not in it," he says.

"I can't replace the feeling of winning a race, there's just nothing like it, but I found the transition from being a pro to a regular Joe pretty easy.

"Of course I still ride to keep fit, but not race-fit – and that distinction actually keeps me very aware of the sacrifice required [to compete professionally]."

McEwen, just announced as Mercedes-Benz Gold Coast's newest brand ambassador, first showed promise as a teen tearaway at the Logan City BMX Club.

"Then someone gave me a ride on a road bike – I went down this hill and along the flat, pumped the pedals as hard as I could, I was doing over 60km an hour and just thought 'how good's this?!'," he laughs.

Already a BMX champion (sponsored by Malvern Star and later GT), McEwen's gift for racing on skinny wheels was spotted early and he was encouraged into training.

"I was hooked," he says. "I went and did some club races and just got better every time I stepped on the bike.

"I started winning from level to level – from local to state to national, then made the national team – and went away to Europe, got offered a pro contract – and thought 'this is pretty cool, I get paid to ride my bike' and I'd do it for free!"

In 1997, he rode in his first of 12 Tour de France, the event he's most closely associated with to this day.

McEwen racked up 12 stage wins in the 3,500km race, where he'd peddle an average of 180km through the 21 daily stages, then explode into a 200m sprint to each finish line.

His BMX-honed aggression and nanosecond reflexes pushed him to the fore of the sprinters pack; Australian Stuart O'Grady, who vied with McEwen for the Tour's green jersey, called him 'one of the fastest, most powerful accelerators the planet has ever seen'.

"My sprinting style, like my BMX, was quite aggressive," says McEwen, "I liked to really muscle it and take risks – I wasn't afraid to go elbow to elbow and maneuver people out of the way."

While his racing career flourished (he also rode for Australia at the 1996, 2000 and 2004 Olympics) McEwen found time to romance a Belgian optometrist named Angelique, following a meet-cute at the counter of her practice.

"Now I don't know about love at first sight, but this definitely made me believe in seriously interested at first sight!" laughs McEwen.

"I needed product for my contact lenses and it was the first few months I was based over there, so I spoke no Flemish and her father spoke no English.

"He called out to someone and then this girl appeared from out the back. If her Dad spoke English we might never have met."

Angelique stayed based in her hometown of Brakel while McEwen raced throughout Europe. Sacrifices were made on both

sides, but McEwen says geography favoured their courtship and, later, a growing family.

"We were based in Belgium, so I could travel for a few days and be home again.

"Cycling is really based in Europe – it wasn't like I was living out of a suitcase all year round to do my sport."

McEwen managed to make it home for the birth of each of their three children – once hopping his team sponsor's private jet to make it from the delivery room to the starting line of the Tour of Italy.

"The race wound its way back through Belgium so I did another 'wife and baby' visit and then continued on. I won a couple of stages too, it was awesome!" he laughs.

"I can't replace the feeling of winning a race, there's just nothing like it, but I found the transition from being a pro to a regular Joe pretty easy"



**JULY 25, 1999 // PARIS // CHAMPS-ÉLYSÉES // TOUR DE FRANCE //
STAGE 20 // FINISH LINE // ARMS UP // ROBBIE MCEWEN**

The well-told story of Robbie McEwen's first-ever stage win in the Tour de France has lost none of its cut and thrust brio, even 17 years after the fact.

It was 1999, McEwen's third year on the tour; he could confidently hold his own amid a peloton of cycling elite.

Stage 20 of the Tour runs from the outskirts of Paris to the race's iconic finish line on the Champs-Élysées. The 1999 route was 143km.

McEwen started the July day full of beans. He'd made some top 10 finishes in earlier stages and ran second in Stage 17 a few days

earlier. A young rider with something to prove, momentum was with him.

Then on the way into Paris the rider in front of him stacked on a lane marker. McEwen flipped over him and landed hard on his back. The knock was hard, but it's the slight textural details that have stuck with him:

"I had an energy drink in my back pouch that burst and left my back all sticky, I had grass and dirt in my hair," he says.

"And I'd been feeling really good that day – and couldn't believe it was all going so bad!"

Back on the bike, McEwen maneuvered his way through the field; by the time the streets of Paris proper were under his wheels, he was nestled comfortably in the lead pack.

"Then the adrenalin kicked in and my sprint just went so well – I felt like I was floating," says McEwen of the explosive bolt to his first Tour flag.

"The cobblestones on the Champs-Élysées are quite rough to ride, but I had the very distinct feeling that I was floating an inch above – just a beautiful feeling."

McEwen and Angelique struck a deal where they'd stay close to her family for support during his racing career, then move to the Gold Coast on retirement.

"You do end up missing stuff – you miss birthdays, school functions," he says.

"But I'm also so lucky that I've got a fantastic wife who took a lot of pressure on herself while I wasn't there."

For McEwen, riding's still a hobby for fun and fitness – he loves to bash on mountain bikes with his son Ewan, 14, and still sports the defined, vascular physique of a road racer.

He's also busy with charity work, his Miami café, Piccolo Espresso, and his signature public ride each September – the *Robbie McEwen Granfondo*, now in its fifth year.

McEwen plots each scenic hinterland course for the event and rides in the pack. This year's route threads across Springbrook, Hinze Dam, Canungra and Mount Tambourine – a 150km ride with 3000m of vertical mountain climb.

"It's about participating and getting bums on bikes, a day for hobby cyclists that want that race feeling," says McEwen, who also builds shorter routes into the event for the fainter-hearted.

His other focus is a blossoming cycling commentary career – he'll live commentate his first Tour de France for SBS this year – which 'grew by itself' in the media glare of his racing career.

"It came with the territory, you'd do a lot of interviews and get asked to be on TV shows and talk show panels," he says.

The door then opened to co-host SBS's Tour de France coverage and provide the sort of race analysis and insight only an athlete who'd experienced the peaks of the sport could provide.

"I'm really enjoying it, even if I wasn't doing it professionally I'd probably be sitting at home watching the race and talking over it anyway," he laughs.

And as a rider who knows the extreme focus of peloton racing – 'a rolling game of chess' he calls it – McEwen is thrilled about evolving camera and broadcast tech now delivering that experience into living rooms.

"The way the races are brought to the viewer is just getting better and better – telemetry off the racers' bodies is here now and live camera feeds from the bikes are coming."



ABOVE: McEwen on the CLA 250 Shooting Brake: "I love the workhorse aspect of it – you can move the family around and carry loads of gear, and then it performs on the road like a sports car"

As part of his Mercedes-Benz Gold Coast ambassadorship, McEwen is now zipping around in the new five-door CLA 250 Shooting Brake.

The car passed his first test – he can fit his bike in the rear cabin without having to take a wheel off – then doubled down by producing the sort of grippy performance he was after.

"You've got to have big volume to chuck a bike in, and for the car to perform like it does as well, that's rare," he says.

"It shoots like an arrow, just so sure-footed on the road."



ABOVE: McEwen's current road rig. "I've got a good work ethic – and a bit of natural ability – and when I set a goal I go for it, especially when people say 'you won't make it'," says McEwen

And having spent years punishing himself on the great road cycling routes of Europe, it's the creature comforts of the Shooting Brake that get him really talking.

"I love the moment I get in and the smell of the leather, then getting hugged by the seat, the feel of the wheel and pressing that button... hearing that exhaust note," he says.

"Just getting cocooned in the car and it roaring to life – I feel like I really want to have a drive."

McEwen bore his share of race injuries – and often won while carrying them. After one midrace faceplant, a wound near his eye closed over with a sliver of European bitumen still inside it.

Four years of niggles later, it made its way to the surface and 'popped like a big pimple'.

"If we took skin off in a fall we'd have to scrub the wound clean," he says.

His dream ride through professional competition rolled to a close with the same even flow that hallmarked his career – he stepped off the bike and straight into a team advisory role, working with sprinters on tactics and racing lines.

