



I AM IN EZ

我在御智

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To Europe In A Jiffy

直达欧洲

DUG POMEROY
POMEROY & SPLENDOUR
专属POMEROY的波澜壮阔



AUD12.00

专属POMEROY的 波澜壮阔 POMEROY AND SPLENDOUR

Dug Pomeroy

Executive Chairman of Pomeroy Pacific

By Sloane Patterson

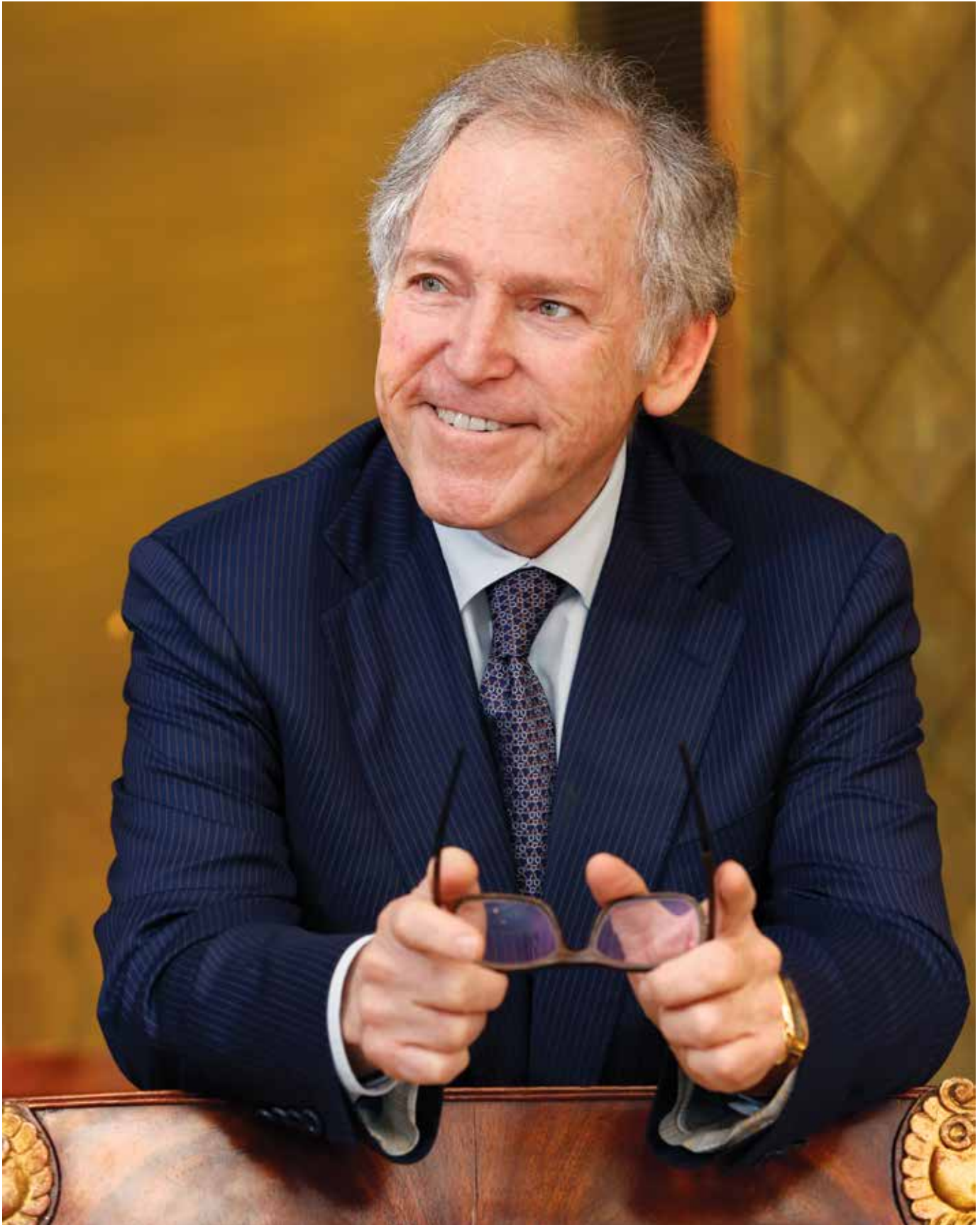
Giving Victoria's landscape new artistic strokes ever so often, the Dug Pomeroy signature has been emblazoned across Melbourne for the past 47 years, and is still trailblazing across the country with style and vehemence.

A qualified Master Builder, this Executive Chairman of Pomeroy Pacific holds Unlimited Building Licences in commercial and residential construction, and has a project portfolio in the billions of dollars.

