



MODEZINE

VOLUME 10 > SUMMER 2011

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MODE DESIGN QUARTERLY - VOLUME 10 > SUMMER 2011

DIRECTOR'S NOTE

Welcome to the end of 2011 and what a year it has been! We have dealt with the intensity of mother nature, have opened our seventh studio in Melbourne, worked on a number of major infrastructure projects and witnessed many and varied new challenges within the industry.

During this time MODE DESIGN has successfully maintained our focus on our clients and our innovative and high quality design solutions we are known for.

I would like to take the opportunity on behalf of the MODE DESIGN team to wish you all a Merry Christmas and a happy and safe New Year. I hope you all enjoy this Summer edition of MODEZINE!

Rhonan O'Brien, Managing Director



MODE DESIGN IN 2012

After twenty years in practice, during which the office has grown from three people working out of the Princess Theatre in Woolloongabba to a company of nearly 100 staff in seven studios throughout Australia, MODE DESIGN are continuing the expansion of the practice through the development of alliance partnerships with Bateman Architects in Perth and DDF Consultants in New Delhi.

The coming year will see the completion of the integration of Codd Stenders under the MODE DESIGN umbrella, an expanded head office reorganised within a high profile Brisbane studio and the majority of our staff having access to document in Revit 3D. 2012 will also see a reinforcement of MODE's on-going work within the fields of affordable housing, healthcare, justice and secure

environments, education and sporting facilities, urban design and master planning, mining and remote area facilities as well as mixed-use, retail and commercial projects.

In addition MODE DESIGN looks forward to the independent expansion of our services in Landscape Architecture, Interior Design and Graphic Design. While projects in these areas are currently successfully serviced by our collective virtual studio which utilises the skills of our dispersed staff, we hope that in the near future these design activities will see representatives located in each of the MODE studios. We continue to strengthen existing relationships and to pursue new relationships with various partnerships in the areas of PPP projects, D+C projects and planning/design joint ventures.

We will continue to promote our business both internally and externally through submissions to design award programmes operated by the AIA and other industry bodies through the development of social/cultural aspects of the practice such as the recent art/architecture event co-sponsored by our Darwin studio and an adjoining art gallery through the development of ESD intellectual property and through our continuing participation in the student awards programme at Charles Darwin University in Darwin.

We look forward to a bigger and brighter 2012 partnering with our existing and prospective clients to achieve truly sustainable built environment solutions.

DTDIGITAL OFFICE FITOUT MELBOURNE, VIC

DTDigital is a young Melbourne firm known for cutting edge and innovative graphic and digital design. They have recently become part of the Ogilvy Advertising Group.

Mode Morris Partnership recently successfully pitched for the fitout of the new DTDigital headquarters at 380 St Kilda Road Melbourne, approximately 1,200sqm of floor space on the 11th floor of a 20 year old high rise building.

Mode Morris Partnership had been providing small scale interior design and architectural services to DTDigital prior to their joining Ogilvy. We developed some concepts that the firm particularly liked – and some furniture and lighting was

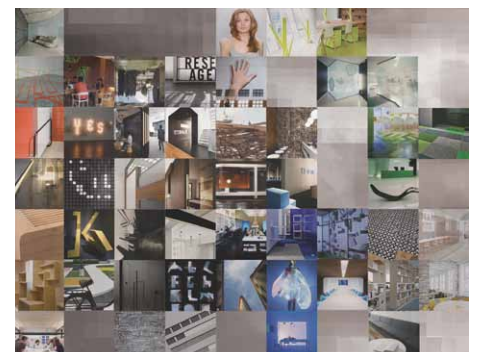
purchased as Stage One of a planned upgrade.

Once the new comprehensive office upgrade was announced, we had to pitch against a large and established Melbourne architecture firm.

We believe that the following aspects were instrumental in their successful bid:

- An existing good relationship with the client
- Our performance in design services to date
- A confronting and inventive approach to the pitch
- Competitive pricing
- The backing of a national firm

A fast tracked design and documentation stage has already commenced to be completed before Christmas and the fitout commencing in the New Year to be finished by March/April 2012.



ST GEORGE COMMUNITY HOUSING

SYDNEY, NSW



Client: Brisbane Housing Company
Location: Masters Street Apartments, Newstead, QLD



Client: Brisbane Housing Company
Location: Oxenham Apartments, Nundah, QLD

St George Community Housing (SGCH) is a community based not for profit housing provider delivering many affordable housing projects in conjunction with Councils across Sydney.

MODE DESIGN have been developing a strong relationship with SGCH and are proud to announce they are in the process of finalising contracts for inclusion in the SGCH panel for design and delivery of affordable housing projects across Sydney starting from January 2012.

As demand for affordable housing continues to grow throughout Australia and having completed many affordable housing projects across South East Queensland with Brisbane Housing Company, MODE DESIGN will extract their experience of fundamental design principles of affordable housing and will combine it with site, social and economic aspects of Sydney's suburbs to create affordable housing precincts that will improve the lives of the people within the community.

"We aim to provide quality affordable housing solutions that will not only be of the highest standard but will have a crucial role to play in Sydney in the pursuit for inclusive and integrated neighbourhoods", said Sydney Studio Manager, Paul Oreshkin.

MODE DESIGN's strong in-house knowledge base is shared between a number of designers who specialise in designing affordable housing. The design focus will be based on materials that are economical, but also hard wearing and require minimal maintenance. "We will strive to design attractive, desirable buildings for St George Community Housing where residents will be proud to live," said Paul.