"I was pretty much in control of how I finished my career – which race was my last, what team I was with," he says.

"And I knew exactly what I was doing post-career, which made it easier.

"I've known guys who wanted to do another year and the team wouldn't give them another contract.

"By the end I'd done more than 200 races and got to raise my arms a few times."

To ride with Robbie in September, visit robbiesgranfondo.com.au

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CORTING COUPLE

PHOTOGRAPHY Tim Caraco | MODELS Briana Tamaka and Mitch Leayr | STYLING Ashley Butt

THIS PAGE:

Axe's Necklace,
Compass Pendant



Husband and wife duo Dean and Ashley Butt are the creative pairing behind Gold Coast brand Cort Jewellery.

Ashley's passion for jewellery-making started at a young age, but it wasn't until after high school that she learnt the trade from her silversmith uncle.

What started as a hobby slowly blossomed into a burgeoning career.

Dean and Ashley design the Cort range together. Ashley then handmakes each unique piece and Dean handcrafts the leather wallets each piece is delivered in.

"We take our inspiration from everyday life, from fashion and from symbolic imagery that inspire us," says Dean.

"Mostly though, our inspiration comes from our interest in creating truly unique pieces of jewellery – molding our ideas together is how we work best."

The first Cort piece was a men's signet ring that Dean asked Ashley to design for him. What started as a simple gesture between the couple is now one of the brand's signature pieces.

"We started making more and more pieces so decided to launch a website and Instagram

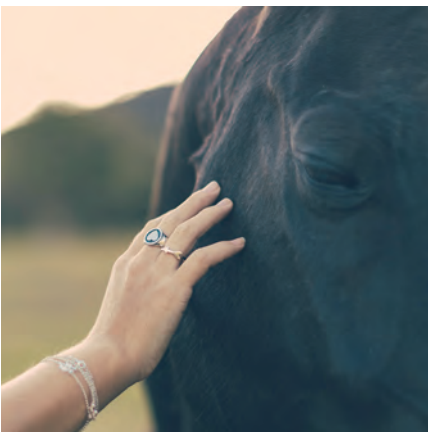
page – the brand just grew organically from there," says Dean.

At present the couple are focused on building their customer base online and within the wholesale industry, ahead of expansion into the international marketplace.

Ultimately, the duo is focused on making unique pieces of jewellery that people fall in love with.

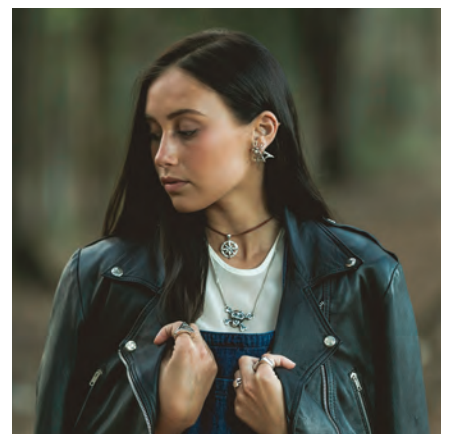
"We pour our heart into making unique pieces that not only connect with our customers, but also last the test of time," says Ashley

To see more of Cort Jewellery visit www.cortjewellery.com.au



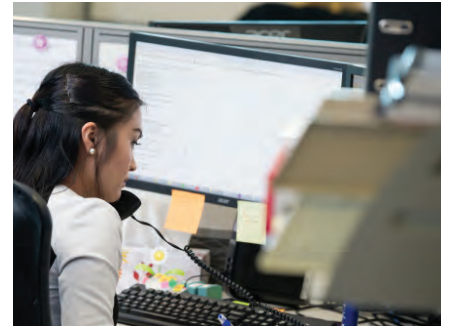
THIS PAGE:

(Clockwise) Skull & Bones Neckalce,
 Compass Necklace, Web Earrings, All Seeing
 Eye Ring, Arrow Ring, Heart Ring, Petal
 Earrings, Daisy Round Signet, Axe Bracelet,
 Arrow Ring, Simple Heart Signet



THIS PAGE:

(Clockwise) Single Initial Signet Ring, Flat Top Ring - Square, Axe Signet Ring, Sunken Anchor Ring, Axe's Crest Ring, Compass Necklace, Flat Top Band Ring, All Seeing Eye Signet Ring, Flat top Crest Shape Ring.



COMPLIANCE IS KING

With the end of financial year approaching, now's the time to review your current financial practices to make sure you're in line with the Australian Taxation Office's (ATO) compliance program.

MWM Advisory director Melanie Wear says it's important for businesses to fulfil their obligations properly and comply with the ATO requirements in order to avoid an audit.

"The ATO has been clear with their compliance program and are active in their review and audit practices," says Mrs Wear.

"They have invested hundreds of millions of dollars in their data-matching software to ensure businesses comply with their tax and super obligations."

Mrs Wear says that businesses need to do everything they can to comply with the

regulations set out by the ATO to avoid being caught out.

"Businesses need to demonstrate 'best practice' by having an active tax risk management process in place that involves the business management team and their advisors," she says.

"Then your accountant can be proactive in identifying and rectifying audit triggers as they arise."

Mrs Wear says that businesses need to be on top of their compliance obligations if they want to avoid an ATO audit.

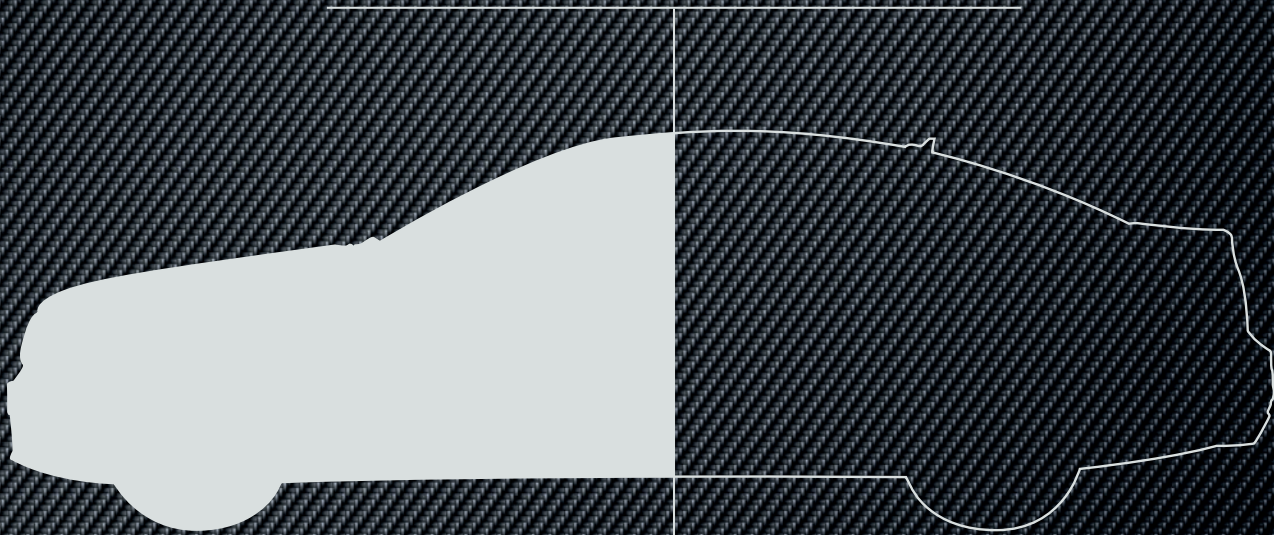
"The data-matching resources the ATO has available are becoming increasingly sophisticated every year," she says.

"Business owners need to be on top of their game when it comes to compliance and seek the advice of a professional who can mitigate any risk."

