

RITCHIES/IGA
FITOUT + SYSTEMS

Project Location
1095 Frankston-Dandenong Road
Carrum Downs
Victoria

Client
Ritchies Stores:
Mal Cameron

Design
Woods Bagot:
David Ley
Grant Filipoff
Gabriella Gulacsi
Sophie Safrin
Sue Solly

Schiavello Vic Fitout
Tommi Cosgrove
Craig West

Schiavello Vic Systems
Stephen Rando
Joe Curmi
Gareth Bennett

Area
1560 m²

Products
Millem glazed partition system,
QED desking, Systemet 45 panels, Systemet storage, Interpower softwiring.

You'd be forgiven for walking into the walls at the new Ritchies-IGA head office.

BACK TO THE FUTURE

The distinct murals emblazoned on walls and glass partitions draw employees into Ritchies' fledgling beginnings of the 1870s, and are a testament to the company's ever-expanding horizons.

From advertisements and promotions, to life-size images of supermarket interiors and shop fronts, the mural often resembles craft-like papier-mâché, and retro style with an ultramodern approach.

Schiavello Vic was granted the three-storey fitout and systems furniture project, and was commended by Ritchies Director Mal Cameron: 'They did everything from go to whoa. The number one thing that appealed to me was that we were dealing with one person, and that helped in any query or problem which applies even after the job's finished.'

Mr Cameron maintained in the brief the importance of portraying the company's proud tradition. 'One of the things we stipulated was the history of the company. The history is one of our strengths and Woods Bagot and Schiavello came up with the concept of the big murals to convey that.'

Bold colour statements reflect the modern, positive outlook Ritchies encapsulates. The vivid orange and red creates a backdrop linking the company's past, present and future eras. Woods Bagot architect David Ley elaborates, 'A ribbon of colour has been taken up the vertical axis and woven through the support rooms, offices and breakout spaces of each floor.'

Schiavello's QED system and screens along with Systemet mobile pedestals, and the streamline Millem system enhance the design's contemporary elements and take the office to the next level of progressive aesthetics and functionality. Among the QED products' environmental benefits are its MDF powder coat technology, which decreases environmental impact significantly. The workstations, partitions and storage systems are all modular and extremely sturdy, therefore reducing the need for replacement and future consumption.

Centrally located support spaces such as meeting rooms and utility areas surrounded by open plan offices keep the space open, light and airy.

As David Ley describes, the internal structures relate directly to the company's structure and operational methodology, with the combination of traditional independent working spaces and communal areas improving synergy and openness.

The company's continued expansion was the catalyst to the new premises, and staff members are suitably delighted with their striking surroundings that include amenities such as breakout areas and entertainment facilities. The mixture of open and closed spaces provides a versatile working environment.

Unsurprisingly, Mal Cameron proclaims the new office space as a popular addition to the ongoing Ritchies story. 'Everyone that comments on the office says it's so distinctive; it's got the wow factor. We've captured the history but in such a modern way. I think we've just got an A-grade result.'



RITCHIES/IGA HEADQUARTERS FITOUT + SYSTEMS

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- 1_ Meeting rooms using Millem glazed system with applied graphic film.
- 2_ Stairwell demonstrating bold colour and unique graphic elements.
- 3_ Offices and open workstations using Millem glazed partition system, QED desking, Systemet storage and accessories.
- 4_ Open work area with QED desking, Systemet storage and Systemet storage.



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