

# Project Driven

*Ram Projects property development company is led by local Cromwell couple Nick and Laura Wright who focus on architectural integrity and spatial design for their high-quality builds. QT Magazine talked to them about their Central Otago projects.*

## What is Ram Project's first completed build project?

Our first independent property venture as Ram Projects was the completion of two residential townhouses at Wooing Tree. Prior to this we were involved in several collaborative projects including a rural development in Queensberry and four executive apartments at Highlands Motorsport Park in Cromwell.

## What was the design brief for the Wooing Tree Avenue project?

It was imperative the townhouses were suitable for families of mixed ages and they needed to be timeless and future proofed. We combined everyday necessities for a busy family home with elements of luxury living by creating surplus zones such as the alfresco decking, multi-use loft space and an executive style master suite. These cleverly designed spaces create flexible living environments and ensure long term investment value.

## What was critical to a successful outcome?

Our brief was to ensure the entire section was utilised and the property was efficient and fit for multifunctional purpose. Our choice of overall structure, materials and thermal efficiency means the house will remain temperate in extreme alpine weather.

## What is Ram Projects approach to individual build projects?

Our point of difference amongst a competitive field of volume builders is approaching each project individually to provide adequate design time.

We firstly identify our buyer and then determine the scope of their project before concentrating on individual spaces and bringing our personal flair — this defines each build as a Ram Project.

## What is the make-up of Ram Project's expert team?

We are fortunate to have a network of impeccable sub trades that share our core values and allow our projects to come to life. They consistently deliver a level of supreme quality which is the point of difference. Most notably our building company The Wright Build leads all construction on our developments and having been in the business for 11 years has extensive experience and knowledge alongside a solid reputation for delivering quality projects. Much credit is owed to the skilled team.

## What Ram Projects are currently underway?

We're currently working through applications for an exciting venture in Clyde — a collection of beautiful three to four bedroom homes. Purchasers will have all the benefits of living in the heart of the town while nestled within a private community. This project pays homage to the area's stunning heritage plus the town's future development, fantastic bike trails, cuisine and everything it has to offer. We are also working through the design of our show home at Shannon Farm, Cromwell's newest rural subdivision. We are super excited for this new development where we are creating the dream Central Otago home that will have wide appeal.

Photographs BWRM Queenstown Lakes



## Looking to Buy?

Some exciting properties will be featured by the Ram Projects Property team online soon and now is an excellent time to get into the local market as a first home buyer or seasoned purchaser looking to grow a portfolio.

The company's socials and website will highlight updates on current projects.

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