



The Socially Responsible Design Studio

# NEWSLETTER

February 2020



## NEW RETAIL PROJECT

Our latest store design, **DecoRug Home**, has opened at **Mt Ommaney Centre in Queensland**. DecoRug is one of our ongoing clients, with 20 stores and counting across Australia. This time our client came to us with a brief to create a new concept, very low cost, fitout design for their new business division; DecoRug Home. This division incorporates homewares alongside their usual rugs and cushions. This was DecoRug's first foray into a small footprint shopping centre tenancy rather than their usual DFO & homemaker centre sites.

FTD responded to this brief with a contemporary light and earthy feel to the store. The timber cladding to the floor, walls and ceiling creatively utilises client product and cuts diagonal patterns across the store, to create a fresh and dynamic space. The lighting design was also critical and was ably provided by FTD's partner Design By Bow.



## NOT ONLY IS FTD A CERTIFIED B CORPORATION, WE ARE ALSO NOW SOCIAL TRADERS CERTIFIED!

Social Traders certification recognises social enterprise businesses that trade to intentionally tackle social problems, improve communities, provide people with access to employment and training, and help the environment.

Social Traders certification assures stakeholders that a social enterprise has a social, cultural or environmental purpose as its primary objective, that commercial trade is the main mechanism the organisation is using to sustain itself and that the majority of the organisation's efforts and resources are invested into the social purpose.

At FTD our social purpose is to provide our graphic and built environment design skills to social enterprise and charity projects, and we retain our commercial profits in the business to utilise towards providing 'at cost' and pro bono professional support to these projects.



## DESIGN INSPIRATION FROM ORLANDO

Emma, one of our designers, recently took a 3 week trip to Orlando, Florida. She's come back particularly inspired by the vibrant and playful lighting and facade designs. Here's a few photos she took during her time overseas.



## THE IMPORTANCE OF PLACE

We love this piece by Woods Bagot's Kukame McPierzie. In recent years there has been a trend of using architecture and design to create "instagram moments". Seeing a space or building as simply a flat backdrop takes away from the power of design to create an immersive, sensory experience. Instead, it is important to create a sense of unique place, that encourages exploration and the investment of time in first hand experience.

[Read more](#)





## WHAT'S NEW IN FOOD & HOSPITALITY

Celebrity chef Kylie Kwong writes that food is a **valuable way to invoke social change and to preserve and celebrate culture**. By learning about and incorporating native ingredients into food offerings, we can begin to create a new ethical, sustainable and authentically Australian cuisine.

[Read more](#)



## WHAT'S NEW IN RETAIL AND SERVICES

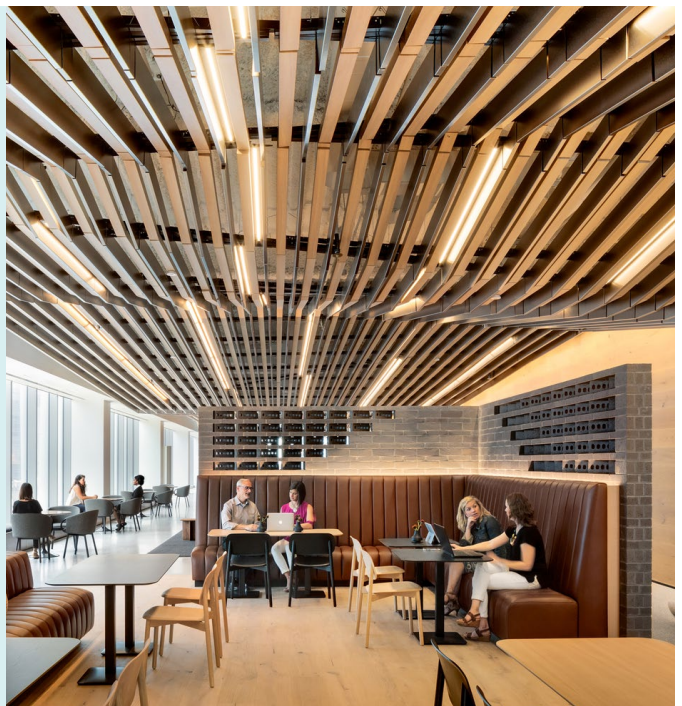
Fashion retailer Kelli Donovan writes that **there is a growing movement in fashion retail for sustainable and ethical practices, and transparency in the industry**. In order to create a cleaner, healthier and safer planet for all, consumers, retailers and designers alike must consider what impact they are having through their practices.

[Read more](#)

## WHAT'S NEW IN WORKPLACE

The new global headquarters for Hyatt in Chicago **encourages interdisciplinary collaboration, inspired by the guest experience methodology used in Hyatt hotels**. Care was taken to ensure all employees have their own seat, with options to suit how different people work. A variety of collaboration spaces, private nooks and places for conversation give employees flexibility to work how ever they choose.

[Read more](#)





## YOU'RE INVITED

FTD invites you to join us in attending the **B Local Sydney panel event "Growing with Integrity" on the 19th of March, 6pm-8pm.** The panel will be discussing how purpose led organisations can balance growth and maintenance of values. Click the link below to learn more and to register.

Our Principal, Vanessa, is the Diversity & Inclusion Chairperson with B Local Sydney; our city's division of B Corporation membership representation. B Corporations are companies that meet the highest verified standards of social and environmental performance, transparency and accountability, and use business as a force for good.

[Read more](#)



## WHAT WE'RE READING

**Food: A Cultural Culinary History**

*The Great Courses, Ken Albala*

## WHAT WE'RE WORKING ON & WHO WITH

- A golf club building master plan in regional NSW
- A plant-based eco cafe in Sydney
- An office and client services relocation for a women's employment charity in Melbourne
- A B2B procurement support interface for an ethical business community in Australia
- Environmental impact reduction initiatives for interior fitout industry Australia-wide

## COMING UP IN 2020...

At FTD we're looking forward to more exciting partnerships, including supporting **Housing All Australians** through involvement in their projects to combat homelessness in Australia.

The charity, Housing All Australians takes wasted empty buildings and fits them out as pop up homeless shelters through the use of pro bono design, project management, trades and furnishing. Click the link below to watch a video about what they do, and how commercial organisations can use their skills to help vulnerable Australians:

[Learn more about Housing All Australians](#)



## FTD IS GOING 100% POWERED BY RENEWABLES

**By this EOFY our switch from part renewables/part general grid electricity will be completed with the installation of our solar system.** We'll be self-generating 100% of our own power most days and by connecting to Powershop (100% renewables retailer) we'll also be ethically supplementing any nighttime use/shortfall.

### Social Media



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