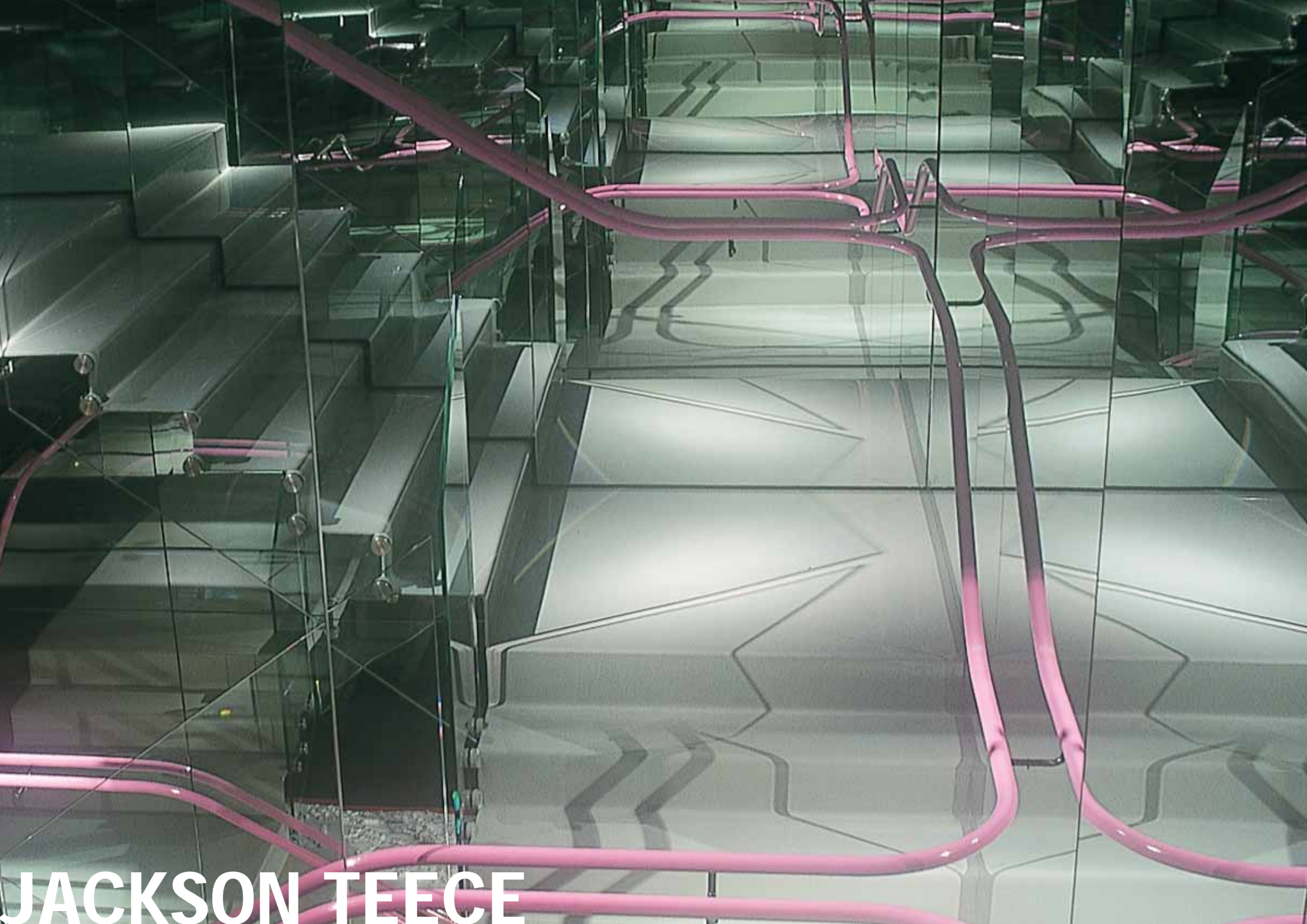


# COMMERCIAL INTERIORS





# JACKSON TEECE

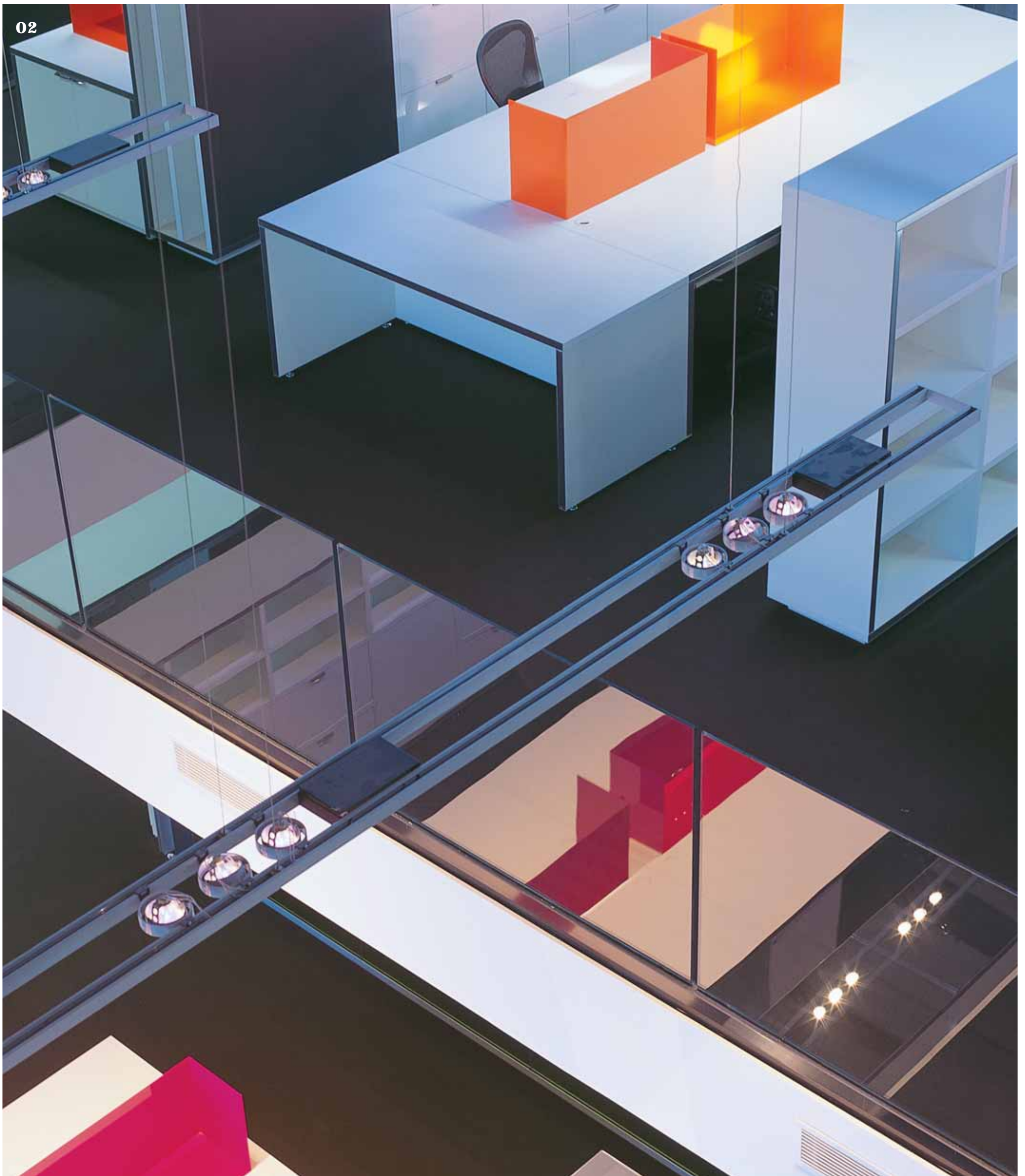


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### **Why our design?**

Attracting and retaining key personnel is the cornerstone of a successful business. We spend most of our lives within the confines of an office environment with professional staff working long hours to deliver high output performances. These pressures place a great demand on our work environment to provide comfort and function within a stimulating environment.

