



MEDIA RELEASE

CONQUEST UNVEILS 'ARTE' BRAND TO PIONEER 'MULTI-FAMILY LIVING' IN \$1.5 BILLION PARRAMATTA LANDMARK



SYDNEY, AUSTRALIA, 27/11/2025: Following the landmark announcement of plans for one of Australia's tallest residential towers in Parramatta, private equity real estate firm Conquest has officially unveiled **ARTE**, the dedicated brand set to operate its ambitious residential portfolio.

While the \$1.5 billion project at 87 Church Street, Parramatta, has been recognised as a significant addition to the Build-to-Rent (BTR) sector, Conquest CEO Michael Akkawi is challenging the industry's terminology. With the launch of ARTE, Conquest is shifting the focus from the financial model of "renting" to the experiential concept of "**Multi-Family Living.**"

The term "multi-family" is the global standard used widely in the US and Europe to describe residential properties with multiple units managed by a single entity. In Australia, this asset class has been dubbed Build-to-Rent. However, Mr. Akkawi believes the local terminology fails to capture the lifestyle evolution occurring within these developments.

"The term 'Build-to-Rent' feels purely functional—it describes a financial structure, not a human experience," says Mr. Akkawi. "With ARTE, we are moving beyond that. We refer to this sector as 'multi-family living' It is not just about providing a roof over someone's head; it is about curating a vertical village where community, amenity, and service are integrated into everyday life."

The ARTE brand will debut with a project that matches this grand vision: a mixed-use skyscraper set to redefine the Western Sydney skyline. Planned for the strategic corner allotment at **87 Church Street & 6 Great Western Highway**, the

development is currently progressing through the State Significant Development Application (SSDA) process.

Designed to serve as a "city within a city," the project snapshot includes:

- **Unprecedented Scale:** A projected height of 250 metres across 78 storeys, positioning it as one of the tallest residential buildings in Australia.
- **Capacity:** Approximately 1,000 dwellings, comprising a mix of studio, one, two, and three-bedroom apartments to suit conventional households and key workers.
- **Affordability:** A firm commitment to dedicate 10% of the residential gross floor area to affordable housing for 15 years, managed by a community housing provider.
- **Mixed-Use Podium:** A vibrant four-to-five-level podium featuring commercial and retail spaces that will activate the street level and integrate with the Parramatta CBD.

This project perfectly embodies the multi-living ethos. Under the ARTE banner, residents will gain access to hotel-calibre amenities designed to foster connection and wellness, including pools, saunas, yoga studios, co-working spaces, and a cinema room.

"ARTE represents the art of living," Mr. Akkawi continued. "In a traditional rental, you have a landlord and a lease. In a multifamily living environment under the ARTE brand, you have a community and a lifestyle. We are taking the successful global Multi-family concept and tailoring it to the Australian market to create spaces where residents feel a genuine sense of belonging."

In pursuit of architectural distinction for this landmark site, Conquest intends to conduct a design competition, collaborating with the world's best architects to ensure the tower becomes a destination of design excellence.

To achieve the intended scale and housing capacity, the proposal requires amendments to existing planning controls, including an increase in the Floor Space Ratio (FSR) from 10:1 to 23:1, and a height increase from 180m to 250m. Conquest notes that leveraging government increases in FSR and the Housing Development Application (HDA) process is essential to making such a large-scale project financially viable.

"This is a landmark project. Now that the planning departments have allowed us to go up, we're looking to build one of the tallest towers in the country and create a landmark piece," says Mr. Akkawi.

Conquest's vertically integrated structure allows the firm to control the quality of the product from construction through to the resident experience. Mr. Akkawi says this integration is key to the group's ability to "make things stack up" where others struggle, particularly given current economic headwinds.

“We’re really a long-term player in the sector, and we believe in Sydney and the strength of the market as migration continues,” he commented.

However, Mr. Akkawi acknowledged the significant hurdles facing the industry, including high construction costs and new government levies. He highlighted the impact of the Housing Productivity Commission (HPC) charge, noting it can amount to a substantial figure on a 1,000-apartment job.

Despite these challenges, the launch of ARTE and the progression of the Parramatta tower signal Conquest’s commitment to addressing the housing crisis by increasing supply in high-amenity, transport-rich locations proving that the future of high-density housing is about more than just height; it is about the quality of life within.

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About Conquest: Conquest is a leading private equity real estate firm with a vertically integrated structure, specializing in delivering landmark projects and addressing housing supply through innovative high-density developments.