

(inside)

interior design review



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**Work it
Baby.**

PRACTICE PROFILE

E2 EXPERIENTIAL ENVIRONMENTS

01.
Qantas.
Photography by Tyrone Branigan and William Meppem.



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CLIENTS COME TO E2 WHEN THEY KNOW they want something a little different. E2 is more than a design consultancy, it is a team made up not only of interior designers and architects, but also researchers, innovators, strategists and producers who collaborate throughout the entire design process. Designers and strategists sit in one open plan space where there are no walls or hierarchy and they all take turns in making tea! E2 is making its mark in the world of design by offering hybrid solutions that fall between architectural environment and brand

experience for its clients. In fact, many clients will contact the studio when they are looking for a one-stop design shop, or when they need a new solution for their marketplace. As a result, E2's work is often category challenging or represents a distinct shift in design process for the client; however, E2 prides itself on the ability to create inspirational spaces while maintaining excellent value per square metre. "Clients call us when they know they want something a little different," says joint director Robbie Robertson and that is exactly what they get.



E2 was co-founded by Robbie Roberts and Alex Ritchie who, having worked together in the UK, saw the possibility of a design studio that could become a one-stop shop for every client. The studio opened its doors for business in September 2007, forming the first multidisciplinary design consultancy of its kind in Australia. Success followed and in the second year of business the studio took home the B&T Experiential Agency of the Year award. Since its inception, E2 has worked more than 178 different projects and has evolved into a specialist consultancy that is in demand internationally. Just a couple of years ago E2 consisted of two people driving around in a Smart Car, but it has now developed into a company employing

15 staff in Sydney, Melbourne, Singapore, Beijing and Abu Dhabi working on multiple multimillion-dollar contracts. Winning the \$12 million contract to design the Qantas Service Centre in Sydney was a milestone in E2's evolution, raising the studio's profile both nationally and internationally. Other projects include the fitout for Singleton Ogilvy Mather (SOM), a challenging work that involved the integration of all the SOM companies over six levels, completing briefs for the Australian Government in Jakarta, a China Telecom exhibition design for the 2010 tradeshow in Shanghai and evolving flagship stores for Virgin Mobile, Tarocash and Vodafone. Recently it even designed a pop-up pub for Victoria Bitter!

The versatility and commitment to excellence that the designers at E2 commit to every project is paying dividends at this early juncture of the company's career and with so much success under its belt it's easy to see a bright future for this design company. **(inside)**

- 02.** Virgin Mobile.
Photography by Tyrone Branigan.
- 03.** Commonwealth Bank.
Photography by Nicole Ritchie.
- 04.** Singleton Ogilvy Mather.
Photography by Tyrone Branigan.

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INTERIOR DESIGN EXCELLENCE AWARDS

IDEA 2010 ROUND 01

Welcome to IDEA 2010 and the opportunity to view the first round of shortlisted projects and products for the year. We have revamped the structure of the awards in 2010 to reflect the changing face of the design community and as such, now have three rounds in which to enter projects and products instead of four. We have also incorporated two new categories, Event Design, for temporary projects; and the IDEA Gold Medal, to reward outstanding achievement in the Australian design industry, the recipient to be named by the IDEA 2010 jury. The last change will be to the Designer of the Year category. This year there are two awards, one decided by the IDEA 2010 jury; the other by you, the readers, as the People's Choice Award. The list of nominees for this most prestigious award will be taken from among the shortlisted candidates in every round, so, if you are shortlisted and published in the pages of *(inside)* then you could be the Designer of the Year for 2010. Of course the culmination of votes at the end of the year will decide the ultimate winner, so to cast your vote go online at www.idea-awards.com.au and make your voice and nomination count.



QANTAS CENTRE OF SERVICE EXCELLENCE

design practice E2 **photography** Tyrone Branigan **project description** This 5000m² circular space, part of a Qantas training and development initiative, is a sensory branded experience demonstrating the Qantas commitment to customer service. Experience zones and classrooms ensure a functional and engaging environment, with training areas revealed behind theatrical curtains, as if employees are arriving on a movie set. The brand is reflected in the lighting, structure and finishes, while the spaces are arranged to create a journey for employees as they move from zone to zone.



FUJITSU

design practice Futurespace **photography** Danial Nash **project description** Fujitsu's new facility brings together three existing call centre locations, creating a durable, budget-driven fitout with a high level of amenity for employees. The entrance lobby is defined by the red of the Fujitsu brand, while brightly coloured pods act as semi-enclosed meeting and relaxation spaces within the open plan office. Panel walls along the main corridors divide the workplace from meeting rooms and breakout areas, and a café space offers respite from the workplace.



BT INVESTMENT MANAGEMENT

design practice Geyer **photography** Tyrone Branigan **project description** The BT Investment Management project takes a new approach to front-of-house design, bringing guest and employee requirements together and offering a new approach to standard reception zones in corporate fitouts. Designed to improve communication and connectivity, the quiet, understated ambience of this boutique investment firm resembles a loft apartment with magnificent views of Sydney. Three communal workspaces include a social café/interchange area, a library for reflection, and a communal depot area for group focus and newsbreaks.



LULAMAE POP-UP SHOP

design practice Breathe Architecture **photography** Andrew Wuttke **project description** This sustainable design for a pop-up shop for fashion boutique Lulamae was temporarily located in Melbourne Central over summer. This pop-up takes the street façade of the Lulamae Brunswick shop and transplants it into the urban shopping centre, re-imagining and romanticising it in storybook fashion. The design plays with scale, making shoppers feel like Alice climbing into the dolls house. The fitout is made from 100 percent post consumer waste recycled cardboard. The prefabricated panels and cardboard columns were designed for swift assembly, slotting together on site in less than two hours.



VB POP-UP PUB

design practice E2 with Droga 5 **photography** Stephen Robertson **project description** E2 and Droga 5 collaborated to design the world's first Pop-Up Pub for VB, part of a promotional campaign in which the brewery gave away every day for 75 days over summer. The durable, portable pub was launched to change the perceptions of the brand, and was engineered for indoor and outdoor use. Fabricated from two sturdy carry cases containing nine pieces, the 2.5 metre-tall pop-up features a steel frame, timber counter, canvas sun-shade and illuminated sign that will last summer after summer.



ADMARK COMMUNICATIONS

design practice Chard International **photography** Peter Bennetts **project description** This project is the addition of a reception area and private meeting room to an existing office warehouse space. The two new areas are arranged around a sophisticated system of sheer drapes, based on the idea of the Fibonacci Spiral. The spiral is centred on the meeting table, flowing outwards until it reaches the front door. A drupe track is installed across the two ceiling heights, creating the new reception and meeting room areas and offering privacy without shutting out those who work there.



ALANNAH HILL HEAD OFFICE

design practice David Hicks **photography** Shannon McGrath **project description** This once redundant warehouse was structurally upgraded, with sensitivity for period features and the individual character of the building. The sleek polish of the new additions contrast with the rawness of the existing building, creating a theatrical backdrop that reflects the identity of the brand. Space has been maximised, with decorative details softening the hard edges and modernist detail of the new elements.



VIRGIN MOBILE

design practice E2 **photography** Tyrone Branigan **project description** E2 created a new store design and brand personality for Virgin Mobile that recalls a stylish lounge or bar. The 'member's lounge' features two distinct areas for selecting and purchasing the product, with a colour palette articulating the three separate products on sale. Interactive touch screens allow customers to compare handsets and connect to the member's lounge, while display points can be updated from the head office, saving printing and distribution costs associated with print media.