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RETAIL TIPPED ON ITS HEAD IN FREO

In a bold move for the Australian retail landscape, Sirona Capital has thrown aside conventional thinking in conceiving FOMO - the commercial retail component of the \$270million redevelopment of Kings Square in Fremantle, Western Australia.

Construction has commenced on the permeable retail, food and dining destination that will see the derelict former Myer and Queensgate buildings become the catalyst bringing the heart of Fremantle back to life with an unexpected beat.

Sirona Capital Managing Director Matthew McNeilly said the team threw the rule book out to create something that cannot be found anywhere else in Australia.

“FOMO will be a complete game changer for the industry. We saw a once in a generation opportunity to harness the unique personality of Fremantle to create a retail environment where the journey will be as important as the destination,” Mr McNeilly said.

“FOMO will create bold, daring connections for people to sit in, walk through and engage with as they wander and explore. The traditional delineation between retail offerings will be replaced with open planes of sight and an organic and free flowing experience.

“On an unprecedented level, Fremantle people from all walks of life will shape and morph the project as it progresses through expression of their own stories, experiences, dreams and creativity.

“As part of building FOMO we will invite the Fremantle community and beyond to come to FOMO and share in FOMO FREO COLOUR – a paint-in of epic proportions where people can celebrate what Fremantle means to them through paint and colour.”

HDR Principal Susanne Pini explained the architectural intent behind the design was to invite dialogue with the surrounding places and spaces of Fremantle.

“Newman Court marks a meandering path of discovery through food concepts from slow food, good food fast and fresh food before morphing into homewares, apparel and the handmade,” Ms Pini said.

“The double storey Emporium will be the centrepiece, where FOMO becomes a cool container for an eclectic mix of organic and free flowing retail concepts with a borderless experience.

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FOMO

“The Daily will provide an unexpected window into how makers bring ideas to life. Part workspace, part gallery, part retail, the doors are thrown open on the creative process.”

Street Alley, Tidal Lane and Newman Court all look into and engage with The Emporium space to blur the edges and form balconies to spill life, sound and activity into the space.

Sitting above FOMO will be a fully-integrated twin campus office space leased entirely to the WA State Government.

City of Fremantle Mayor Brad Pettitt said FOMO will reflect the heritage of the port city and the people who shape it.

“Created in many ways by the community for the community, FOMO will be a hub of art, architecture, culture, retail, and food experiences unique to Fremantle’s identity,” Mr Pettitt said.

“This ambitious redevelopment will be a trigger for renewal and will provide a massive economic boost for surrounding areas.”

With FOMO at the heart of the Kings Square renewal, the project will also deliver a new City of Fremantle civic administration centre and library as well as enhanced public spaces in and around Kings Square.

For more information visit www.fomofreo.com.au and follow [@fomofreo](https://twitter.com/fomofreo) on social media for more updates.

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