*MWM ADVISORY'S***TOP 10 TIPS TO AVOID AN ATO AUDIT**

-
- 01**
Ensure your financial performance isn't out of step with your industry
- The ATO will statistically analyse tax returns and compare performance to industry peers, based on the industry recorded on the company tax return.
- If the business is inconsistent with the industry stipulated, it could be an indicator of tax issues such as unreported income, transfer pricing and other issues.
-
- 02**
Don't have variances between tax returns and business activity statements
- Reconciling the information on your company tax return and business activity statement is a crucial part of tax risk management. Large variances in the information reported on each statement is likely to trigger an ATO audit.
-
- 03**
Pay employees the correct amount of super
- If employees lodge a complaint with the ATO about incorrect or late paid super, this will definitely result in an ATO audit. The audit may start out as a review of the company's super obligations but will quickly turn into a full audit if the process isn't managed appropriately.
-
- 04**
Don't lodge returns late
- If a business consistently lodges returns after the due date, the tax office will view this as a poor compliance history and this will negatively impact the ATO's perception of the business.
-
- 05**
Don't disclose items incorrectly in the business tax return
- The tax return is the main way the ATO gathers information on a business. If mistakes are made consistently when disclosing items on the tax return, this will flag the business for review.
-
- 06**
Avoid consistently showing operating losses
- The ATO regards three loss years out of five as indicative of problems. Though there may be genuine reasons for the problems, the ATO will want to investigate.
-
- 07**
Be aware of any Fringe Benefits Tax (FBT) obligations if there are company-owned motor vehicles
- If you possess a company-owned vehicle and also use it for purposes unrelated to work, you may be required to lodge a FBT return if you do not adjust for private use on the company tax return. Make sure you also check to see if any of your company vehicles are deemed 'exempt' from the FBT provisions.
- Please consult your accountant on the appropriate methods for dealing with the company-owned vehicle.
-
- 08**
Avoid negative media coverage
- If a company receives negative media coverage, this is likely to come to the ATO's attention. Many business owners are also selected for an audit after the sale of a high-value asset is reported in the media.
-
- 09**
Don't show large fluctuations in financial position
- Tax returns are compared year-on-year and large fluctuations in financial position or particular line items can trigger an inquiry.
-
- 10**
Avoid international transactions
- International transactions are a key focus for the ATO, who are always on the lookout for transactions with international-related parties, transactions within tax havens and material funds transferred in and out of Australia.
- It's not just large businesses that need to be wary here. Small and medium-sized businesses with international transactions should seek advice.
-

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IN GRODD WE TRUST



WRITER AND PHOTOGRAPHER Murray Waite

He's incredible knowledgeable — and incredibly opinionated — about classic cars (especially Mercedes-Benz).

He's one of the state's leading Mercedes Benz aficionados and co-founder of the Mercedes-Benz Club of Queensland. He's the maestro behind Sleeping Beauties, the classic car restoration shop with an international reputation and matching clientele.

MBGC sits down with the enigmatic Wolf Grodd.



Berlin-Born in 1937, Wolf was in Germany during the post-war 'economic miracle' recovery that rebuilt pride in its people and industry (led in no insignificant way by the Mercedes-Benz brand and their mass manufacturing of the 170 series).

WG: I well remember seeing my first Gullwing and Roadster, unforgettable moments. The recovery of Germany in just a few years was a miracle. The 300 was presented to the world in 1950, the 300SL two years later. Mercedes took the lead and is holding on to this day. But from a very early age I loved all good cars. There is a photo of me at 15 in a caryard with an MG T-Type, I now own one at last. My first good-quality car in Brisbane was a 1951 170S, which was then a 12-year-old-car. I sold it to Hans Salterod (who had bought a 300b) to pay for my 220S Coupe. I kept that coupe for more than 20 years.

With photographer Hans Salterod, Wolf formed the Mercedes-Benz Club of Queensland in 1971.

WG: When Hans and I formed the club, we focused on classics, sports cars, coupes and the exquisite 600. It was a small but intense group of fanatics. It worked well for us, back then. Mercedes in Australia were a most uncommon sight in the early '70s, so the club served to support

owners who were hungry for expertise in repairs and restoration of their mostly older early-to-mid '50s models. We grew rapidly.

Wolf's move to Australia led to some fierce competition at numerous Concours d'Elegance and he later owned a successful Brisbane ad agency.

WG: In 1974 we won the National Concours in Sydney in my wonderful 220S Coupe. We managed to win several of Keith Williams' Concours at the Chevron Hilton and later on Hamilton Island. Soon I bought a 300SL Roadster for \$27,500, followed five years later by the ultimate Gullwing. For 27 years I enjoyed the advertising game. We worked hard and played up a lot. I remember collecting material for a Movie World brochure in the Gullwing. In the '70s and '80s creative work was done by creative minds. It was a fabulous time for people with talent and ambition. The emergence of computer software changed all that and I decided to pursue my real passion – classic cars.

Wolf has one of world's largest collections of Mercedes-Benz scale models.

WG: My collection began in the 1950s. I used to visit the toyshops in Berlin as a kid to look, never to buy. I have all those I used to gaze at

The new goal then became a Pebble Beach podium finish, which we achieved in 2005 with an incredible 1934 supercharged Mercedes-Benz 380 Cabriolet A. That was an 8,000 hour restoration.



now, and many, many more. My wife calls it one of my 'diseases'. Some years ago a UK Mercedes magazine showed a collector with his 500 Mercedes models, calling him 'Mr Mercedes'. I was so annoyed; I took all of my Mercedes models out of the many cabinets and lined them up on several tabletops. I then took a selfie in front of the display. I lost count at 1,200 and I never sent the photo to the UK magazine. That was 15 years ago... I'd hate to count them now.

As Wolf's interest in restoration became an obsession, he owned an extraordinary range of exotic Mercedes-Benz and partnered with Joe Wilson on the storied restoration shop Sleeping Beauties.

WG: It was in October 1988. Many people were doing up old cars, but no-one took it seriously, so the business grew to 10 staff and 40 projects in the factory. Sleeping Beauties gave me the chance to build the 380 Cabriolet A we took to the podium at Pebble Beach (pictured on page 23). It also cost me a couple of homes! There is no money in restoring cars but I chose to follow my passion rather than the dollar. When you have found the right job, you never need to go to work. With a bit of luck, I will 'die on the job'!

Two of Grodd's restorations won at the Pebble Beach Concours d'Elegance, regarded as the world's top concours, including a jaw-dropping 2005 podium place.

In 1992 we were offered the opportunity to restore a 1936 Jaguar SS for a Japanese collector with ambitions to enter the car at Pebble Beach. We completed the job in record time and earned a trophy. The new goal then became a Pebble Beach podium finish, which we achieved in 2005 with an incredible 1934 supercharged Mercedes-Benz 380 Cabriolet A. That was an 8,000 hour restoration.

Wolf wouldn't change a thing.

WG: The work we do is only as good as the guys doing it. I am lucky to have had the best since the beginning. Finding young people is a challenge – many that apply are not in tune with yesterday's technology, others have been doing it wrong for too long.

In spite of that we have won more concours shows than I can remember, and two wins at Pebble Beach is a place reserved for billionaires. We have been part of it, but sadly not the dollar part! Passion, dedication, total focus and a customer's sufficient budget can achieve the impossible.

We never really felt the effect of the GFC; we deal with the top 3% of enthusiasts, who are likely to profit from the downturn in values. We focus on the cars rather than the owners... with some surprising exceptions.



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\$100,000 - AND OVER



2013 Mercedes-Benz C 63

\$122,900.00 Drive Away



Km 21,259. Two door and four seat AMG Coupé is finished in Diamond White Bright with Black and Red Leather Interior.

FEATURES INCLUDE

- 18" Alloy Wheels
- COMAND Navigation
- AMG Performance Package
- Panoramic Glass Sunroof
- 19" Black AMG Alloys
- Carbon Fibre Spoiler
- 7-Speed AMG Speedshift Automatic
- 2 Year Certified Plus Mercedes-Benz Factory Warranty
- 116-Point Inspection by our factory trained technicians

Many more features to list.

