

A design solution that encourages the flow of creative energies for Initiative Media's new base at Sydney's Pyrmont Bay.

Initiative Media

On Sydney's urban fringe, Initiative Media, a member of global marketing communications company, the Interpublic Group, joins prominent Internet and media firms in basing themselves in Pyrmont Bay. In close proximity to the harbour and Sydney's CBD, the Wharf 10 location sets the scene for clients, as they are encouraged to enter the company's new work environment that encapsulates the company's ideals of creativity and innovation.

The new open plan environment by design firm, The Patterson Group, provides a unique emphasis on the appearance of the work area having as much visual impact as the reception and 'public' space.

Initiative Media was keen to make the transition from enclosed offices over three floors to a single open plan environment. Important issues of privacy and storage space were essentially resolved in the selection of the workstation system, which needed to be ergonomic, aesthetically pleasing, cable friendly and affordable. "Working with Schiavello we found a system based on Sesto that proved to be flexible and with only a few changes provided the ideal solution to suit the client's needs," said Angela Kappatos of The Patterson Group.

Customised Schiavello Sesto height adjustable desking, System 55 powerblades, and Systemet storage solutions integrate into the workspace, meeting the requirements of an efficient work environment that can easily expand, and provide privacy with the opportunity for spontaneous interaction. "The Schiavello system provided the flexibility to address the client's needs with alternative table shapes, height adjustability, screen types, accessories and more importantly, configuration," said Angela Kappatos.

"Schiavello was able to quickly create a prototype of the specified sharknose worktop edge and assisted in the development of the curved perforated metal Sesto screens. The simplicity of the furniture affords easy reconfiguration for any changes made to the existing tenancy or possible relocation to another site," said Jason Parry of Schiavello.

The open plan design allows the company to work in a unified and interactive environment, with workstation clusters enabling teamwork and an exchange of ideas. The design layout takes advantage of a prime location, with numerous references inspired by the Oceania theme. A fish tank in the reception area connects the scheme to the marine surrounding, while instilling a sense of calm and relaxation to the working environment. Moving through the space, the open plan layout allows natural light to penetrate most areas, as well as allowing generous views for all staff. A servery opens to an outdoor setting and entertainment area connecting the workplace to its external surroundings.



PROJECT SUMMARY

Project Location Wharf 10, Pirrama Road, Pyrmont Bay, Sydney

Client Initiative Media - Stan Begas, Alan Robertson

Design The Patterson Group - Paula Hanigan, Angela Kappatos, Marion Sugrue

Project Management The Patterson Group - Nick Maric

Schiavello (NSW) Systems Jason Parry, Sash Ristevski, Ferdie Moraza

Area 774 m²

initiative media

Opposite Page [1] Workstation clusters in an open plan design enables team-work and an exchange of ideas. **[2]** A fish tank in the reception area complements the interior and references the external marine surrounding.

Below Image [3] Schiavello Sesto desking with System 55 powerblades and Systemet storage provides an ideal workplace for Initiative Media.

initiative media

