



The Socially Responsible Design Studio

NEWSLETTER

July 2020



CIRCULAR ECONOMY QUESTIONS FOR FITOUT DESIGNERS TO ASK THEMSELVES

1. Am I familiar with circular economy principles and the circular economy ecosystem that can support this project?
2. How far will the Lessor permit me to take a circular economy approach to this project? Can I help to educate them on the benefits and to break down the barriers?
3. Have I commenced Client and broader social/environmental cost/benefit analysis of applying circular economy principles to this project?
4. Is my client familiar with a circular economy approach to fitout design? Have I rigorously shared this approach with them? What is their stance? Do they have any furnishings, fixtures, fittings, equipment and/or materials that could be redeployed or adapted and reused from elsewhere into this fitout?
5. Site Audit - What can we keep and re-use in situ in this tenancy (adaptive reuse)? Who owns what's here and can our client keep it (ensure legal ownership is properly documented and 100% in Client's ownership/holding)?
6. Site Audit - What can we keep and repurpose in some other creative way in this premises?

DRAFT CIRCULAR ECONOMY GUIDELINES FOR DESIGNERS

Are you a designer who's interested in protecting the environment by being part of creating a circular economy for the Australian interior fitout design and construction industry? Based upon our two decades of experience in designing impact conscious interiors we've decided to make public a list of questions for designers to ask themselves throughout each of their projects, in adopting a more responsible approach to design, specification and project management. This set of guideline questions is shared as open source as part of our initiative to create a circular economy. If you would like to comment on or add to these guidelines or join our initiative please contact us for more information.

[Full guidelines here](#)

NO MORE 'BUSINESS AS USUAL'

The success of adapting to the ever-changing business environment lays in one particular strategic approach - being forward thinking.

Our Principal, Vanessa Cullen, has written an eight step guide to assist those in the shopfitting industry to reposition their businesses and build more fruitful business relationships. Turn to page 20 of the latest issue of Interior Fitout Magazine below to learn more.

[Read more](#)



BE TRUE, BE HELPFUL, BE GOOD, BE HUMAN, BE KNOWN, BE AGILE AND BE CONNECTED and you'll have at least given the future your best shot

VANESSA CULLEN, PRINCIPAL,
FORWARD THINKING DESIGN



MAGAZINE FEATURE

FTD's transformation of Club Catalina's Main Bar, Members Lounge and Restaurant space was recently showcased in Interior Fitout Magazine. The timeless 'white on white' fitout, which improved spatial efficiency and brought a newfound warmth to the space, is only Stage One of an FTD-lead three year strategy to strengthen the Club's competitive position. Follow the link below to read the full article on page 74 of the latest Interior Fitout Magazine issue.

[Read more](#)

WHAT'S NEW IN FOOD & HOSPITALITY

With COVID-19 having a severe impact on the F&B industry, retaining these tenants will continue to be challenging. Brain & Poulter have created a tool to calculate the risk profile of each store and discuss in this article which tenancies may be more in jeopardy

[Read more](#)

The future of food and beverage service? Businesses and universities have been clambering over themselves to be the first to take Quick Service Retail totally human free. Now COVID-19 has given them an added reason to champion contact-less technology...

[Read more](#)



WHAT'S NEW IN RETAIL

In the midst of the pandemic, most countries have deemed grocery stores as essential services. But with shoppers having new needs and priorities, retail is adapting accordingly...

[Read more](#)

WHAT WE'RE WORKING ON & WHO WITH

- A golf club building master plan in regional NSW
- Large office/medical services interior design project in Sydney
- Community co-design facilitation of an organic grocer retail renovation in regional NSW
- Plant-based gourmet cheese startup business & brand advisory
- A place making social enterprise business plan collaboration with UNSW students and a commercial client
- A space strategy for a cycling hub social enterprise in Western Sydney
- Environmental impact reduction initiatives for the interior fitout industry Australia-wide
- Strategy and design thinking leadership series on The Future of Space
- Advisory to a nature based activity social enterprise for people with a disability

FEEL GOOD STORY OF THE MONTH

With COVID-19 continuing to impact businesses, the Instagram account 'Welcome Merchant' is providing a free platform to showcase businesses lead by refugees across Australia. Give them a follow to learn more and show your support...

[Welcome Merchant Instagram](#)



STRENGTH OF RESILIENCE IN OUR NEW WORLD

In this interview in DAWN's COVID-19 podcast series our principal, Vanessa Cullen, shares her past personal struggles and how these have helped her to find resilience in leading our social enterprise through COVID-19. Vanessa shares insights into the challenging experiences which lead her to take an ethical business stand, almost two decades ago, and emerge as the founder of a certified, award-winning B-Corp today. Watch or listen to the full interview below to hear Vanessa's strengthening message about breaking down the hard stuff and keeping your eyes on the horizon...

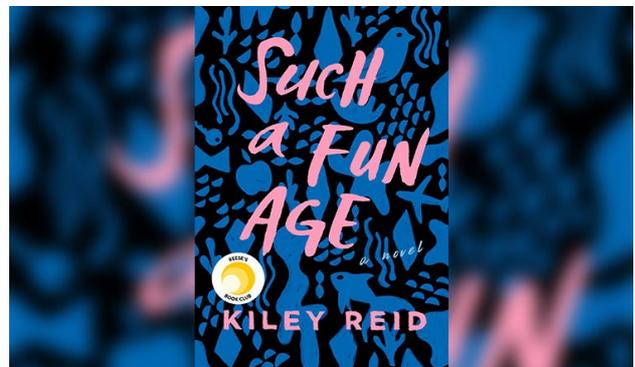
[Watch here](#)

[Listen here](#)



WHAT WE'RE READING

Such a Fun Age, Kiley Reid



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