



## Luxury on a Lease

**Centrally located on Melbourne's City Road, Doka is helping to develop Madison Grand into one of the area's most sought-after addresses.**

Commencing work in Q1 2023, Doka was hired by the Crema Group and its subsidiary, SG Formwork, to deliver a solution for this luxury, USD 137 million development, providing 398 high-end, build-to-rent studio, one, two and three-bedroom luxury residences over a G+40+B1 layout. Through early-stage involvement, Doka played a pivotal role in the project's success by providing prefabricated formwork for the in-situ core and other components. This approach was favoured over traditional methods due to its potential for faster installation and stripping times, aligning with the project's ambitious timeline.

The team strategically planned the execution of the Lubeca Jumpform System, ensuring it seamlessly integrated with the project's design and requirements. This system was chosen for its efficiency, safety, and ability to support a 36-metre concrete placing boom, a critical factor for the client.

The formwork workflow involved utilising the Lubeca Jumpform System to construct the main lift core, while Doka's Top50 wallform system was incorporated for other structural elements. Additionally, Doka supplied lift protection and installation platforms, further enhancing safety and efficiency on site. The client expressed high satisfaction with the collaboration and the resulting Jumpform System, which met all their requirements and facilitated quick and efficient installation. The ability to support and climb the large placing boom was a significant advantage, streamlining the construction process.

Commenting on behalf of the client, Lucas Tabacco, Project Manager, SG Formwork said: "Madison Grand is a testament to innovative construction. Thanks to Doka and its cutting-edge formwork solutions, we achieved efficient and safe construction of what will certainly become an iconic high-rise."

Speaking on behalf of Doka Australia, Adam Halliburton, Managing Director Lubeca Pty. Ltd. said: "We're proud to have partnered with The Crema Group and SG Formwork team to deliver this landmark project. Our tailored formwork solutions, including the Lubeca Jumpform System, ensured a safe, efficient, and successful construction process. This project highlights Doka's commitment to providing innovative solutions for complex construction challenges and adds to its extensive list of luxury high-rises across the city."

Out of an exhaustive list of Doka's comprehensive service offerings, including planning, timely delivery, on-site training, and expert consultation, the client particularly valued the collaborative approach and the ability to customise the Jumpform system to their specific needs.

Overall, the Madison Grand project showcases the power of innovative formwork solutions in achieving construction goals and thanks to Doka's expertise, combined with the efficiency and safety of the Lubeca Jumpform System, the project is one significant step closer to completion. At the time of writing, Madison Grand is anticipated to be handed over in Q1 2025.



Welcome to the neighbourhood:  
Madison Grand takes shape among  
Melbourne's City Road high rises.

Photo: Madison Grand\_Doka\_1.jpg  
Copyright: Doka



Lubeca Jumpform, which was used for  
the main lift core, and Doka Top50  
wallform, which was incorporated for  
other structural elements were  
essential systems in keeping the  
project on schedule.

Photo: Madison Grand\_Doka\_2.jpg  
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Luxury Living: Upon completion, Madison Grand will provide 398 high-end, build-to-rent apartments over a G+40+B1 layout.

Photo: Madison Grand\_Doka\_3.jpg  
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### About Doka

Doka is a world leader in providing innovative formwork, solutions and services in all areas of construction. The company is also a global supplier of well-thought-out scaffolding solutions for a varied spectrum of applications. With more than 180 sales and logistics facilities in over 58 countries, Doka has a high-performing distribution network for advice, customer service and technical support on the spot and ensures that equipment is swiftly provided – no matter how big and complex the project. Doka employs 9,000 people worldwide and is a company of the Umdasch Group, which has stood for reliability, experience and trustworthiness for more than 150 years.

### Press contact

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