



The Socially Responsible Design Studio

NEWSLETTER

June 2019

Our Managing Director, Vanessa Cullen, recently went on a whirlwind trip to Hong Kong, Europe and Hanoi (Vietnam). Not only did she participate in a fantastic ultra trail running race in Italy, but she came back full of inspiration from the diverse places she visited. This month's newsletter will showcase some of the exciting spaces she came across on her travels and other news from the past month...



The Chinese Library (image: Owen Raggett)



Dargonfly Bar (image: Dragonfly)



Touch Ceramics (image: Prentice Chien)



The Rustics Coffee (image: huonggiang)



Statement (image: AB Concept)



Carft (image: Three Dogs)



WHAT'S NEW IN FOOD & HOSPITALITY -

Toasties & gourmet sandwiches are still on trend:

Cavalier 1.0 is an espresso and toastie bar which recently opened in St Leonards. Open only on Sundays, the coffee bar serves Marvell Street roasts and a constantly changing selection of impressive toasties, which can take up to three days to make.

[Read more](#)

Shift Eatery is Sydney's first vegan deli and is one of our current Strategy clients. Located in Surry Hills, Shift Eatery created their menu to help people make the shift to a vegan diet. Their famous toasties and sandwiches are every bit as flavourful as any of their animal protein counterparts and their business is thriving.

[Read more](#)

WHAT'S NEW IN FOOD & HOSPITALITY

Our Managing Director, Vanessa Cullen, recently attended the Naturally Good Expo to research the latest food & beverage trends. Her key learnings, experience and observations included:

- The Australian F&B Consumer market is one of paradox. Consumers report rating 'free of artificial ingredients' as more important than dietary requirements factors, such as vegan or gluten free, but their actual purchasing habits don't reflect this – many people don't know how to identify artificial ingredients and don't actually avoid buying foods containing these when not clearly labelled. Similarly 85% of Australians rate themselves as in 'excellent', 'very good' or 'good' health but 67% of Australian adults are overweight or obese, only 17% meet the national physical activity targets and only 5% meet fruit intake guidelines, according to the Australian Bureau of Statistics.
- Cauliflower is the new kale in terms of product/ingredient, demand and sales growth. Upcycled and byproduct ingredients (such as coffee grounds) are being harnessed as no longer waste, but becoming functional foods. The on-trend booms in food are in vegan/plant based proteins (powders, meat alternatives and faux meats), pro and pre biotic and fermented food and drinks, medicinal mushrooms, collagen and hemp as ingredients, freeze-dried and preserved foods.
- In terms of shopper and diner loyalty the two highest ranked factors are 'Value' followed by 'Experience'



WHAT'S NEW IN RETAIL & SERVICES

Following a significant anti-plastic movement in the past few years, New Zealand supermarket chain New World has decided to stop wrapping fresh produce in plastic, and have been reaping the rewards. With some vegetables increasing in sales by 300%, it's clear that many people are more likely to buy fruit and vegetables that aren't wrapped in plastic.

[Read more](#)

FEEL GOOD STORY OF THE MONTH



July is B Corp Month - an opportunity to celebrate what makes each B-Corp so special, and to show why better business, for a better world, matters.

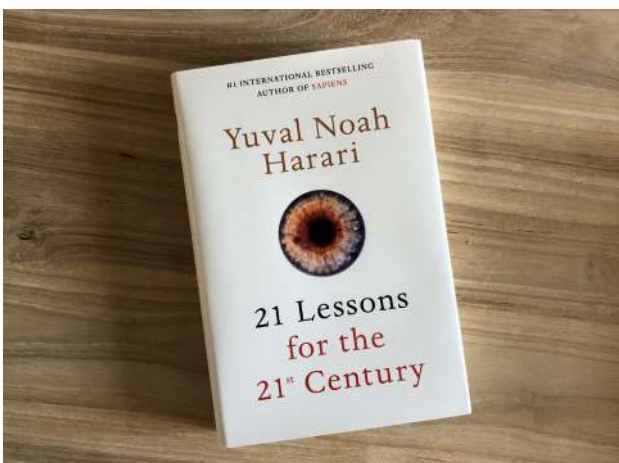
At FTD, being a B Corp means that we strive to use business as a force for good, by supporting and giving back to our staff, clients, the community and the environment.

[Learn more about B Corps](#)

WHAT WE'RE READING THIS MONTH

21 Lessons for the 21st Century

Yuval Noah Harari



WHAT WE'RE WORKING ON & WHO WITH

- A Golf Club Building Master Plan in Regional NSW
- Large Office/Medical Services Interior Design Projects in Sydney and Tuggerah
- A New Food Retail Store and Brand in Sydney
- A New Asian Grocery Store and Brand in Sydney
- An Office/Warehouse Relocation in Sydney
- New Flooring Retail Stores in Melbourne and Brisbane
- Business Strategy for a Restaurant/Cafe Brand Expansion Australia

WHAT'S NEW IN BUSINESS

Our Managing Director was again a guest of the Reserve Bank of Australia at their Board Dinner, where the Governor, Philip

Lowe, gave a remarkable speech about the reduction in interest rates and the general economy.

Vanessa was seated with Guy Debelle, Deputy Governor, who gave an excellent speech about the economic impacts of climate change back in March. She also enjoyed chatting with Matt Thistlethwaite MP, Michael Fullilove ED of the Lowry Institute, Brianna Casey CEO of FoodBank Australia and Ronni Kahn AO CEO of OzHarvest with whom FTD are looking forward to working on an exciting hospitality project in the next 12-18 months.

[Read/listen to Philip Lowe's speech](#)

[Read/listen to Guy Debelle's speech](#)

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