

POPPY BEVAN

Commercial Case Study

Getting down to business

Our fitout of Automotive Holdings Group's NSW head office



GETTING DOWN TO BUSINESS

Automotive Holdings Group's new NSW head office is a confident, masculine space warmed by a refined palette of luxurious natural materials.



The sculpted form of the reception desk expresses human mastery of form and seemingly floats within the foyer space.

Rugs and furnishings were utilised to define intimate waiting areas within the large foyer space.



Our studio was engaged late into project construction and designated the task of performing an urgent interior design review. This was followed by the implementation of an Interior Design Concept that accurately articulated Automotive Holdings Group as Australia's largest automotive retailer.

The project was designed within the spatial constraints of an almost completed structure located in a nondescript physical context. This allowed us the opportunity to fully explore the potential of interior design as a crucial and constitutional sculptor of experience.

The proposal draws closely on Automotive Holdings Group's identity as a reliable and consistent group that manages and retails supremely engineered instruments of innovation and precision.

The interior design reflects this and consists of a timeless combination of natural and man-made materials detailed to embody their most refined inner potential.

Our involvement included the design and specification of all interior finishes including: colours; furnishings selections; upholstery; custom carpets; workstations; glazing decals; joinery design.

The interior palette is comprised of greys, black, white, chrome, chestnut leather, polished timber, natural stone, and luxurious textiles in black, cream, and gold tones. These selections are allocated throughout the building according to the three tiers of conceptualised building programs; 1) fundamental business functions; 2) business development activities; 3) visitor interactions.

The interplay of varied textures, sheen, and transparency give depth to the concise, neutral palette. This layering is utilised to ensure a coherent and consistent interior design that comfortably accommodates the varied functions of the building whilst maintaining a strong sense of AHG's identity.

We designed each space within the building as a specific response to the brief. For example, the



The conference room accommodates significant business meetings and inter-company negotiations. It was critical that this space not only represent the highest calibre of refinement but also that its interior was timeless and comfortable enough to be within for many hours at a time.

The interior design outcome overall manifests as a three dimensional representation of the client, their role within the industry, and their brief for the building. In this way the project delivers a design solution that is both instinctive and innovative.

training room is an area for creative thinking and ideas development and is a vigorous and dynamic space resulting from its linear repetition, directional lighting, and the predominant use of black and chrome.

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The project is a truly bespoke response to client, building constraints, and functional necessities. The development of an extremely rigorous Interior Concept which informed every element of the interiors was crucial to the project's

success and allowed us the freedom to design unique details such as customised rugs and joinery whilst delivering a harmonious and balanced outcome.

This level of detail design enabled us to accurately and creatively represent the intentions of the client to create a landmark development by way of delivering a space that stands as a physical manifestation of AHG's values and role in the automotive industry.

The project was implemented by Prime Constructions Pty Ltd and was awarded the Master Builders Association Excellence in Construction award for the \$25-\$35 million category.

