COPING WITH STYLE

THIS DISASTER RECOVERY COMPANY'S OFFICE PROVES THAT DESIGN MATTERS

Investing in design has really paid off for disaster recovery company, Interactive Systems Availability, who have worked closely with Sydney-based design firm, arnoldlane, to develop the company's branding, identity and interior concepts, over four projects in Sydney, Brisbane and most recently Melbourne.

The latest Interactive fit-out in Docklands, Melbourne, required the designers to work towards two very separate briefs to create an office with an improved sense of community for Interactive employees, and to design a generic, multi-use space suitable for any corporate client, when needed – the disaster suites are left empty unless required. Chris Lane of arnoldlane explains that "in 10 years the suites (at other locations) have only been used once, as a base for the 2004 Tsunami phone-a-thon appeal".

"The client didn't see the value in design. They thought these people are going to be in a disaster recovery situation, we just need to give them a seat," says Lane. "As designers, we had to convince them that they need to offer more." Interactive's approach was simply that the generic premises were only a disaster measure. However, a client who requires alternate premises to continue working is under an enormous amount of pressure and to accommodate people in an ill-conceived environment at such a difficult time doesn't equate.

The designers worked to form a model that could offer a considered and purposeful environment, a facility that is not overly branded, that is contemporary, that provides the client and their staff with a comfortable base that is theirs only, for a period of time.

The new Melbourne fit-out blends Interactive offices with the generic accommodation, providing opportunities for permanent staff to mix with their

clients as they visit the offices to maintain their business information. A barbecue area, informal meeting areas, communal kitchen facilities and more break-out spaces offer this type of interactive space.

The generic offices are located on the ground floor, a more centralised location than the previous fit-outs, creating a more community-focused area whilst also becoming an effective marketing tool for Interactive. Transparency means people can see the space from the exterior and see people using the multi-use areas. Meanwhile, overhead feature lights in a striking oval shape were custom designed and provide a visual signature that is repeated in the furnishings.

The development of the Interactive business model is evident in each of the four projects. The interiors of the Melbourne project have become an effective marketing tool while also instilling and strengthening Interactive's relationships with their clients.

Lane says that the latest Interactive project "demonstrates confidence in our abilities on behalf of the client. We have always sold ourselves as 'design matters' – it impacts on your business and matters to the people using the space."

Anna Marsh is a freelance writer
on design based in Sydney.

INTERIOR DESIGN **ARNOLDLANE**
LOCATION **MELBOURNE | AUS**
PROJECT **INTERACTIVE
SYSTEMS AVAILABILITY**

INTERACTIVE SYSTEMS AVAILABILITY

INTERIOR DESIGN arnoldlane
DESIGN TEAM Christopher Lane,
Kathy Arnold, Ingrid Farago
BUILDER CGA Bryson
SERVICES CONSULTANT Meinhardt
TIME TO COMPLETE 6 months (design),
5 month (construction)
TOTAL FLOOR AREA 4500m²

ABOVE Custom lights
in a geometric shape are
signature design elements
throughout the interior
OPPOSITE The Interactive
interior is purposeful,
non-branded and
contemporary

ARNOLDLANE
(61 2) 8307 0212 arnoldlane.com

FURNISHINGS Receptionist chair is 'Modus'
from Wilkhahn. Ground floor meeting room
chairs are 'Hillie' from Camatic with 'Quad

System' tables from Head Office Group.
Staff ground floor café chairs are 'Catifa
46' from Stylecraft, with 'Muira' stools from
Interstudio and outdoor 'Corsica' tables
from James Richardson. Level 3 waiting area
lounge chairs are 'Catifa 80' from Stylecraft,
'Stylus' coffee tables from Stylecraft with
'Eames Segmented Table' for boardroom
from Living Edge and 'Coro' indoor planter
pots from Space Furniture.

LIGHTING Ground floor waiting area custom
pendants from Yellow Goat Design.
Reception desk lighting 'Intralux' from JSB
Lighting with general lighting 'Panos' from

Zumtobel. Meeting room wall fitting and
recessed wall washer is 'Duell' from JSB
Lighting with 'Moon' table lamp from
Hub Furniture.

FINISHES Meeting room fabric is 'Tonus
3000' from Kvadrat with ground floor
waiting area ottomans upholstered in 'Feel',
colour 'Respected' from Instyle. Ground
floor entry foyer tiles are 'Grigio Basaltina'
from Artedomus, staff cafes vinyl flooring
is 'Smaragd' from Forbo. Ground floor
meeting room carpeted in 'Wizard Twist'
from Supertuft. Reception desk finished in
Trezzini solid surface veneer from Parbury.

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(61 3) 9953 1377 headofficegroup.com **Hub Furniture** (61 3) 9652 1222 hubfurniture.com.au **Instyle Contract Textiles** (61 3) 9427 9055 instyle.com.au
Interstudio 1300 785 199 interstudio.com.au **James Richardson Group** (61 3) 9428 1621 jamesrichardson.com.au **JSB Lighting** (61 3) 9827 9888 jsblighting.
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Stylecraft (61 3) 9666 4300 stylecraft.com.au **Space Furniture** (61 3) 9426 3000 spacefurniture.com.au **Supertuft** (61 3) 9427 8600 supertuft.com.au
Wilkhahn (61 3) 9670 5570 wilkhahn.com.au **Yellow Goat Design** (61 7) 5532 8659 yellowgoat.com.au **Zumtobel** (61 3) 9686 3000 zumtobel.com