

TELSTRA INNOVATION CENTRE SYSTEMS + JOINERY

Project Location

Level 2
1010 La Trobe Street
Docklands
Melbourne

Client

Telstra:
Vito Chiodo

Design

Geyer Pty Ltd:
Peter Geyer
Matt Sheargold
Amanda Wood
Amanda Wright
Alexandra Coleman
Hoa Huang

Project Management

Bovis Lend Lease:
Bruce Hunt

Schiavello Prima

Architectural
Robert Scriva

Schiavello Vic Systems

Raffaele Tigani
Vincent Tigani
Stuart Etheridge
Kristian Missen
Lidiya Dimkovski

Area

1204 m²

Products

QED work environment.

Melbourne's Telstra Innovation Centre is a world class facility, showcasing the possibilities of technology in everyday life.

DE-MYSTIFYING TECHNOLOGY

Telstra has opened up a new world of smart technology with the introduction of its Innovation Centres, established to accelerate the development of new and emerging technology solutions.

The Innovation Centres in Sydney and Melbourne provide an interactive environment and demonstrate how Telstra technology can be applied as part of people's everyday lives helping them stay more connected and ultimately make life easier. For Telstra, specific objectives that needed to be translated in the fitout included market recognition, 'innovation' leadership, partnering with customers and encouraging existing and potential partners to reinforce/build relationships, reinforce people's perceptions of the Telstra brand and encourage them to view Telstra as being innovative, fresh and surprising. The centres also needed to 'de-mystify' technology, highlighting how it can be easily integrated into people's lives for clear benefit and contribute to a culture of innovation.

The challenge for Geyer's design team was to create an environment which communicated Telstra's commitment to technology and to do this in a way which engaged people, making it easy for them to understand and feel at ease with the technology.

According to Alexandra Coleman of Geyer, the design response is based upon a series of modules or 'pods'. Each represents a different setting relevant to aspects of consumers' lives.

The range of settings encompasses all aspects of life: education, health, logistics, mobility, office and home,

with various pods such as a kitchen, stage, a small business office area, a delivery van and a boardroom.

Customers are escorted on a tour of the pods, where various hand held devices are used to interact with the technology story as it unfolds. Audio visual presentations assist in building a narrative as people move through the centre. The centre continually evolves to feature the latest technology and to keep clients up to date with new initiatives as they come to market. According to Bruce Hunt of Bovis Lend Lease (BLL), project managers for the Melbourne Centre, the joinery by Schiavello was a critical item and in order to resolve the budget and time restraints several workshops were held with Schiavello and BLL where all stakeholders' requirements were addressed. Schiavello were involved in the backlit opal acrylic Perspex reception desk, Perspex-raised floor, bench unit in the kitchen pod and the 'learning centre' which features Schiavello's QED work environment.

The design intent was to showcase the technology by keeping the settings as minimalist as possible, rather than realistic,' explains Coleman. 'Elements have been simplified, with the minimum number of pieces used to build the setting.' Lighting and audiovisual intelligently enhances the illusion. Apart from more readily accommodating change, this approach also engages the customer, who may project their reality into the setting, and imagine the possibilities.



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1_ Customers are escorted on a tour of a series the pods (representing different settings), where various hand held devices are used to interact with the technology story as it unfolds.
2_QED work environment on a back-lit Perspex raised floor adds a high-tech feel to the 'learning centre'.
3_Reception area with back-lit reception counter in opal acrylic Perspex supported by a metal frame.
4_Triangular meeting table with horizon white tabletop.



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