\$100,000 - AND OVER



2011 Mercedes-Benz S 500

\$119,900.00 Drive Away



Km 76,599. Four door and four Long Wheelbase Sedan is finished in Diamond White Metallic with Sahara Beige Leather Interior.

FEATURES INCLUDE

- COMAND Navigation w/ Voice Activation
- Glass Tilting & Sliding Sunroof
- Adjustable rear seating w/ rear air conditioning
- 4.7L Twin Turbocharged V8
- 20" Multi-Spoke Alloy Wheels
- 2 Year Certified Plus Mercedes-Benz Factory Warranty
- 116-Point Inspection by our factory trained technicians

Many more features to list.

\$50,000 - \$100,000



2014 Mercedes-Benz C 250

\$74,900.00 Drive Away



Km 16,653. Four door and four seat Sedan is finished in Iridium Silver Metallic with Black Leather Interior.

FEATURES INCLUDE

- Glass Tilting & Sliding Panoramic Sunroof
- Bi-Xenon Headlights
- Heads Up Display
- 19" Multi-Spoke Alloy Wheels
- 2 Year Certified Plus Mercedes-Benz Factory Warranty
- 116-Point Inspection by our factory trained technicians

Many more features to list.



2013 Mercedes-Benz E 250

\$74,900.00 Drive Away

\$50,000 - \$100,000



Km 25,527. Two door and four seat Coupé is finished in Polar White with Black Leather Interior.

FEATURES INCLUDE

- 19" Alloy Wheels
- COMAND Navigation
- Seat Comfort Package - Electric Memory front seats
- Electric Tilting and Sliding Sunroof
- Keyless Entry + Start
- 2 Year Certified Plus Mercedes-Benz Factory Warranty
- 116-Point Inspection by our factory trained technicians

Many more features to list.

\$50,000 - \$100,000



2012 Mercedes-Benz ML 350

\$74,900.00 Drive Away



Km 33,583. Four door and four seat Bluetec Wagon is finished in Obsidian Black with Black Leather Interior.

FEATURES INCLUDE

- 20" Alloy Wheels
- COMAND Navigation
- Seat Comfort Package - Electric Memory front seats
- Electric Tilting and Sliding Sunroof
- Keyless Entry + Start
- Automatic Tailgate
- Exclusive Package - Genuine Leather interior
- 2 Year Certified Plus Mercedes-Benz Factory Warranty
- 116-Point Inspection by our factory trained technicians

Many more features to list.



2015 Mercedes-Benz C 200

\$67,900.00 Drive Away

\$50,000 - \$100,000



Km 7,707. Four door and four seat Sedan is finished in Polar White with Black Artico Leather Interior.

FEATURES INCLUDE

- 20" Alloy Wheels
- Active Park Assist
- Vision Package including Panoramic Sunroof, Head Up Display
- Electric front seats
- LED high performance headlights
- Garmin Map Pilot
- 1 Year Certified Pre-Owned Warranty
- 116-Point Inspection by our factory trained technicians

Many more features to list.

\$50,000 - \$100,000



2014 Mercedes-Benz C 200

\$59,900.00 Drive Away



Km 18,872. Four door and four seat Sedan is finished in Polar White with Black Leather Interior.

FEATURES INCLUDE

- Electric Tilting and Sliding Sunroof
- Automatic Reverse Parking
- Ambient Interior Lighting
- Powerful 2.0L Turbo engine
- 18" Multi-Spoke Alloy Wheels
- LED Daytime running lights
- 2 Year Approved Pre-Owned Warranty
- 116-Point Inspection by our factory trained technicians

Many more features to list.



2014 Mercedes-Benz C 200

\$59,900.00 Drive Away

\$50,000 - \$100,000



Km 17,341. Four door and four seat Sedan is finished in Polar White with Black Artico Leather Interior.

FEATURES INCLUDE

- 18" Alloy Wheels
- Keyless Start
- Electric front seats
- Navigation
- Electric Tilting and Sliding Sunroof
- 2 Year Approved Pre-Owned Warranty
- 116-Point Inspection by our factory trained technicians

Many more features to list.



2013 Mercedes-Benz A 250

\$49,900.00 Drive Away



Km 27,992. Four door and four seat Sports Hatchback is finished in Cosmos Black with Red Cut Leather Interior.

FEATURES INCLUDE

- 18" Alloy Wheels
- COMAND Navigation w/ Voice Activation
- Driver Assistance Package - Radar guided cruise control
- Red Cut Leather
- Upper Dash in Artico w/ Red Topstitching
- Automated Steering
- Rain Sensor (Auto wipers)
- Thermotronic Dual Zone Air Conditioning
- 2 Year Approved Pre-Owned Warranty
- 116-Point Inspection by our factory trained technicians

Many more features to list.

\$25,000 - \$50,000



2011 Mercedes-Benz ML 350

\$49,900.00 Drive Away



Km 83,013. Four door and four seat 4MATIC Wagon is finished in Obsidian Black with Black Leather Interior.

FEATURES INCLUDE

- 18" Alloy Wheels
- COMAND Navigation
- Electric Tilting and Sliding Sunroof
- Powerful Turbo Diesel Engine
- Tow Bar
- 2 Year Approved Pre-Owned Warranty
- 116-Point Inspection by our factory trained technicians

Many more features to list.

\$25,000 - \$50,000



2011 Mercedes-Benz C 250

\$48,900.00 Drive Away



Km 38,882. Four door and four seat Sedan is finished in Alabandite Grey Metallic with Crystal Grey Leather Interior.

FEATURES INCLUDE

- 18" Alloy Wheels
- COMAND Navigation w/ Voice Activation
- Glass Tilting & Sliding Sunroof
- Vision Package with Bi-Xenon Headlights and Harman/Kardon Audio
- Economical Diesel Engine
- AMG Styling Package
- 2 Year Approved Pre-Owned Warranty
- 116-Point Inspection by our factory trained technicians

Many more features to list.

\$25,000 - \$50,000



2012 Mercedes-Benz C 250

\$46,900.00 Drive Away



Km 16,489. Four door and four seat Sedan is finished in Polar White with Black Leather Interior.

FEATURES INCLUDE

- 18" Alloy Wheels
- COMAND Navigation
- Powerful Turbo Diesel Engine
- 500nm of Torque Automated Steering
- Rain Sensor (Auto wipers)
- 2 Year Approved Pre-Owned Warranty
- 116-Point Inspection by our factory trained technicians

Many more features to list.

\$25,000 \$50,000



2011 Mercedes-Benz C 250

43,900.00 Drive Away

Km 50,202. Four door and four seat Sedan is finished in Magnetite Black with Black Leather Interior.

FEATURES INCLUDE

- 18" Alloy Wheels
 - Keyless Entry and Start
 - Electric Memory front seats w/ Heating
 - COMAND Navigation
 - Electric Tilting and Sliding Sunroof
 - 2 Year Approved Pre-Owned Warranty
 - 116-Point Inspection by our factory trained technicians
- Many more features to list.



2011 Mercedes-Benz C 180

\$39,900.00 Drive Away

Km 38,362. Three door and four seat Sedan is finished in Calcite White with Black Artico Leather Interior.

FEATURES INCLUDE

- Sporty Coupé styling
 - Multi-Spoke 18" Alloy Wheels
 - Economical Turbo Petrol Engine
 - Reverse Camera
 - 2 Year Certified Plus Mercedes-Benz Factory Warranty
 - 116-Point Inspection by our factory trained technicians
- Many more features to list.

\$25,000 - \$50,000



2010 Mercedes-Benz C 250

\$39,900.00 Drive Away

Km 38,362. Four door and four seat Avantgarde Estate Wagon is finished in Palladium Silver with Black Leather Interior.