Designing for the commercial marketplace requires the ability to understand an organisation's current needs and desires, coupled with the wisdom to predict future requirements necessary to support a firm's success.



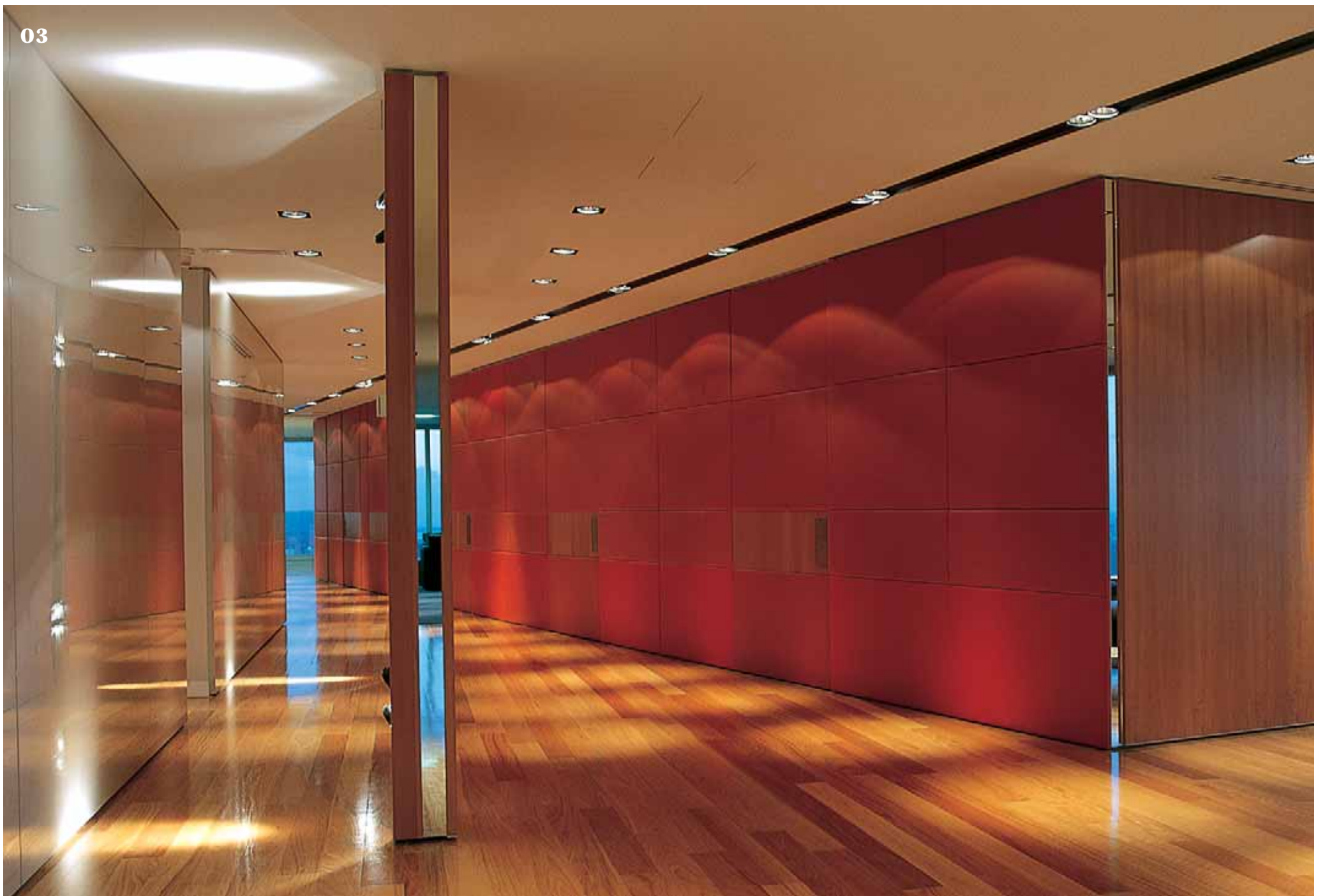
## New technology facilitates a new approach