Born in Tel Aviv, Dug is a special import from Israel. He came to Australia at five and has been infatuated with the Australian lifestyle and infrastructure ever since. "I consider myself Australian. I love Australia, it's my home and my country." Educated at a well-known private school in Burwood - Mount Scopus Memorial College, young Dug was always building something - model battleships, aeroplanes, cars and then moved on to brick and mortar behemoths. It was really no surprise that he studied architecture when he left school.

From a small three-metre-by-three-metre office with flannel wallpaper and pretty curtains at \$8 rental per week, Dug's first purchase and development was a piece of industrial land with no services or facilities. "I designed the industrial buildings and came up with an interesting toilet system like those on boats. Before we knew it, the first plot was leased and sold at record price. Suddenly we were buying up the surrounding sites. Five years on, we had something like 20 different projects."

Some of his notable works were 553 St Kilda Road where the American Consulate is based, Clarendon Towers, Southern Cross Tower and Queensbridge, to name a few. "We built the Boroondara Aquatic Centre, with the first swimming pool in the southern hemisphere to have a floor that can be raised. The Qantas Flight Simulator and the ABC Television Studios were also our projects. We were the first to start tilt-up construction and we had the reputation of undertaking the most difficult and complex building projects." Some of the biggest houses in Victoria, shopping centres in the CBD and Box Hill, and more than 40 factories were all Pacific Pomeroy projects.



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而且我也不好战。”**

过去的47年里，让维多利亚州的景观绽放全新的艺术风格，Dug Pomeroy 标志性的风格已经积极贯彻墨尔本各角落，并穿梭在全国范围内展开一场品味和激情的探索。

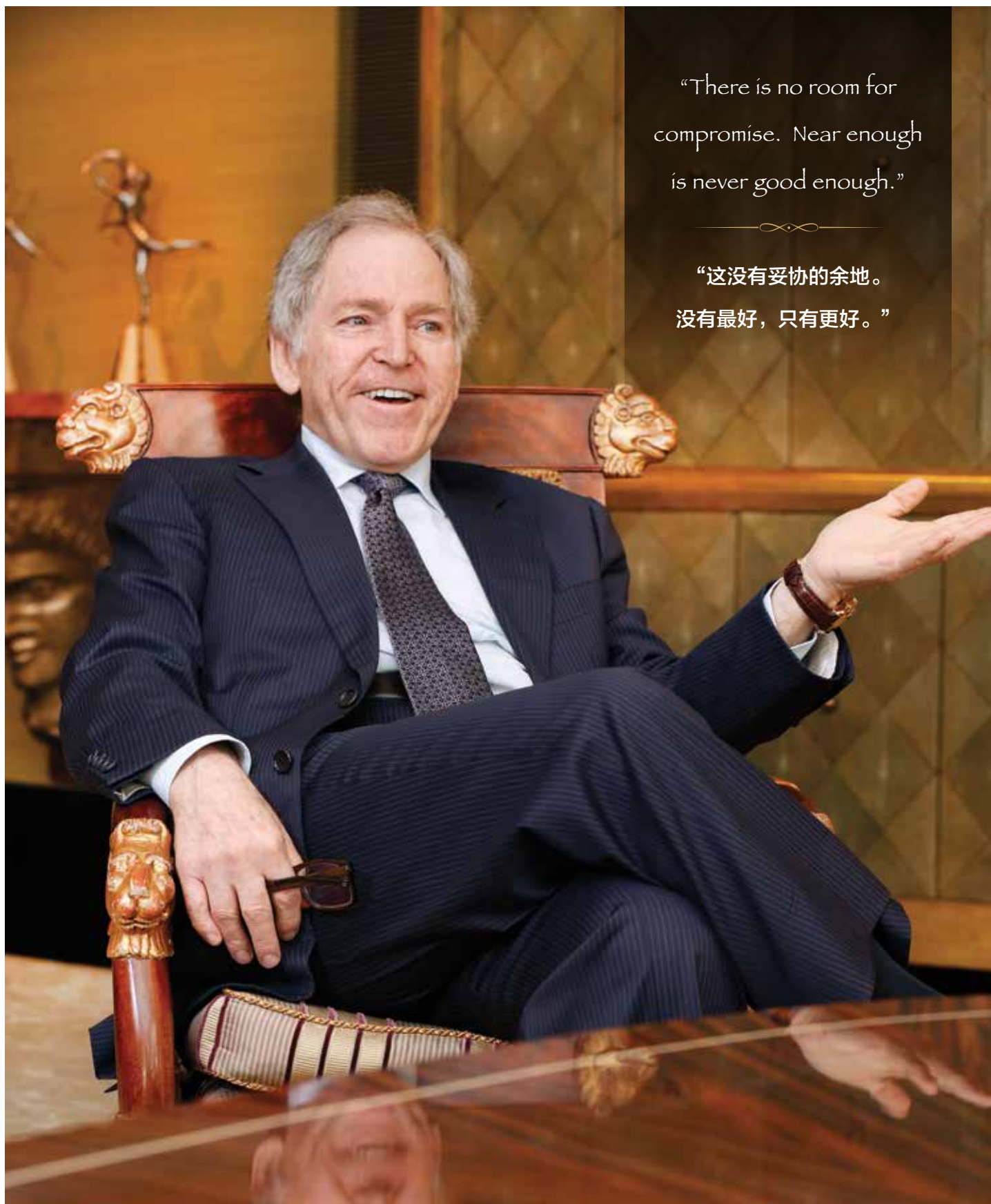
作为一名具备资格的建筑大师，Pomeroy Pacific 这名执行主席在商业和住宅建设工程中持有无限建筑物许可证，并拥有数十亿元的项目投资组合。