FEATURES INCLUDE

- 17" Alloy Wheels
 - COMAND Navigation
 - Harman/Kardon Sound System
 - Electric Tilting and Sliding Sunroof
 - 2 Year Certified Plus Mercedes-Benz Factory Warranty
 - 116-Point Inspection by our factory trained technicians
- Many more features to list.



2012 Mercedes-Benz B200

\$34,900.00 Drive Away

Km 45,211. Four door and four seat Hatchback is finished in Cirrus White with Black Leather Interior.

FEATURES INCLUDE

- 17" Alloy Wheels
 - COMAND Navigation
 - Vision Package - Panoramic Sunroof
 - Night Package - Black exterior trims
 - Exclusive Package - Genuine Leather interior
 - 2 Year Certified Plus Mercedes-Benz Factory Warranty
 - 116-Point Inspection by our factory trained technicians
- Many more features to list.

\$25,000 - \$50,000



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MBGC STYLE

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01



02



03



04



05



06



07



08



09



01. WOMANS BUSINESS WATCH | B6 695 3069

Gold/black. Stainless steel case. Black dial with gold-coloured superimposed hour markers. Gold-coloured hands. Mineral crystal. Gold-coloured, coated stainless steel bracelet strap with black ceramic links. Water-resistant to 5 ATM. Diameter 34 mm. Ronda 785 quartz movement. Swiss made.

02. SEOUL BRACELET | B6 695 3118

Silver-coloured/black. Stainless steel. Upper charm with milled Mercedes ID, lower charm trimmed with Swarovski® Crystal Fine Rocks. With extension chain.

03. ROTARY PUSHBUTTON CUFFLINKS | B6 695 3090

Silver with black inlay on upper surface. Stainless steel. Knurled sides. Mercedes star on lower part."

04. MEN'S SWEAT JACKET, MERCEDES AMG PETRONAS | B6 799 6632

Grey with royal blue contrasts. 52% cotton/48% polyester. Zip front fastening with press-stud flap. Two side pockets. Ribbed collar, cuffs and hem. Antique silver-coloured press studs with Mercedes Benz lettering

05. HAMILTON FLAT BRIM CAP | B6 799 6688

100% cotton. Mercedes Amg Petronas logo on side, Lewis Hamilton Wings logo on back. Adjustable fit.

06. TREKKING BIKE | B6 645 0049-0051

Matt black. Exclusive Mercedes-Benz design with aluminum high-performance frame, 27 gears (Shimano Deore), suspension fork with 63 mm travel, hydraulic 180/160 mm disc brakes (Shimano), hub dynamo (Shimano), ergonomic handlebar grips and comfort saddle, sprung saddle post, rear carrier (25 kg load capacity) and 28-inch wheels (Continental SpeedRIDE). Available in M (FH 49 cm), L (FH 52 cm), XL (FH 55 cm).

07. USB STICK | B6 695 3130

Black. With Swarovski® Crystal Fine Rocks. 16 GB. Compatible with all standard operating systems. Size approx. 60 x 20 x 10 mm

08. SAINT TROPEZ KEY RING | B6 695 9999

Stainless steel. Swarovski® Crystal Rocks. Flat split ring with three additional mini split rings for quick removal/replacement of individual keys. Length approx. 9 cm."

09. LED TORCH - MAG-LITE | B6 695 2901

Black. Aluminium. MAGLITE® 3D cell format. Shockproof, corrosionprotected and splashproof Length approx. 31.5 cm."

HOW'S THE SERENITY?

(PART 2 OF 2)

In this special two-part edition of DESPATCHES, esteemed travel writer Mike Grenby continues his tour of Botswana and Namibia.

After indulging in some glamping on the edge of the Kalahari Desert in part one (see the Autumn edition of MBGC), Mike now treks on in part two for a classic safari adventure.

WRITER AND PHOTOGRAPHER Mike Grenby



Instructions on what to do if you meet an elephant:

“If they are within 20 metres of the walkway and facing you, slowly turn around and go back to your room or the central camp area. If they are not facing you, then walk briskly past.”

Instructions on what to do if you meet a lion:

“You can stand still and hope the lion will walk away, which they often do. Or you can make yourself look as big as possible and shout as loud as you can. Even if they do charge, they usually stop just short of you and kick dust in your face – it’s your lucky day, you didn’t turn into a historical footnote.”

Roger Carloni smiled as he went through the new guest initiation, but you could tell he wasn’t joking.

Carloni is manager of Vumbura Plains’ 45,000ha private concession in Botswana’s game-rich Okavango Delta, one of southern Africa’s richest wildlife areas.

This is the Africa you come to see, where animals like elephants, lions, giraffes, hippos, warthogs, kudu and baboons roam free.

In fact, so free that when you are in your suite you are literally in the middle of all the bush action: Walk out on your deck and you will see elephants eating leaves off trees which you can almost reach out to touch.

Look out on the other side and you have a ringside view of baboons fighting and scampering back and forth.

At the same time, look down between the boards of your deck to see a family of warthogs running around and squealing.

Now do you believe you are in the middle of the African bush?

For us, it was a sharp contrast with the stark beauty of adjacent Namibia’s almost surreal sand dunes, our earlier destination – accessible from Johannesburg by road or charter plane.

There we had felt the magic isolation of a world-famous scene in the Namib Desert: the curved red Sossusvlei Dunes with the sharply defined ridge where sunlight meets shadow.

Climbing the dunes yields breathtaking views, including the Deadvlei, a ghostly expanse of dried white clay punctuated by skeletons of ancient camelthorn trees.

Visitors are welcome to climb the dunes’ knife-edge ridges – whether it’s the popular Dune 45 (so-called because of its



45-degree angle), Big Mama, or the ultimate challenge of Big Daddy, where you climb the steepest part on your hands and knees.

We started to climb Dune 45, placing one foot ahead of the other with a steady rhythm, “with an attitude that you don’t really care whether you reach the top or not,” advises Stewart, our guide.

And we kept going, with our feet feeling heavier and heavier – not because we were exhausted but because our shoes were filling up with the fine red sand.

Namibia has the desert beauty. But Botswana’s Okavango Delta has the animals, and we were ready for the animals.

The typical day starts with a wakeup knock at 6am. A breakfast – buffet, cooked – and then off for an adventure on our first game drive of the day.

In winter, with temperatures in the single digits, we are delighted to discover a lined poncho, warmed by a hot water bottle, as we climb into our safari vehicle: a Land Rover with three rows of seats, each row higher than the one in front.

“We are in a place
where wild animals
run free and
you never know
what might happen,”
says our guide

The sun has barely risen as we set off with our guide-driver. We soon spot our first elephants of the day – a solitary giant bull, then a herd of a dozen animals including babies.

The vehicle goes into low four-wheel drive as we slide through the soft sand on the bush track, or cross a flooded section so deep the headlights disappear below the water.

Ban, our guide, stops to examine animal tracks in the dirt.

“You can see that lions have been here recently,” he says. “Shall we follow the tracks and see if we can find them?”

A few minutes later, he pulls up by a tree and there they are: eight lions lying in the grass, warming up in the rising sun after a night’s hunting.

This pride has no dominant male, so two of the young males have stayed with their mother and the other females; normally, the dominant male would have driven them out.

“It’s time for them to become independent,” Ban said. “Otherwise, they start mating with their sisters and mother.”

After half an hour of watching and photographing the lions, who occasionally get up to stretch then lie down again, Ban says: “Are we ready to go?” And we are off to search for more game.

We come across more than a dozen elephants and almost as many giraffes around a waterhole.

There’s something special about seeing so many creatures together in perfect harmony – sharing the African foliage and water.

The elephants are noisily tearing leaves off the trees with their trunks. The giraffes are, far more gracefully, picking leaves off the high



branches, then far less gracefully sprawling out their front legs to reach down and drink.

