

MBF AUSTRALIA SYSTEMS

“MBF never wanted to move workstations that were past their ‘use-by’ date; they wanted to move people to an all new working environment. The Schiavello workstations allowed us to do everything that we needed to do in a very simplistic form.”
Bethan Price, Geyer Pty Ltd.

LIVING THE BRAND

MBF Australia Limited, the country's largest privately managed health insurance group, is looking to project a more open and dynamic business philosophy, and enhance its corporate culture along the way.

___Relocating to Sydney's financial district overlooking Circular Quay afforded MBF the opportunity to change and grow consistent with their strategy for growth and diversification in health and financial protection.

___With the help of Geyer's Design Team, a great deal of effort was put into the development of a workspace environment that supported team building, information sharing and encouraged collaborative workstyles. Geyer Interior Designer Bethan Price says the MBF brief was to allow their people to live their brand through a workplace that was visually exciting, flexible and efficient.

___Integration and innovation were key business issues that needed to translate into the design concepts. “Design planning involved getting business groups to interact, instilling transparency and honesty, so that people had a real sense of identity and were living their ‘be positive’ brand, and we tried to weave that into the environment,” explains Price.

___With the building's deep floor plates, and a lot of natural light lost in the centre, it was important to have workstations against the floor's glazed perimeter, sharing natural light and views.

No built zones and a wide interconnecting stairwell puncturing each level also allowed access to views and created a very transparent environment. A notion of ‘active’ and ‘tranquil’ health permeates the space, especially breakout areas, and provides a fitting reference to MBF's business activities comprising its core private health insurance offering, financial services and lifestyle management services.

___Schiavello workstations consisting of Elitone Desking System with QED returns and System 45 low screens accentuate the open plan feel. Using a ‘kit of parts’ approach, the same-sized workstations accommodate people within different departments, with different work tasks, whether it is paper-based or call-centre oriented. The workstations were a key driving factor in the design process, facilitating flat screens, the use the mobile CPU holders and the use of System 45 screens with full height neatly integrated power blades to manage power and data reticulation.

___“Selecting the Schiavello workstations came down to the quality of the product and its sustainability – in terms of longevity, the warranty, and Schiavello's reputation for being a very good service provider and manufacturer,” says Price.

Project Location
Levels 1, 2, 3 + 18,
50 Bridge Street,
Sydney

Client
MBF Australia Limited:
Dr. Dana Skelin

Design Team
Geyer Pty Ltd:
Kate Swinney
Bethan Price
Isabel Lester

Schiavello NSW
Mark Keppie
Daniel Beers
Sash Ristevski
Ed Robusto

Area
8,400 m²

Products
Elitone Desking System
+ System 45 + QED
tables with mobile
pedestals.



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1_Corridor view showing
System 45 panels with 300 mm
void, QED table as return with
mobile pedestal.
2_Workstation configuration
illustrating the collaborative
work styles for MBF's new
work environment.
3_Workstations incorporating
Elitone desking, System 45
screens and QED tables with
mobile pedestals.

