



PROJECT: LEVEL 22 1 BLYTH ST, SYDNEY NSW AUSTRALIA
CLIENT: MACQUARIE LEASING

Macquarie Leasing brand is about sustainability in providing car buying solutions. The innovation behind their brand identity was realising that they believe in alleviating the stress of the customer by doing all the work for them. The location for this client is in Sydney CBD, taking residence of one level that boasts 1637sqm offering floor-to-ceiling glass that is a six-star green status building with panoramic views of Sydney Harbour.

The brief outlined that the reception area had to be the 'hero statement' for this client and the design had to focus on sustainable values keeping in mind that this was to be an open planned space that needed to infuse the brands' metaphorical representations.

The design solution for this space was inspired through the client and the environment, to create harmony in the reception area by layering mediums of stone and wood textures that compliments the glass textures of the building. The statement piece for this area was the reception desk which is made from Altrock and recycled River Red Gum wood. Altrock is a material created from cuts of marble that is suspended in resin. This formed the aesthetic functionality of a circular design. The recycled River Red Gum wood is also used as support walls for the glass that separates the reception area from the office. Recycled Blackbutt battens leads you from the elevators to behind the reception desk and wraps around the corridor leading to the bathroom amenities. As the building is powered by plenty of natural light and solar power at night, minimal lighting is needed. Pendants in matt black with copper cages and retro copper chandelier lights create an industrial element, and offer soft lighting in the reception seating area. All lighting and furniture is carefully selected with the client's principles of sustainability in mind, using recycled leather lounges and recycled timber tables.

This Conceptual development was achieved by delivering a sociocultural, economical, and environmental solution and reflects the brand's core ethics and values, embracing sustainability in everything they do and ensuring their brand isn't just a service but a lifestyle.

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