Another day, we are very lucky to spot a leopard, lying in the high grass almost invisibly blending in with the pale hay colour.

We are accompanied by another guide carrying a .457 magnum rifle because: “we are in a place where wild animals run free and you never know what might happen.”

Some days we choose a different activity: perhaps a walk to get up close and personal with the small creatures.

Or we hop in a boat to navigate the shallow waterways to fish for pike or bream, catching half a dozen, then later have a barbecue brunch on a dying island where salt has started to leach up into the surface.

But ultimately, the animals are the stars.

After probably only ever seeing them behind bars in a zoo, suddenly the positions are reversed and we are in their world.

We see them during the day; we hear them at night.

“Knock, knock – wake up. It’s six o’clock: there are lions and elephants everywhere!” A new day had dawned at Vumbura.

Mike Grenby teaches travel writing, journalism and public speaking at Bond University. He has been writing travel articles and taking travel photos since he was 24.

The above adventure was co-ordinated by The Safari Source, a safari agency specialising in Southern Africa. www.thesafarisource.com





SUNSHINER

PHOTOGRAPHY Clive Buxton

For this edition of MBGC's SPACE, interior stylist Toni Packer talks to Mercedes-Benz Gold Coast brand ambassador Shelley Craft about her showcase design, a Noosa penthouse apartment.



TONI: For this project, the client Suki was moving from Darling Point Sydney to embrace Noosa's laidback and more outdoor-focused lifestyle.

She wanted a comfortable home that reflected quality, elegance and sophistication, something that I call 'relaxed glamour', and a look distinct from the beachy feel of many Noosa apartments.

Quality finishes were essential for Suki, both from an aesthetic and functional perspective, and she loves entertaining so we really played up the entertaining spaces to maximise the great Noosa weather and lifestyle.

To see more of Toni Packer's work contact her on 0418 196 155 or email tonipacker@optusnet.com.au

KITCHEN

We wanted to make the kitchen a focal point, opting for Caesarstone Concetto – a semi-precious agate from Israel – as a feature in the kitchen island. The same finish was used in the fireplace and powder room vanity to continue the theme throughout the apartment.



INDOOR LIVING SPACES

The design philosophy behind the apartment was to avoid stark focal points, so the visitor can immerse themselves in the space. The palette throughout is neutral, with warm undertones and delicate blues. The twist pile carpet in taupe complements the space, matched by beautiful marble taupe Gregorio Impala tiles throughout. The dining sideboard is constructed from Venetian mirrored glass.



MEDIA ROOM

In the media room, the couch hugs the wall, providing plenty of space for a plush ottoman. We wanted the room to have some drama and so decided on the charcoal grey wallpaper with metallic orchid print. The print changes in the light, reflecting shimmering copper, silver or gold, a touch of luxury in a cozy space.



MASTER SUITE

Suki's bedroom is all about glamour. The bed was positioned to make the most of the natural light in the room. The bird mosaic bedhead complements the painted timber, pearl inlay table and drawers and pops against the white colour palette. To amp up the luxury in the ensuite, we opted for a sizeable bathtub and separate shower, with hand-cut mosaic tiles from India as a feature.

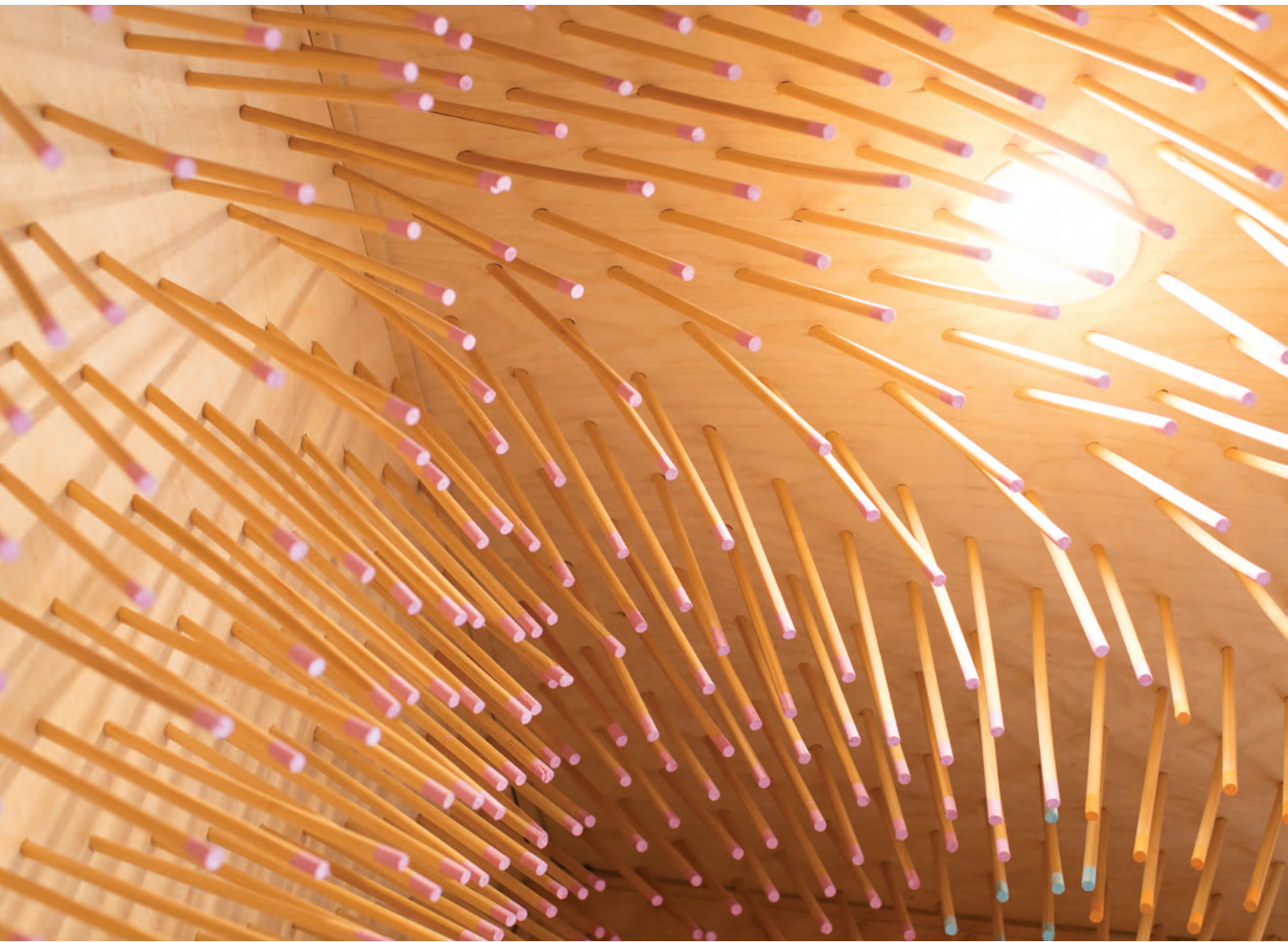


OFFICE SPACE

We wanted to bring an elegant oriental feel to the office space, paying proud homage to Suki's ancestry – her mother is Japanese and her father is Irish Australian. The leather doors of the study add a cozy luxe feel and open up to reveal ornate antique Japanese Satsuma vases showcased in a custom-built cabinet. On the rear wall, a tasteful Japanese screen create a rich backdrop.



THE SPACEMAKERS



WRITER Sam Cleveland PHOTOGRAPHY Lincoln Williams

How a snowball of overlapping expertise got one of the Gold Coast's most innovative architecture practices rolling

Flicking through the Studio Workshop design portfolio, a distinctive aesthetic asserts itself.

The Mermaid Beach team of four love wood, but by no means works exclusively in it. They push parametric boundaries, and can't resist making enveloping, emphatic statements with digitally fabricated tectonic features.

