



The Socially Responsible Design Studio

NEWSLETTER

October 2019

CLUB CATALINA REFURBISHMENT CONCEPT NOW ON DISPLAY

Our concept package for the main bar and members lounge at Club Catalina is now on display in the Club foyer, as well as on the Club Catalina website. See the concept boards & 3D visualisation on the website below.

[See more](#)



NEW RECENT RETAIL PROJECT

Our latest retail design store opening is **Michael Chang's Asian Grocer at Campbelltown Mall**.

Unfortunately the client's builder didn't complete the fitout precisely to our design but we're pleased to see that the store still stands out in the mall nonetheless. Impact is almost always compromised when the designer is not engaged to oversee construction so not paying for this service is definitely a false economy.

This is a common mistake made because business owners can't measure the potential sales losses they might otherwise have gained had the design been executed as planned. Often the client isn't privvy to all the detailed compliance, ergonomic and aesthetic reasons as to why we position things 'just so' or select certain finishes and fittings.

If elements of the design need to be altered due to site conditions, lead times or cost engineering, it is always best to involve your designer in these conversations rather than compromising the design (and your business success). Good designers should be approachable, flexible and have alternative solutions ready to assist their client and client's builder to achieve the outcomes required.

WHAT'S NEW IN RETAIL AND SERVICES

In-store experience is crucial to leaving a lasting impression on customers. Techniques such as marketing to the senses, offering longer & more immersive experiences, and prioritising connections between staff and customers can make the difference between an OK experience and a “wow” experience.

[Read more](#)



WHAT'S NEW IN WORKPLACE

Creating a positive entrance experience within commercial buildings can result in increased tenant retention. By avoiding common mistakes like using flimsy or incorrectly scaled furniture, your public space can express a positive image and professional presence.

[Read more](#)

“Hot-desking” is an increasingly popular office setup, in which workers are not assigned their own desk, and could be set up at a different location every day. Whilst this is intended to facilitate face-to-face interaction, and save space when many workers now freelance or work from home part time, the impact on staff may not be so positive.

[Read more](#)

WHAT'S NEW IN FOOD & HOSPITALITY

In a **world-first interactive retail experience**, customers visiting the Niska ice-cream bar in Melbourne can have their ice cream ordered, scooped and decorated with toppings, all by collaborative robots. FTD ask - what will be the future of human staff in QSR?

[Read more](#)

Within the next decade, the alternative protein market is projected to contribute up to \$3 billion to the country's economy. As the number of Australians choosing to eat meat-free continues to grow, the plant-based meat market is poised to become a major industry in the near future.

[Read more](#)



WHAT'S NEW IN WORKPLACE

We recently had the opportunity to attend a series of talks regarding strategies for workplace health and wellness organised by InHouseGroup3. Here's some of the key points we picked up:

- Excessive noise in the workplace can cause hypertension, high stress levels, tinnitus, etc
- Mid-high range frequency noise (i.e. people talking) can be easily treated with solutions such as **acoustic ceiling panels, wall panels and acoustic baffles**
- Other major concerns in offices include speech privacy, and loss of time due to distractions (office staff lose an average 86 minutes per day)
- Another acoustic solution designed to combat this is **sound masking** (introducing a specific audio signal at low volume to limit distractions) which masks speech intelligibility, and makes it easier to focus

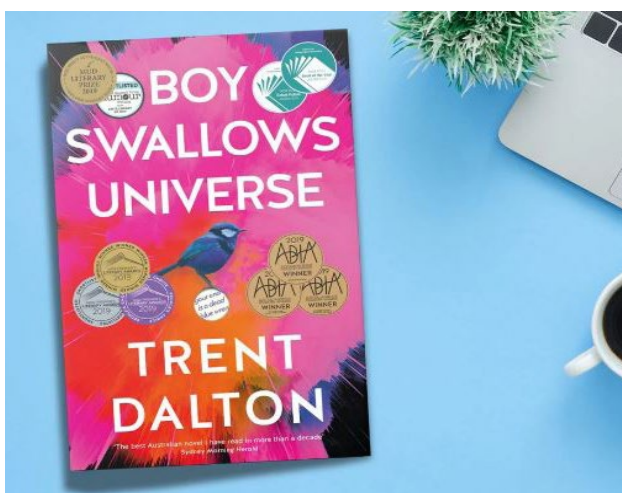


WHAT'S NEW IN BUSINESS

This month our Director Vanessa Cullen attended the AICD's Essential Director Update 2019, where the topic of **corporate responsibility** was a key talking point.

WHAT WE'RE READING THIS MONTH

Boy Swallows Universe, Trent Dalton



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
- An Office/Warehouse Relocation in Sydney
- New Flooring & Homewares Retail Store Brisbane
- Community Food Co-operative Renovation in Sydney
- New Premises Selection Advisory for a Charity in Melbourne
- New Premises Selection Advisory for a Cafe in Sydney
- Organic Food Retail Social Enterprise Renovation Advisory in Northern NSW
- Environmental Impact Reduction Initiative for Interior Fitout Industry Australia-wide

Congratulations to our Director Vanessa Cullen, who recently took out 3rd Female overall place in the 50k Hume & Hovell Ultra Trail Run Event in Tumarumba!

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