### **Our investment**

Jackson Teece decided to create an interiors department that delivers cutting-edge design with an eye for classic and enduring appeal.

Leading this new division is Paul Brace, one of Australia's brightest minds in the field of design and architecture. Paul brings with him an extensive portfolio of projects that have been widely published, he has been recognised nationally with awards for his work in commercial interiors and large scale refurbishment projects.

Described by the Bulletin Magazine as one of Australia's top 100 Creative minds, his work was recognised as 'thoughtful and considered' across a wide range of commercial and residential projects.

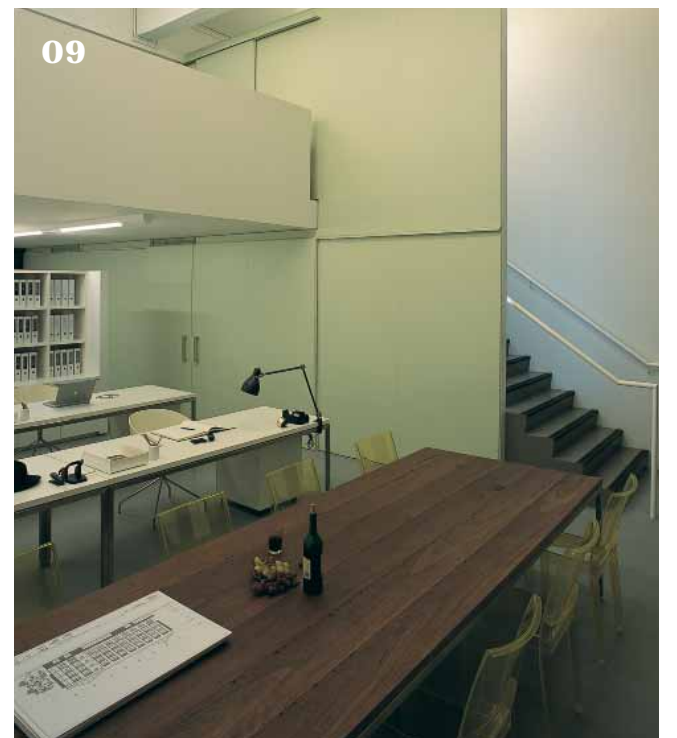
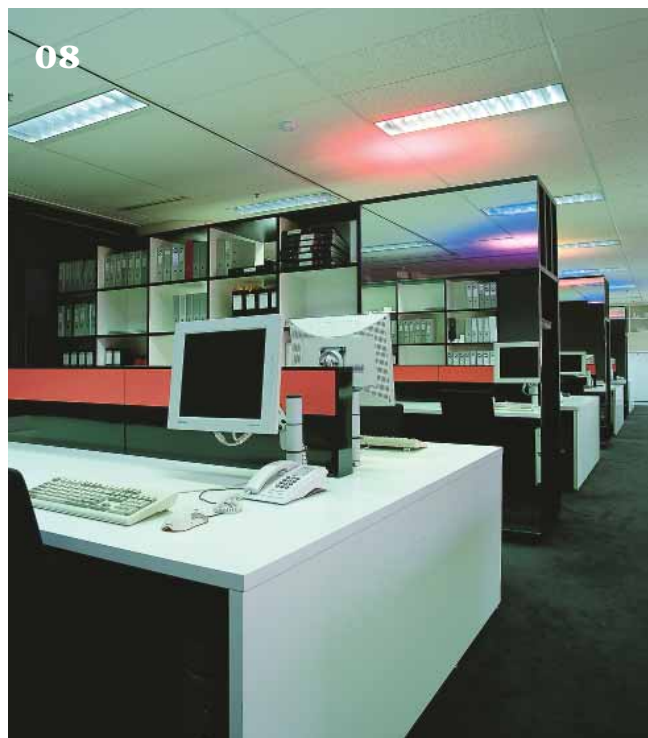
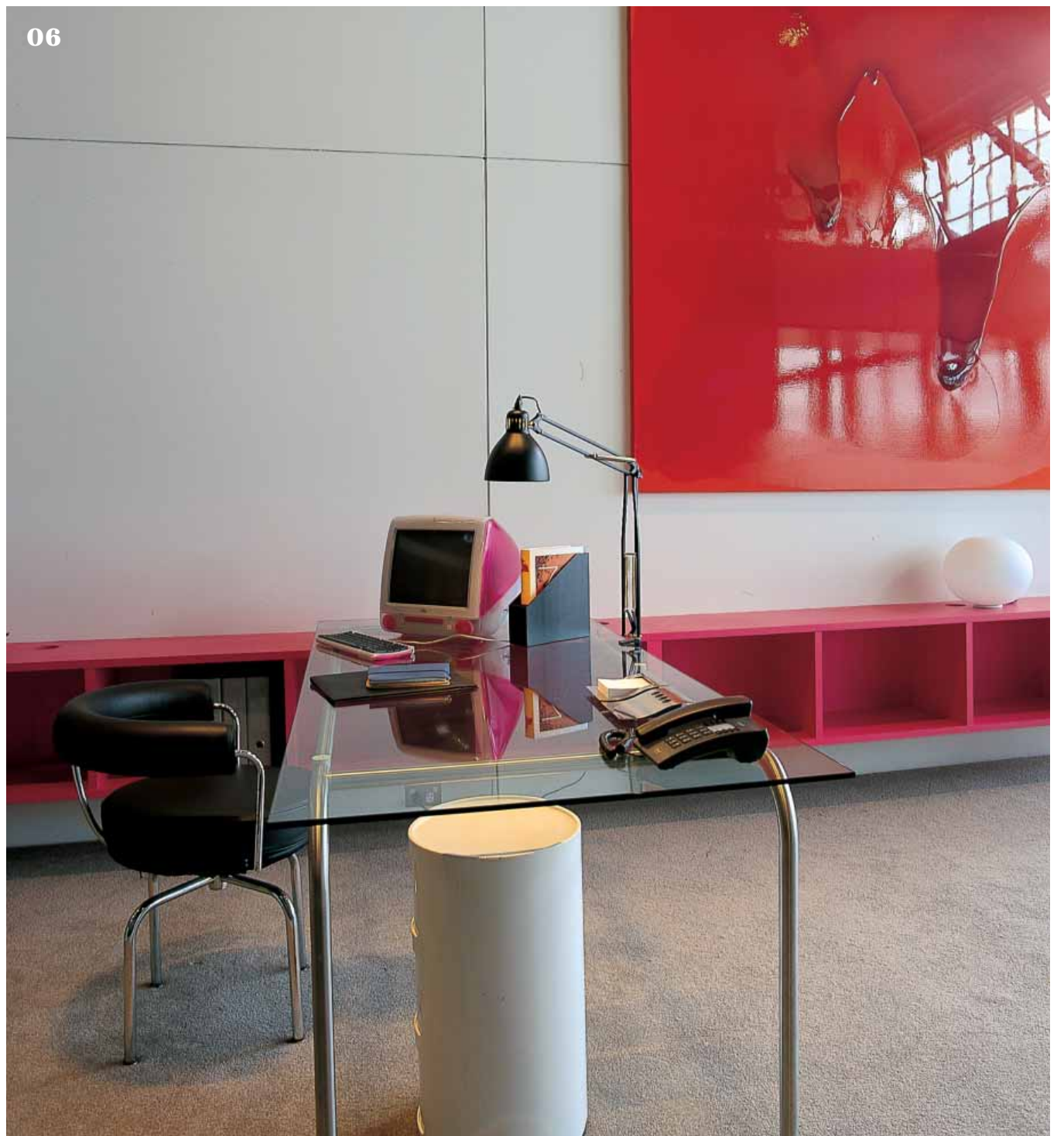