Their workbook includes idiosyncratic commercial fitouts, residential projects, interior features, and bar and hospitality design.

"It's all just grown organically from two guys meeting, but it's worked out really well," says Director Rory Spence.

The guy Rory met was fellow Studio Workshop Director Joel Hutchines; the place was Bond University's architecture school.

The pair's background in trades (before enrolling, Spence was a plumber and Hutchines a carpenter) made them unique among their class.

After doing small design jobs as undergraduates, they formalised as Studio Workshop on graduating in 2014 and are still the only company formed from Bond's architecture school.

They knew their skills as ex-tradesmen made them stand out – very few architecture firms also have the ability to



Joel Hutchines and Rory Spence in the studio

fabricate – and built their workshop around a computer-controlled flatbed router to carve their unique pieces.

"We had the ability to create these complex products on the digital craft side, as well as bring them directly to the market through robotic fabrication," says Spence.

"We started with the router and had our desks next to it for the first few months, getting dust all over us.

"So we built a wall to create a studio at the front of the space."

About a year into the enterprise, Jonathan Nelson and Chris Knapp, Bond architecture academics and highly credible practitioners in their own right, joined their ex-students as Directors.

"They were maybe a bit jealous of what we were

doing," laughs Spence. "That was the dream – to be able to do a bit of design work at the computer, and then be out the back on the tools."

The injection of talent, Spence says, has driven the next organic phase of Studio Workshop's growth.

"Jonathan's written software for AutoCAD and Chris brings the residential expertise; they've given us the ability to chase more work," he says.

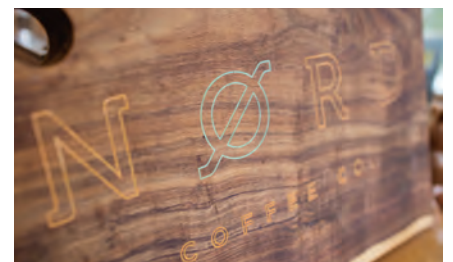


LITTLE MERMAID HOSPITALITY FITOUT, MERMAID BEACH

“This commission was less about the digital design and more about the social space. We broke down the internal and external threshold so you still feel like you’re outside, and created little social spaces or refuges that are distinct and evoke a sense of memory,” says Spence.

ABOVE

Studio Workshop’s Joel Hutchines with Nord partners Rozi Pinto and Toby Diamandopoulos at Little Mermaid and (right) Toby on the pipes at Nord.



Spence says the biggest challenge in basing a high-end design shop on the Gold Coast is one of perception rather than geography.

“Looking at it from the ‘high design’ side, the challenge is in people understanding what they’re getting out of design, and changing the paradigm of design here,” he says.

“There’s maybe an older mindset here of what design is and not everyone’s been exposed to the work we do, whereas in bigger cities it’s much more accepted.”

From the Mermaid Beach studio (cum workshop), numerous projects have been designed, produced and shipped flatpack interstate.

“As we build a portfolio it opens up our range and the scope of job we move to next,” says Spence.

“We did a reception desk for Foxtel, so we became ‘the reception desk guys’ for a while. Then we got a bar, so we got more work in fitouts and hospitality from that.”

Looking at it from the ‘high design’ side, the challenge is in people understanding what they’re getting out of design, and changing the paradigm of design here

Studio Workshop’s first full residential build – a luxury three-structure estate overlooking Port Moresby in PNG – will be completed later this year.

Spence expects the high-profile commission to provide a beachhead into PNG, where Chinese developers are often overlooking design in their eagerness to spend.

“We’ve got an eye on the growing economy up there and would love to bring efficient processes and design choices to that market,” he says.

“Our work could really make a positive difference to the emerging Port Moresby middle class – and benefit the city by emphasising a national and cultural identity.”

Studio Workshop last year became its own client with the opening of the first Nord coffee roaster in a space adjoining its studio.

The venture is a partnership with Rozi Pinto and Toby Diamandopoulos, whose Little Mermaid (nee K-Bar) café was also given a Studio Workshop fitout earlier this year.

The walls of the visionary popup space are pierced by 5,000 rippled dowels that seem to ripple on the eye like sea grass, with each dowel painstakingly angled in the computer for calculated effect.

Spence says the store’s hypnotic design gambit is central to growing the brand, with subsequent Nord outlets to each feature their own unique Studio Workshop-designed profile.

“We wanted a clean, refined, simple brand for wholesale coffee,” he says, “high design that almost sells the product itself and gives people something to appreciate when they visit and a reason to talk about Nord.”

The simplicity of timber was the move for store #1, but Spence says future Nord’s will have a distinct look and employ different materials.

“The idea will be to always experiment with material and challenge a new design idea,” he says.

“When we’re our own clients, we always want to push it and do things that haven’t been seen before.

“We’re always testing something new.”



CONDEV CONSTRUCTION LOBBY, BRISBANE CBD

“We created a static wall that looked like it was flowing and had movement. Condev are in construction, so the wall signifies timber and tectonics and how things are put together to highlight their expertise,” says Spence.

“We love innovation and cutting edge design that tells a story,” says Condev Managing Director Steve Marais. “We’re thrilled with Studio Workshop’s treatment of our Brisbane space.”



8 ALBATROSS AVENUE SPLIT-LEVEL DUPLEX, MERMAID BEACH

“A Hamptons-style look is dominant on the Gold Coast; this project explores more a city-coastal architecture and the trend that the Gold Coast is becoming taller and more dense,” says Spence.

5 MEMBERSHIPS, 1 LIFESTYLE.



WITH 5 LEVELS OF MEMBERSHIP SANCTUARY COVE GOLF AND COUNTRY CLUB HAS A MEMBERSHIP TO SUIT EVERY LIFESTYLE.

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Corporate Golf Membership – A strictly limited number of Memberships are now offered to those businesses which seek the very best in corporate entertaining for themselves and their guests.

Golf Access Membership – Restricted Membership including limited access to The Pines and The Palms Golf Courses along with access to The Country Club.

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Conditions apply for each Membership category.

SANCTUARY COVE  GOLF AND COUNTRY CLUB

INVITATION-ONLY RIVERFRONT GATHERING LAUNCHES NEW C-CLASS COUPÉ

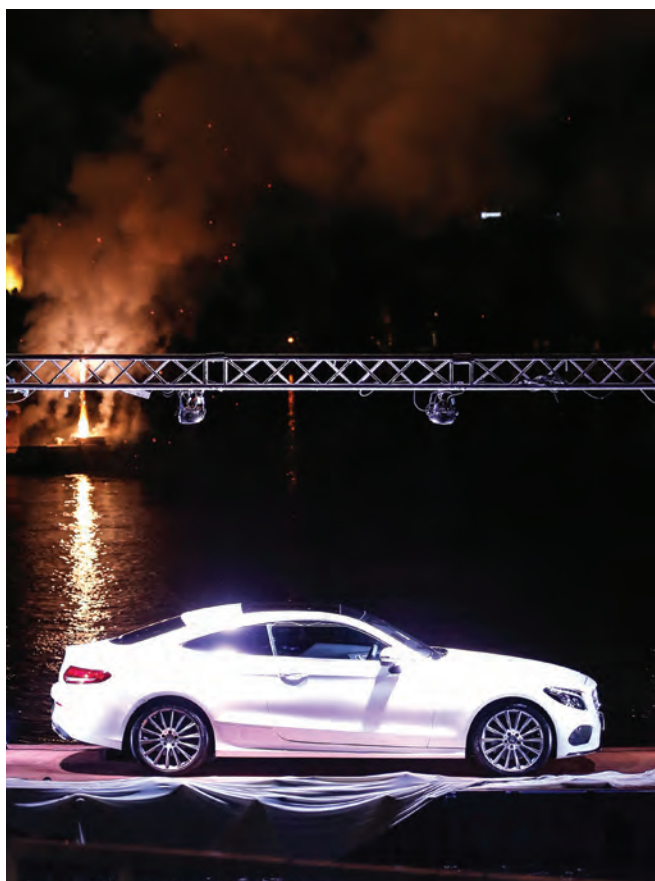
The rave-reviewed new C-Class Coupé was launched at a high-end soiree in early April.