他出生在以色列的特拉维夫，属于非常特殊的“进口”人群。在5岁时来到澳大利亚，他就爱上了这里的生活方式和基础设施。“我认为自己是澳大利亚人。我爱它，这是我的家园和国家。”在 Burwood 区一间著名的私人学院 - Mount Scopus Memorial College，这名年轻人一直在构建特别的作品——战舰、飞机或汽车模型，然后再转向砖头和水泥等庞然大物。他在离校后投入建筑设计，其实完全有迹可循。





COVER STORY



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“这没有妥协的余地。
没有最好，只有更好。”

“We endured a massive haemorrhage from the 1990 recession, but survived. In the same year we also decided to concentrate more on project development management and project delivery. Those are exercises where we provide a full menu - from assessing site feasibility and purchase, financing, leasing and selling. We take the client through the development process until where he can cash his chips and make money. It's not necessarily about the lowest price, it's about the right price.”

As a teenager, all Dug wanted was to have a Gibson guitar like Paul McCartney and to drive an E Type Jaguar. Having achieved that and then some, Dug of today, “Wants to be in a position where I can afford to have a reasonably full life. If you are dedicated and constantly strive for perfection, the money will follow. There is no room for compromise. Near enough is never good enough.”

The Pomeroy philosophy is to enjoy many things in life. “I love music, musicals, movies, art, fashion, cars, watches, books and travelling. I'm never bored.” There are, however, pet peeves. “I dislike rudeness, ignorance, and am not a fan of belligerence.”

“When I think of a company, it's like passengers travelling on a train journey. They look out the window and can see what's happening. I like to think of myself sitting on top of the train where I can see where we've been, my surroundings and where we are going. That is the key of being chairman of a company.”^{EZ}

从一间仅有3公尺长高，内部装饰着法兰绒壁纸和漂亮窗帘，每周租金8元的小办公室作为开端。Dug Pomeroy首次买下和发展的是一块没有任何服务或设施的工业用地。“我设计的工业建筑中构思了一些在船上的有趣厕所系统。结果不自觉地首个发展计划以破记录的价格出租和出售，我们接着买下了周围的土地据点。直至5年后，手上有了20个不同的开发计划。”

他的杰出工程包括位于 St Kilda 路 553 号的美国领事馆基地、Clarendon Towers、Southern Cross Tower 和 Queensbridge等。“我们建造了Boroondara水上中心，这个是南半球的第一个游泳池具备上升式的地板。澳洲航空公司的飞行模拟器和ABC电视台也是我们的计划。我们也是首个开始倾斜(立墙平浇)工程的公司，维持着承接高难度和复杂建筑项目的声誉。维多利亚州的一些大型住宅建筑，中央商务区 CBD 和 Box Hill 的购物商场，以及40多家工厂都是 Pomeroy Pacific 的项目计划。”

“1990年经济衰退时刻我们不可避免受到大面积冲击，但幸存了下来。同一年，我们还决定更多地关注计划开发管理和交付。这些是所提供的完整菜单练习——从评估土地的可行性和购买、融资，租赁和销售。我们把客户引入开发流程，直到他能将筹码兑换成现金并赚钱。这不一定必须是最低价格，而是最佳价格。”

在青少年时期，他向往着像 Paul McCartney 那样拥有一把 Gibson 吉他，开着一辆捷豹跑车。在实现了这一点之后，他现在想要处于一个合理充实的生活位置。“如果你全身心投入，不断追求完美，钱财就会随之而来，这没有妥协的余地。没有最好，只有更好。”

Pomeroy的哲学是尽情享受生活细节。“我喜欢音乐、音乐剧、电影、艺术、时尚、汽车、手表、书籍和旅游，我从来不无聊。然而，还是有厌烦的事物。我不喜欢鲁莽、无知，而且我也不好战。”

“当我想到公司，就联想到乘坐火车的旅客。他们从窗户往外看，外头景物一览无遗。我喜欢想象自己坐在火车上，我能看到我们去过的地方，周围和即将启程的方向。这是成为公司执行者的关键所在。”^{EZ}