

CASE STUDY//SNAPSHOT

CASE STUDY #11

THE CATEGORY//REAL ESTATE

THE PRODUCT//HOMES

THE CLIENT//BELLE PROPERTY

THE CAMPAIGN//BELLE READER DINNERS

THE STATS

READERSHIP//136,000

REACH//816,000

CORE TARGET//ALL PEOPLE AGED 35-49

CHANNELS//PRINT, SOCIAL/PR, EVENT

ROI INDEX//257%

THE DELIVERY



MOON SHINES
An acclaimed new restaurant, sensual art and fabulous food were the perfect ingredients for a Belle reader dinner in Melbourne.
PHOTOGRAPHS: MARK ROVER, VIDEO: TAYLOR BUCKMAN



MAGAZINE
Features in all 6 issue of Belle Magazine



THE CHALLENGE

The association between Belle and Belle Property is a long and enduring one – with both brands portraying a strong synergy with prestige and quality experiences.

THE SOLUTION

Belle hosts 6 exclusive and premium dinners per year sponsored by leading Real Estate Agency Belle Property.

THE RESULTS

Belle Property have re-signed as the main sponsor of the Belle Reader Dinners for 2013.

THE TESTIMONIAL



We applaud the team at Belle for their ability to create an exceptional experience for their readers, offering them a unique insight into the fascinating world of a range of artists. We are extremely proud to be part of such an initiative...



Fiona Biondi, Corporate Services Manager, Belle Property Australasia

A LITTLE BIT MORE...

THE CHALLENGE

The Belle Reader Dinners are a 'money can't buy experience'. A unique dining environment sets the scene to engage with a vibrant and high calibre speaker from the design community who will talk of the latest trends, local and international, arts and interiors.

THE SOLUTION

At each event, Editor-In-Chief Neale Whitaker or a senior member of the editorial team invite a leader in design, artistry and/or furniture to discuss the latest trends in their expert category.

Readers are invited to attend, meet with the Belle team and learn about the quality design.

It's a spectacular and highly engaging evening full of wonderful conversation, complimented with beautiful food and wine.

THE RESULTS

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EXTRAS



Unstoppable Melbourne chef and entrepreneur Andrew McConnell's new foodie sensation, Moon Under Water, located in the refurbished historic Bulkers Arms Hotel in Melbourne's Fitzroy, was the setting for a Belle reader art dinner with acclaimed artist Robert Malherbe.

The restaurant, which has been open for just three months, and is named after a 1946 George Orwell essay extolling the virtues of his idea of pub utopia, won *The Australian's* award for hottest Victorian restaurant the night before Belle hosted its dinner. And, while Orwell lamented there was no such place as his fictional Moon Under Water, this one is certainly not a mirage. The innovative seasonal menu, which changes weekly, an informed wine list, knowledgeable and friendly staff and a simple yet elegant interior in the pub's heart are all very real.

The restaurant boasts fine credentials – ownership by Andrew McConnell, Anthony Hammond and wunderkind chef Josh Murphy (*The Age's* Young Chef of the Year in 2011), a fit-out by Donn Hall of Projects of Imagination, and an enviable space in the heart of the landmark Bulkers Arms.

The dinner, sponsored by Belle Property, hosted by Belle editor-in-chief Neale Whitaker and convened by gallerist and art expert Michael Reid, focused on the sensual work of artist Robert Malherbe. Robert's richly layered oils of highly charged images of women, landscapes and food sat beautifully in the elegant space alongside Josh Murphy's stunning dishes.

Dana, Robert's partner of 20 years, is his muse and inspiration even though she is disinclined to sit formally for him. "When you live with a woman for many years you store up these images and these are the pictures in my mind that inspire my work when other models pose," says Robert.

"I work with a lot of paint on the canvas from the beginning. I never use photographs, nor do I draw onto the canvas. I paint and paint until I hate

VIEWO WANT MORE?
Hear artist Robert Malherbe, art expert Michael Reid and chef Josh Murphy, and see behind-the-scenes at this event. Simply download the free viewo app, select the Belle channel and hold your phone or tablet over this page. See p.8 for more details.

Beautifully style dinner attended by Belle Readers and Belle Property clientele.