MBGC brand ambassador and Channel 9 star Shelley Craft unveiled the two-door coupe at buzzed new riverfront lounge bar Cocoon in Surfers Paradise.

The car looked the business set on a barge floating off from the restaurant, with a spectacular fireworks show to herald its arrival.

The C Class gathering was the first of 11 new vehicle launches for the dealership this year, up from an average of three or four new Mercedes-Benz models launched most calendar years.

The new C-Class Coupé ships in C200, C300, an AMG Sports and a C250d diesel model.



RETAIL THERAPY WITH SHELLEY CRAFT

The smell of fresh linen and sandalwood & tangerine-scented candles filled the air when Mercedes-Benz owner Deb Hanly and Mercedes-Benz Gold Coast ambassador Shelley Craft stormed Pillow Talk at Pacific Fair.

Deb was the winner of Mercedes-Benz Gold Coast's 'Shop with Shelley' competition, where she scored a \$2,500 shopping spree at Pillow Talk - with *The Block* host Shelley as her personal home stylist.

After visiting Deb's home for style inspiration, the pair set off to Pacific Fair for a whirlwind shopping experience with style guru Shelley leading the way.

Refreshments and refueling at Social Eating House in Broadbeach were a must after a few well-spent hours of retail therapy.

Congratulations to Deb on winning the competition and your day with Shelley!



MERCEDES-BENZ GOLD COAST MERCEDESTROPHY GOLF DAY

The Gold Coast playoff for the MercedesTrophy, an exclusive series of invitational golf tournaments held around the world, saw our most enthusiastic group of Mercedes-Benz owners yet tee off for a tilt at the national final.

A spectacular autumn day on The Pines course at the Sanctuary Cove Golf and Country Club gave up three lucky winners, who will now vie for a place in the global playoff in Germany.

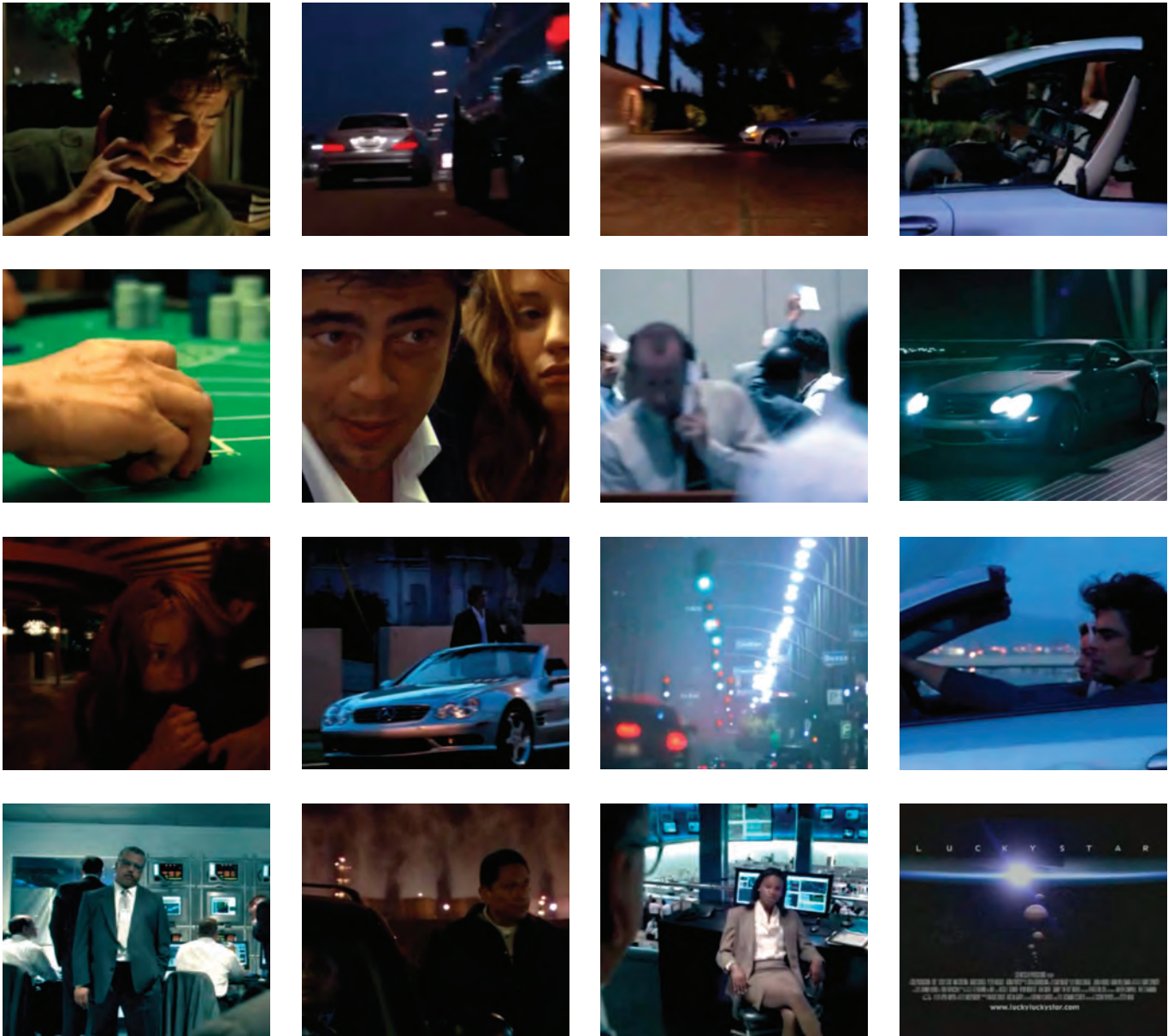
Mercedes-Benz Gold Coast ambassador Shelley Craft presented winners Danny Horne (1st place), James Phelan (runner up) and Pete Crossley (2nd runner up) with their trophies.

Each year, more than 65,000 players from more than 60 countries enter the MercedesTrophy in local and national events.

Mercedes-Benz Gold Coast dealer principal Robin Mainali says the tournament has been running since 1989 and is a great way for Mercedes-Benz owners to socialise and be in the running for the major prize.



A glimpse into Mercedes-Benz marketing of yesteryear, an era of long copy, masterful commercial artistry and press advertising with panache. Curated by the team at MBGC.



In 2002, UK cinema patrons were treated to a trailer for the forthcoming thriller *Lucky Star*.

The so-chic-it-hurts promo starred Oscar-winner Benecio del Toro as a gambler and stock market punter on a streak hot enough to attract the attention of some shady organisations.

But his car was the star – del Toro carved through Los Angeles in the then-new SL 500, gave the baddies the slip and got the girl, all inside two-and-a-half minutes.

Secret punchline is, there was no *Lucky Star* ‘coming soon’ – the trailer was a fake designed to subliminally show off the SL 500; the in-joke title of the phony film referred to the marque’s three-pointed symbol.

Mercedes-Benz booked the unique promo to run in cinemas among the trailers, not the standard block of cinema ads, and a website to promote the film completed the illusion.

Hollywood uber-stylist Michael Mann (*Miami Vice*, *Heat*) directed the micro-movie in grainy digital video, the same camera tech he’d use two year later on *Collateral* with Tom Cruise.

He liked the *Lucky Star* concept so much he even acquired the rights to make a real-life film based on the story.

Alas the stars never aligned on the larger project, leaving the world with this one-of-a-kind ad on YouTube – and a tantalising glimpse of millennium-turn cool.



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