

LIFE

begins at...

SUMMER 2020

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DOWNSIZING TO
UPSIZE LIFESTYLE
Special Feature

Disrupting aged care with future-proof luxury living

Greg Frid and Jordan Siegel, Co-Directors of Fontem believe that downsizing is a misnomer in the property industry, and the opportunity to enhance the lifestyle of future downsizers is not being fully realised.

By 2057, it is projected 22% of the population will be 65 years and older. With this in mind, we decided to create Fontem, our Melbourne based property development company that is intent on the disruption of the existing aged care models.

To cater for the next generation of pre-retirees and retirees, we believe in individualised residences to 'age in place'. Designing spaces from the inside out, Fontem homes are designed with a range of 'future-proofing' features across access, amenities and living spaces.

We wanted to design homes that are 'rightsized' and individually crafted to allow residents to stay in their homes forever, rather than eventually face a need to relocate to aged care/retirement facilities. We wanted to emphasise the importance of socialisation, access to nature, beautiful design, community interaction and longevity.

We realised that existing care models were juxtaposed to the needs and aspirations of the baby boomer generation. No one was really thinking about how people wanted to live. The term 'downsize' had little meaning beyond reducing the size of one's home. There was a real disconnect between what was being offered on the market and what would drive this generation to move on from the quarter acre.

Talk to anyone over 50 and you will most likely get a litany of health niggles, as ageing is a very personal process with everyone ageing differently and at different speeds.

There are a lot of baby boomers moving into old age. We know they will live longer and healthier lives, and we strongly

believe they will challenge the concept of traditional aged care. We believe that the current available aged care solutions are generic, and therefore we've ensured our residences are future-proofed for whatever an individuals' needs may become.

Furthermore, and also importantly, we wanted to ensure each of our homes are beautifully designed, comfortable and individualised to suit each resident.

Luxury design elements of Fontem homes include true flat transitions with no steps or stairs; wider doorways and corridors that can not only accommodate a walker when required, but add a sense of space to any

really enjoyed collaborating with interior design firm, Hecker Guthrie to design the apartments from the inside out.

Hecker Guthrie will also oversee the design of stand-alone mobility aid fixtures and products, such as railings that look like works of sculpture - certainly not institutional and utilitarian looking, as many mobility aid products are.

As 25% of the population hold 50% of the wealth, we believe that these luxury living solutions will resonate with the needs of the baby boomer generation.

Fontem can reflect the needs of the

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apartment, ducted heating and cooling, and fully fitted joinery; timber noggins and support beams built into the walls that can be utilised if and when support aids are required, but until such time are invisible; swept paths for easy mobility access throughout apartments, among many other features.

Unlike existing mobility features, all Fontem mobility aids will be aspirational, and designed in-house in collaboration with some of Australia's most coveted designers. Mobility features will also be available for retail purchase.

We believe in the beautiful and aspirational design model and have

individuals as they age in place, as ageing is very individual and there shouldn't be a 'one size fits all' approach. Everyone has different needs and requirements and we have set a new standard for ageing by providing beautiful homes that address ageing in place with dignity.

ABOUT

Fontem Homes

Greg Frid and Jordan Siegel are the Co-Directors of Fontem Homes, who are setting a new standard for ageing by providing beautiful homes that address ageing in place with dignity.

website / fontem.com.au
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