

(inside)
interior design review

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INTERIOR DESIGN EXCELLENCE AWARDS

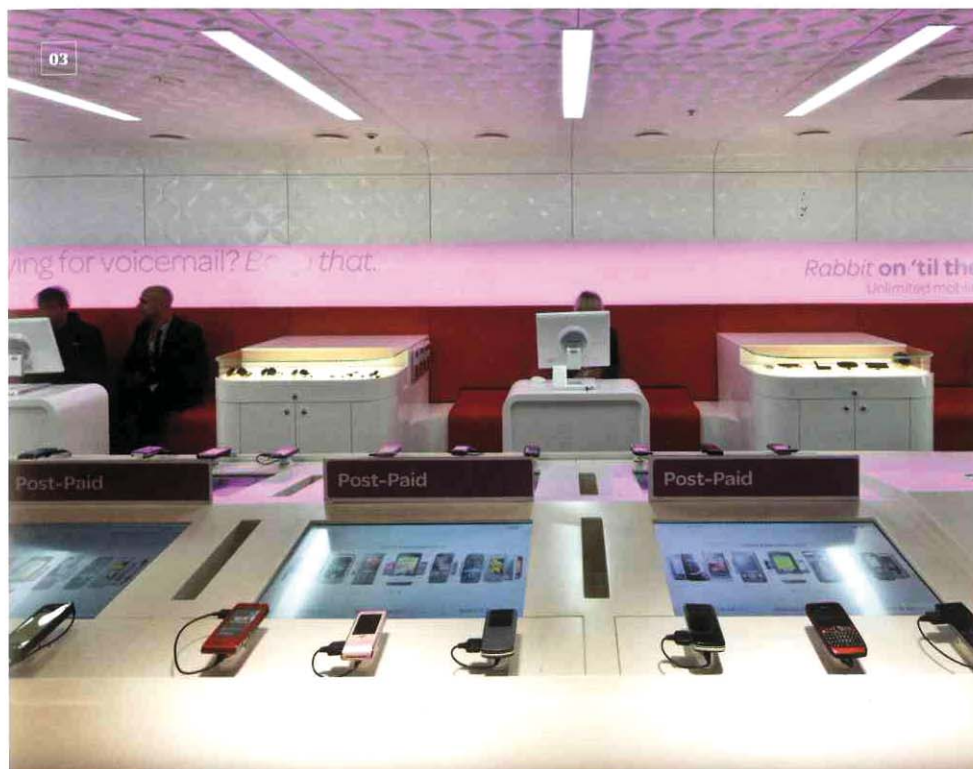


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03. Virgin Mobile retail store, Sydney, New South Wales.
Designers E2 – Experiential Environments

As an integral part of the Virgin Mobile brand refresh, E2 collaborated with the company to deliver a new brand direction. Rigorous research into the brand and consumer profiles resulted in the delivery of a new retail environment and all comms across the Virgin Mobile portfolio.

The new retail environment extends appeal to an older, sophisticated demographic, while maintaining the cheeky brand image of Virgin Mobile. It moves away from the typically clinical telecommunications retail environment by introducing a new, secondary colour palette through mood lighting. The space is divided into two areas to facilitate a customer journey from the handset selection to sign-up phase. The colour palette further articulates the product groups into the pre-paid, post-paid and broadband categories. This enables Virgin's time-poor customers to easily navigate through the store.

The retail environment boasts the latest technology, with interactive touch screens enabling customers to compare handsets on screen as well as connect to the Virgin Mobile members' lounge. All handsets are connected to

devices enabling sales tracking. The technology allows POS material to be easily updated from IP address from the Virgin Mobile head office. E2 is currently rolling out new Virgin Mobile retail stores across Australia. Photography by Tyrone Branigan.

04. Escarpa Apartments, New South Wales.
Architect MacCormick Simonian Interior designer Sandra Zobel

MacCormick Simonian sought to provide the residents of the Escarpa Apartments the qualities they felt were often absent from apartment living, including: complete privacy, direct access to private garden spaces, sun-drenched internal and external rooms, a sense of space, separate street entrances and good cross ventilation.

The design welcomes the sun and natural light through internal courtyards and the water feature downstairs, skylights and roofs, which tilt up to catch the sun as it moves around the building.

Every area is designed to feel more spacious. Natural light fills the apartments, merging internal and external spaces. The architects have avoided using down lights, creating fluid interiors with ceilings that extend beyond the walls and floors that extend beneath the joinery.

Practical needs have been considered, with built-in storage in every bedroom. The hallways have been designed as 'storage vessels', and a generous storage room in the basement completes the ensemble. Photography by Andrew Blaxland.