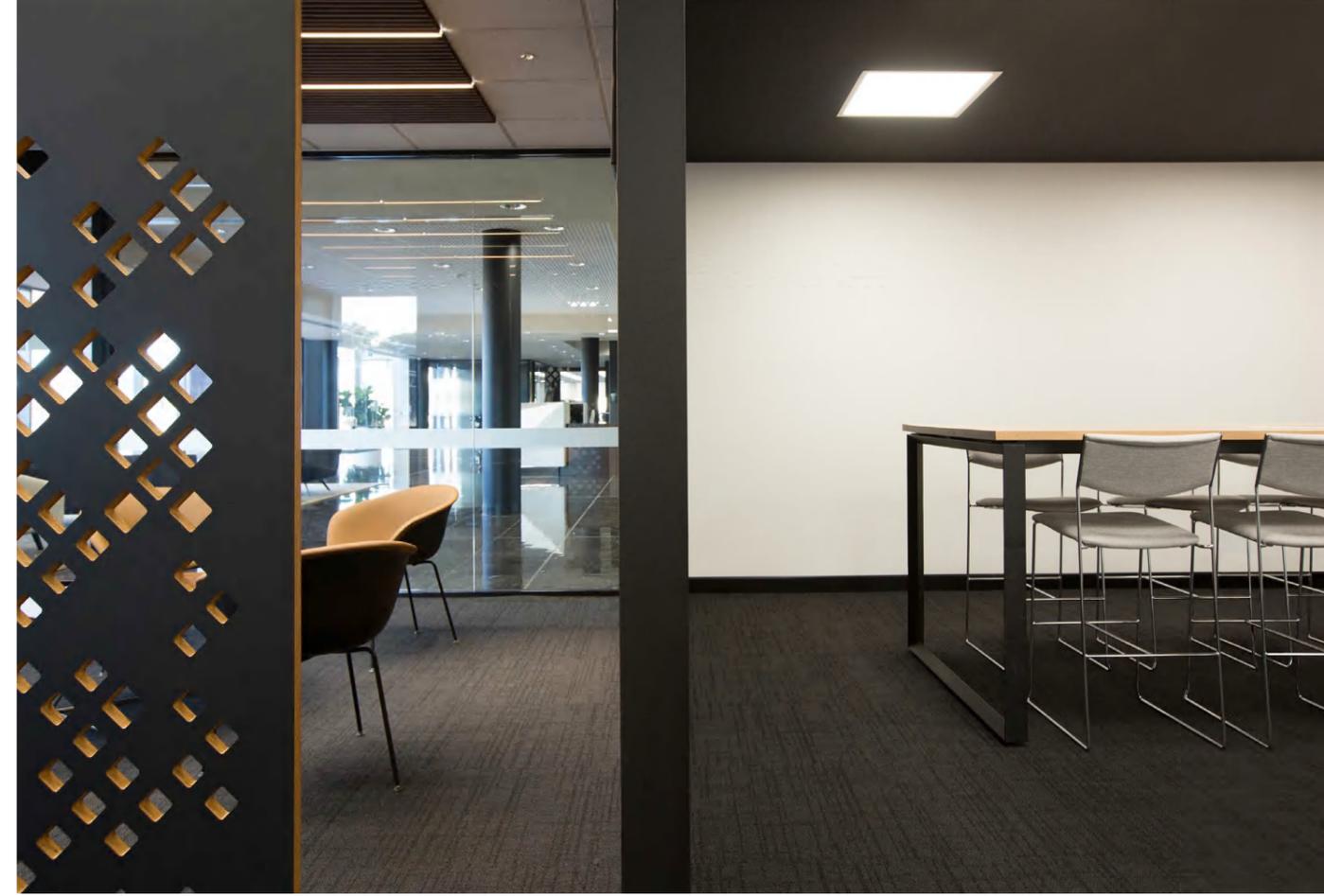




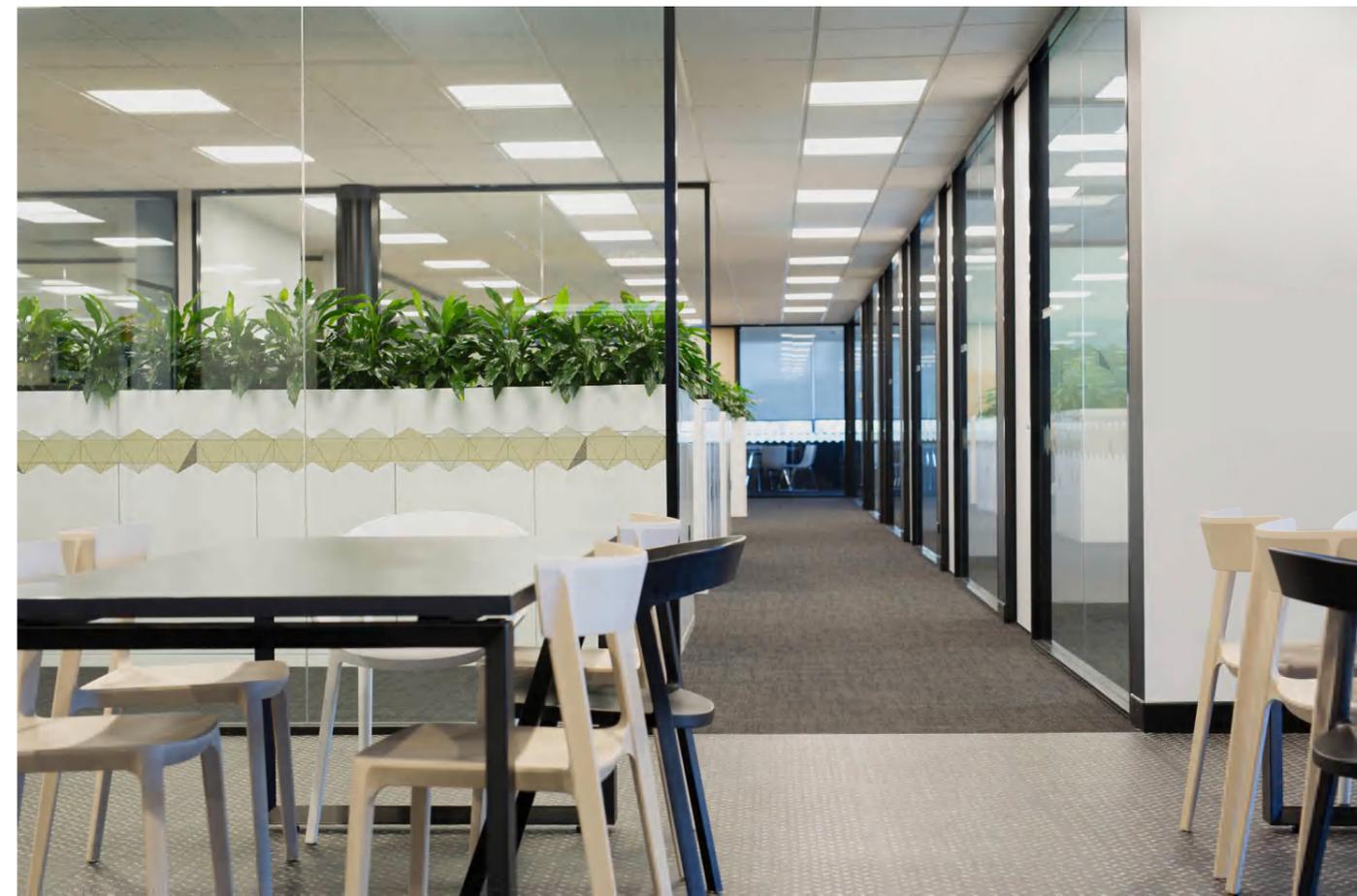
The business development areas used by visitors and staff are lively spaces that primarily employ black tempered with snippets of white to maximise contrast and instate a sense of dynamism.

The space is a landmark development that stands as a physical manifestation of Automotive Holdings Group's identity as a reliable and consistent group that manages and retails supremely engineered instruments of innovation and precision.

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A simple, neutral palette of greys, black, and white is enlivened with greenery to provide a calm ambience in the open plan office spaces