**The design challenge**

An office design needs to 'fit' with the work culture of a firm. Our design practice draws on the visual identity and brand of an organisation to project and reinforce core values both internally to staff and clients, and externally to the broader public and competitors.

This insight forms part of Jackson Teece's design process, as we review the way a firm is currently working. Within an office the daily flow of information and communication and the ability of employees to retrieve and access this information, impacts on the speed of response, flexibility and accuracy within the work environment. We strive to develop a working environment which supports these core activities, as well as to provide additional design elements to both stimulate delight and enjoyment within the working day.

This approach couples with Jackson Teece's market leadership within the area of sustainable design and mirrors the drive towards better, healthier work environments.





### Technological change

As technology shifts, so too does the physical requirements of our office environments. Traditional commercial design based on L-shaped workstations is a solution to housing a large scale cathode ray tube computer monitor. Accordingly, the depth it requires necessitates the deep space found in the corner of the L-shaped desk. New flat screen technology requires a new response.

### Planning for the individual

Our approach to planning works from the individual desktop of each staff member through to the movement of staff through an entire office. Simple but sophisticated design philosophies are combined with knowledge of the client character. Establishing a clear and open line of communication with the client decision-makers enables a project to be successful and enjoyable.

We begin the design process with planning options, arranging the various functions of a firm with regard to their interconnectivity and hierarchy of need. We explore multiple options to allow a client to see various benefits over a range of solutions. This process is done in close consultation with the client's project team, leading to an approved planning approach understood by all stakeholders.

