

## FOXTEL FITOUT & SYSTEMS

Woodhead International's challenge was to create a 'future' workplace that collocated FOXTEL's personnel within a fully integrated and interactive team environment to support an emerging new culture, improve productivity and enhance the team's work experience.

# ARCHITECTURAL EDGE

The design concept of FOXTEL's new Customer Solutions Centre in Melbourne cleverly refers to televisual communications with reference to a series of 'tubes' floating above a solid podium. Not only do the 'tubes' define the internal zones they also play an important role in sustainable design principles. FOXTEL and Woodhead International have produced a project that was driven by the internal layout spaces, function and finally a shell that captures the essence of the corporate culture.

The state-of-the-art centre, incorporating a call centre, data logistics, and office environment, has been designed to provide a healthy and comfortable working environment for over 1000 employees working in rotation from 6am to 12am daily.

"Our design approach was to develop the building from the inside out," explains Alex Nock, Associate at Woodhead. "The needs and comfort of the users are as important as the external architecture of the development and landscape. The resultant design philosophy influenced the building design to create big open floor plates to suite workspace modules with a central day-lit atrium."

The work environment is modern and flexible, adopting the latest workplace philosophies. The workplace environment encourages interaction and creativity within the FOXTEL workforce. This is enhanced by Schiavello's Elitone desking system with adjustable height worktops and 1350 mm high curved System 55 dividing panels that promote visual interaction between team members and provides acoustic performance at workpoints. The workstation system is complemented by Systemet metal storage pedestals and Novetta task seating. Schiavello's fitout team were contracted to provide partition works, which included the installation of Schiavello's MK 9 aluminium partition system to enclosed offices.

According to Woodhead, the incorporation of sustainable design principles from the outset delivered on FOXTEL's request that the five level building offer equality of natural light, clean air and accommodation.

The glazed portion of the façade faces to the north and south, with solid walls to the east and west. This orientation ensures that solar gains to the internal office spaces are easily controlled and at the same time maximises the use of natural light. The highly visible east façade is a solid surface which helps to reduce heat gain from morning sun. The amenities were also positioned on the eastern side, providing an additional thermal buffer and introducing visual interest by punctuating the façade.

**Project Location**  
1-21 Dean Street  
Moonee Ponds  
Melbourne

**Client**  
FOXTEL

**Design**  
Woodhead  
International:  
Robert Hopton  
Greg McManis  
Eteban Insausti  
Alex Nock  
Antoinette Bozanic  
Ian Grant

**Fitout**  
Bruce Luu  
Zane Danielis  
Tommy Virgato  
Adrian Riotto

**Systems**  
Arthur Salmon  
Susanna Tigani  
David Tomassi

**Area**  
7,500 m<sup>2</sup>

**Products**  
Elitone desking system with adjustable legs complete with 1350 mm high curved System 55 dividing panels, Systemet metal storage pedestals and Novetta task seating. MK 9 aluminium partition system.



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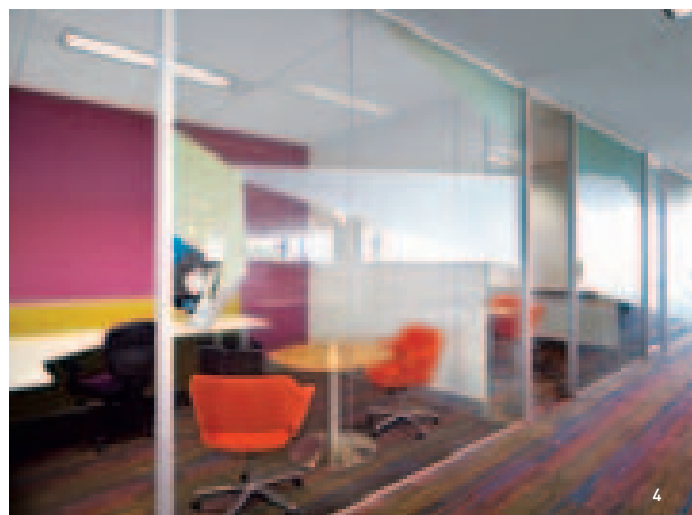
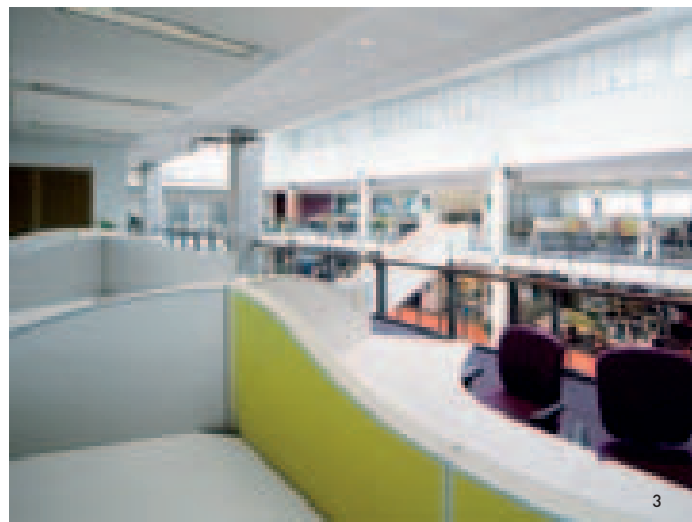
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with adjustable legs  
complete with 1350 mm  
high curved System 55  
dividing panels,  
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task seating. MK 9  
aluminium partition  
system.

Interior materials and colours were influenced by use of the spaces, sustainable design principles, aesthetics and longevity. This included a simple palette of glass and corrugated zincalume steel providing overall continuity to the building. Colours reflect FOXTEL's corporate mantra of integrity, unity, leadership, innovation and creativity, complemented with other bright and vibrant colours and shiny and metallic finishes for an energetic and stimulating work environment. The outcome of this exciting new environment locates FOXTEL's community facilities and public interaction facilities on the ground floor. Flexible team spaces on the three upper floors create a sense of "places and space" for the staff where the design, graphics and TV screens reinforces the core entertainment nature of FOXTEL's business.





1\_Large open floor plates to suite workspace modules lit by a central atrium.  
2+3\_Open work areas featuring the Elitone desking system + System 55 curved dividing panels, Systemet cushion-topped storage pedestals + Novetta seating.  
4\_Schiavello's MK 9 glass partitioning system to offices.



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