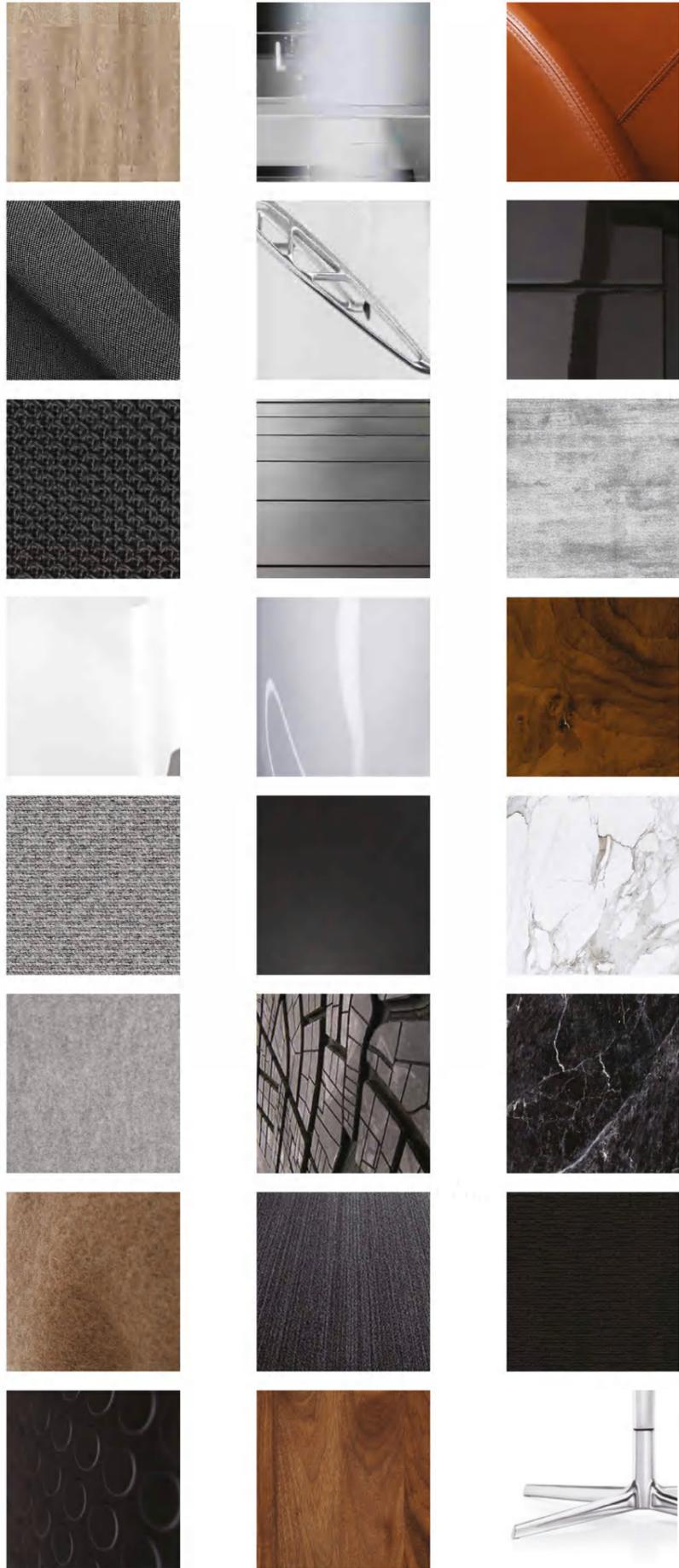




The boardroom table is custom designed and manufactured polished American walnut with a walnut burr inlay with painted black trim on chrome trapeze legs

The elegant and inviting first floor foyer showcases a bespoke, hand loomed woollen rug and customised furniture in sumptuous, warm tones





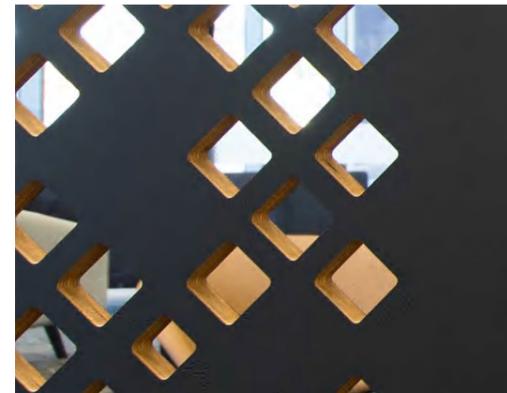
The overarching materials palette



The boardroom table



The reception desk



Open plan office screens



Safety and privacy decals

We custom designed several patterns that recur throughout the space in the form of rugs, glazing decals, and joinery details.



Hand loomed rug concept design



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