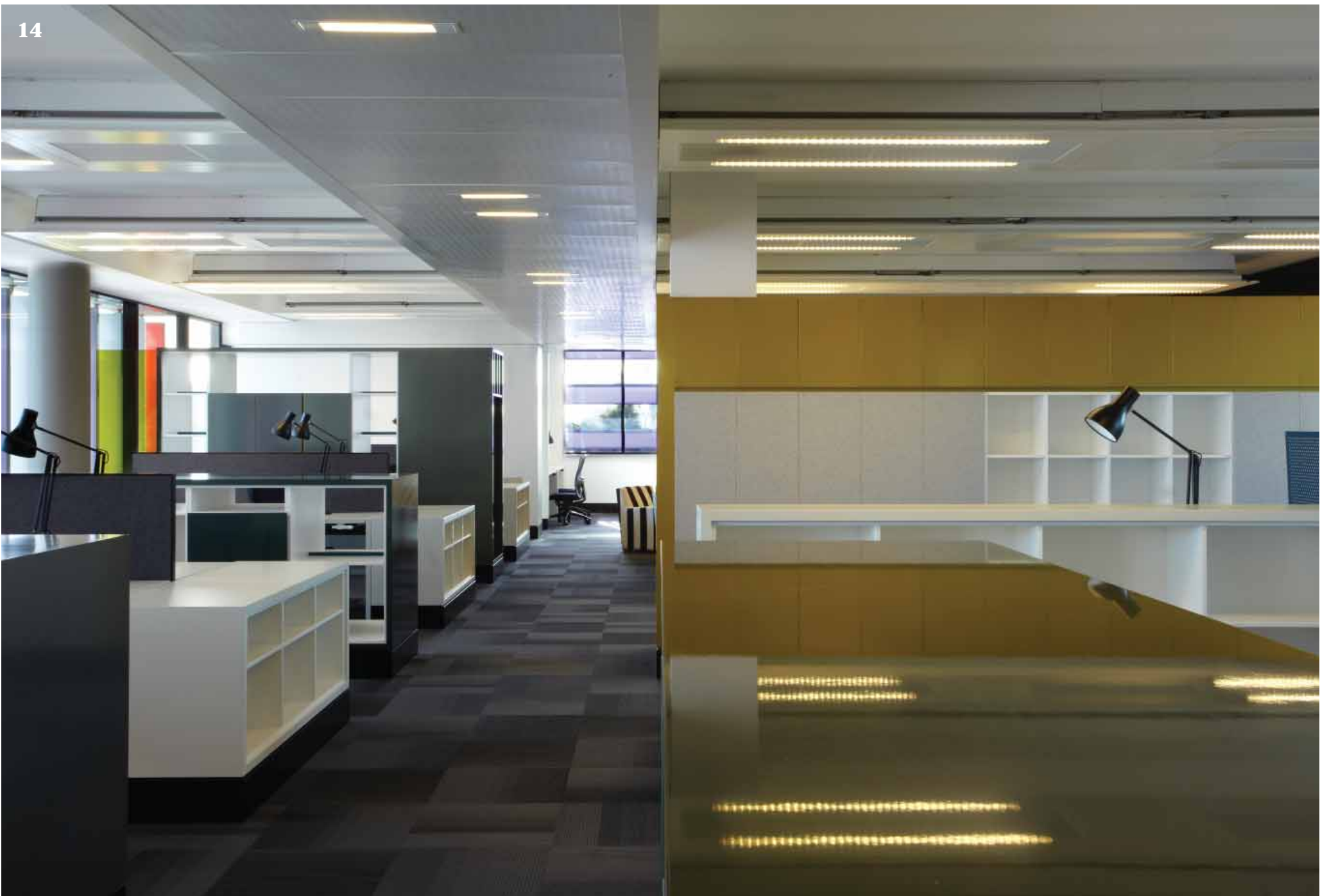


### Creativity

The design identity works as an overlay onto the approved layout. Materials, colour, light, and reflectivity allow us to create spaces which span from calm, refined and elegant through to energetic, playful and engaging. The design response always contains an element of the unexpected, a design idea which creates a distinct physical identity for each client, both a talking point for clients and a way to create a stimulating work environment for staff.

Our creative ideas are tailored to suit each project's scale and time frame. To us a successful project is one which delivers a supportive sophisticated environment while achieving the aims of a client's brief and budget.

**Our design response  
always contains an  
element of the unexpected**



For more information on any of the projects in this document or to discuss a business opportunity, please contact Paul Brace (Interiors Director)



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|---|---|
| 01 Scott Street Apartments - Lobby<br>Kangaroo Point<br>Brisbane, QLD | 09 Dunning Ave<br>Roseberry, NSW *                                  |
| 02 Evocatif<br>Jones Bay Wharf<br>Pyrmont, NSW *                      | 10 Jones Bay Wharf<br>Pyrmont, NSW *                                |
| 03 Babcock & Brown,<br>Sydney, NSW *                                  | 11 Evocatif<br>Jones Bay Wharf<br>Pyrmont, NSW *                    |
| 04 Sydney Ports Corporation<br>Port Botany, NSW                       | 12 Dunning Ave<br>Roseberry, NSW *                                  |
| 05 GE Commercial<br>Sydney, NSW *                                     | 13 Thirlmere Rail Heritage Centre & Museum<br>Thirlmere, NSW        |
| 06 Jones Bay Wharf<br>Pyrmont, NSW *                                  | 14 Sydney Ports Corporation<br>Port Botany, NSW                     |
| 07 Sherman Galleries<br>Paddington, NSW *                             | * Projects completed by Paul Brace whilst<br>Design Director of PTW |
| 08 PTW<br>Sydney, NSW *   | ++ All Photography by Sharrin Rees                                  |

