

Woods Bagot localises design for world-first StandardX



Fitzroy, Melbourne will be home to the world's first StandardX – a new derivative of the iconic global Standard hotels, touted as the brand's "rebellious younger sibling" and featuring "intuitive hospitality without the pretention".

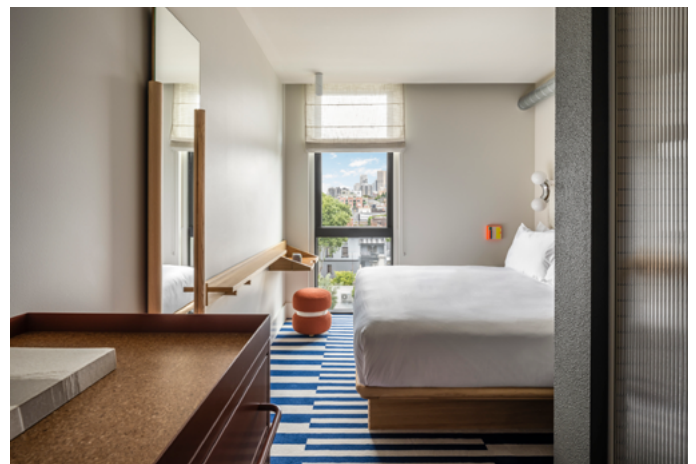
With architecture helmed by Woods Bagot, The StandardX, Melbourne features the brand's signature blend of design and culture, with an imprint that is uniquely contextual to Fitzroy's light-industrial urban landscape. Made from weathering steel, the building is designed to inherit the gritty, urban texture of the city-fringe suburb in a design that – rather than shiny and pristine – reads like it belongs.



"We wanted the materiality to appear endemic to its local context and speak to the light-industrial heritage of the area," says Woods Bagot Associate and project architect Robert Rosamilia. "The building is rapidly assuming a distinctly local patina that speaks to Fitzroy's convergence of industrial heritage and contemporary artistic sensibility. It's a building that's entirely of its place." This industrial texture is also expressed throughout the public spaces including retail concept store The Box, all-day Thai diner BANG, the guest-only rooftop, and lobby.

The eight-storey, 125-key hotel features a rooftop terrace with unparalleled views overlooking the Fitzroy. Bespoke interiors have been curated in collaboration with The Standard's design team and local interiors practice Hecker Guthrie, boasting "soft industrialism, youthful eclecticism with a sophisticated palette of materials".

The StandardX, Melbourne responds to a growing demand for hotel accommodation outside of the CBD, with more visitors opting for short-stay experiences in Melbourne's lively and characterful city-fringe neighbourhoods creating a destination for travellers and locals alike.



Booking enquiries at:
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