

PARTICULAR



JOE GENOVESI
DIRECTOR \ PARTNER, MELBOURNE STUDIO

B.Arch (Hons)
Registered Architect VIC (ARBV)

Joe is a project architect with over 30 years' experience delivering major projects both locally and abroad, including the UK, China, and the Middle East. He specializes in the strategic delivery and design control of complex, multi-phased, multi-stakeholder projects. His hands-on approach, coupled with a natural ability to manage and mobilize large multi-disciplinary teams enable systematic implementation of projects from commencement to completion. Joe brings his expertise to a wide range of project type, with a strong focus of retail planning and design.

Whilst a Director at The Buchan Group, Melbourne, during the past 22 years, Joe also spent 4 years on site in London as the project director leading the Westfield London project in the UK.

Joe's project leadership experience includes the Highpoint Shopping Centre, Westfield Airport West, Chadstone Shopping Centre, Watergardens Shopping Centre, Victoria Gardens Retail Development, Victoria Point Residential, Commercial & Retail Development, Westfield London, Bacchus Marsh Shopping Centre, Harbourn Retail Development, Plumpton Retail Development, Werribee Plaza, Holmes Hill Chadstone, and The Trillium.

Joe leads our mixed-use design & delivery activities at Particular.

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EXPERIENCE

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| Particular Group Architects | Partner/Director \ Jan 2016 – present |
| The Buchan Group | Director \ Mar 1994 – Dec 2015 |
| Steen & Tan | Project Architect \ Jan 1991 – Dec 1993 |
| Castellucci Vocale & Assoc. | Architect \ Jul 1989 – Dec 1990 |
| Victor Rosenberger | Grad. Architect \ Jan 1987 – Jun 1988 |

CURRENT EXPERIENCE

The District Docklands Docklands, VIC Project Director

Extensive works including the mall canopies, and Docklands Drive entries projects, completed in 2017. Ongoing role involves the new, overall retail/mixed-use master planning, retail-specific master planning and provision of design and development services for key upgrade components, plus tenancy documentation for leasing purposes.

Pakenham Retail Pakenham, VIC Project Director

Ongoing role for the design and delivery of a new, \$100M neighbourhood/regional mixed use development including, majors, entertainment and speciality retail.

PREVIOUS EXPERIENCE

Westfield London London, UK Project Director

Schematic design, Design Development and Documentation of a 150,000sqm major regional shopping and entertainment centre in London.

Stratford City Development London, UK Executive Architect

Major retail/mixed use development. 175,000sqm retail and leisure.

Highpoint Shopping Centre Maribyrnong, VIC Project Architect & Tenancy Co-ord.

The North-East extension to the shopping centre, as well as refurbishment works to the arcade entry and food courts, additional cinemas, and additional carpark deck structure. Ongoing involvement in master planning process.

Pacific Werribee Werribee, VIC Delivery Director

\$330M Super regional mixed use re-development including peripheral sales majors, entertainment and traditional mall retail.

Victoria Gardens Retail & Entertainment Centre Richmond, VIC Delivery Director

A \$100M new regional, mixed-use development, including peripheral sales majors, entertainment and traditional mall retail.

Rockbank Town Centre Rockbank, VIC Project Director

A \$1.2B regional mixed-use development incl. residential, hotel, aged care, majors, & entertainment.

Watergardens Shopping Centre Sydenham, VIC Architect

Design & retail tenancy co-ordination.

Bacchus Marsh Retail Village Bacchus Marsh, VIC Project Director

\$15M refurbishment traditional retail mall, completed in 2012.

Preston Market Preston, VIC Architect

Master planning for mixed use urban activity centre, incl. market expansion, retail, office, gym, and residential.

Westfield Shoppingtown Airport West, VIC Architect

Major extensions and refurbishment to an existing sub-regional centre.