'TOP END' EXPERIENCE

DARWIN, NT

Strengthening MODE DESIGN's long-running association with Charles Darwin University (CDU) and its commitment to the Top End, we welcome another bright student to our ranks. Work experience student Nathan Hoult joins MODE DESIGN's Darwin Studio in the role of Research Assistant fulfilling the professional practice requirements of his Bachelor of Environmental Science degree at CDU.

Nathan's environmental management skills are being utilised on MODE DESIGN's Howard Springs Nature Park, Palmerston Water Park and Secure Care Facility projects. Nathan is particularly looking at native revegetation and ongoing management requirements for the natural environment within these projects.

MODE DESIGN's partnership with CDU enables Nathan to build on his technical skills and affords him the opportunity to work across multiple disciplines alongside architects and designers. He also benefits



Research Assistant Nathan Hoult with Landscape Studio Manager Fiona Eddleston on site at Howard Springs Nature Park.



from working in a local Darwin firm that is backed up with the national expertise and resources from MODE DESIGN's studios in Brisbane, Sunshine Coast, Sydney, Melbourne and the Gold Coast.

Nathan joins a growing list of MODE DESIGN Darwin team members with an affiliation to CDU, with eight of its twelve current staff having undertaken study at the university throughout their careers. This confidence in local graduates guarantee's MODE DESIGN delivers projects that address the uniqueness of the Territory, including its vast size, weather patterns and transient population.

MODE DESIGN has also established with CDU the 'Peter Fletcher - MODE DESIGN Prize' awarded to the most outstanding Bachelor of Design graduate on an annual basis. The prize encourages graduates to undertake further study in architecture and includes a minimum of three months work experience as well as a cash prize. Natalie Chai is the very deserving recipient for 2011 and will come on

board with MODE DESIGN in the coming months. Previous recipients include Stefney Schapelle and Kelly Agnew who both have made valuable contributions to MODE DESIGN and the Northern Territory architectural industry.

MODE DESIGN's latest partnership with CDU only strengthens its commitment to the Top End. While many of NT's best are often enticed south for 'bigger and brighter opportunities', MODE DESIGN is committed to providing a nurturing and exciting environment for Darwin's young professionals to establish, develop and play a part in their home town.

ST VINCENT'S PRIVATE HOSPITAL

GRIFFITH, NSW

MODE DESIGN has designed a master planned development for a new private hospital, collocated on the public hospital campus, providing improved availability and greater choice of quality health care services to the local and surrounding Griffith population. The new facility was designed with flexibility in mind and future proofed for further enhancements as community needs and demographics change.

The launch of the St. Vincent's Private Hospital development took place in late November at the Griffith Regional Theatre, with more than 200 curious people turning out to learn how plans for the \$25.7million, two-storey facility were progressing. The presentation included the current status of the hospital and attached training facility, as well as the future direction of the project.

Mayor Mike Neville described the launch as "a proud moment".



RE-OPENING OF SOUTHS CLUBHOUSE

FAIRFIELD, QLD



January 2011 floods - South Brisbane District Cricket Club



Mode Design & Leightons Construction team



Premier Anna Bligh opening the new clubhouse

In January 2011, Brisbane flood waters inundated Fehlborg Park, Fairfield, home of the South Brisbane District Cricket Club. The fields, equipment shed, training facilities and, most importantly, the clubhouse were all submerged. "The structure was all that could be salvaged. We were left with the bare skeleton of a clubhouse. Even the roof had to go," said President, Sal Vasta.

Our very own Director of Mode Design, Peter Bertram came on board and donated the architectural guidance. The clubhouse now has state of the art facilities the equal of any not for profit sporting club.

On Saturday 19th November, Qld Premier Anna Bligh officially opened the club, stating, "this is a perfect illustration of the Queensland spirit and an example of what can happen when government and corporate citizens combine with community groups for the purpose of bettering the society in which we live."

Mode Design was proud to be associated with the Club. "We're rapt with the fact we've gone from nothing to being better off than where we were before the floods. The countless hours of hard work has paid off to get this club back on its feet", said Peter Bertram.

HURWORTH ST APARTMENTS

BOWEN HILLS, QLD



The new Hurworth Street Apartments by Brisbane Housing Company provide a range of affordable housing options via 107 units in the heart of Bowen Hills.

The building which is due for completion this month features open plan living and an abundance of natural ventilation to take advantage of the subtropical Queensland climate. The building encourages residents to lead a more sustainable lifestyle with dedicated vegetable gardens to grow their own food and communal areas for recreational use.

"This project has had an excellent result. The units are renting so well. We have had a really good response from our tenants, you can't take the smiles off their faces," explains Jan Williams from Brisbane Housing Company.

MODE-STAR

NAME:

Aaron Wooster

BORN & LIVES: Born in Apollo Bay, Victoria and currently living in Parkville, Victoria.

MOST INTERESTING PLACE I'VE VISITED:

The bubbling diversity in both cultures and religions in Istanbul, Turkey.



FAVOURITE BUILDING OF ALL TIME: Gaudi's Sagrada Familia. In particular the interior.

BEST DESIGN ITEM I'VE SEEN LATELY:

'Soot' Architects Desk by Note Design Studio.



WORST DESIGN ITEM I'VE SEEN LATELY:

The Pixel Building, Melbourne.

IF YOU COULD GIVE THE WORLD ONE PIECE OF ADVICE, WHAT WOULD IT BE:

I think this question would be better answered in 50 years time!

IF YOU COULD WITNESS ANY EVENT PAST, PRESENT OR FUTURE, WHAT WOULD IT BE: Watching the landing on the Moon would have been pretty incredible.

WHAT IS THE RISKIEST THING YOU HAVE DONE: Driving up and then down 'Big Red', a 100m high sand dune in the Dubai desert.

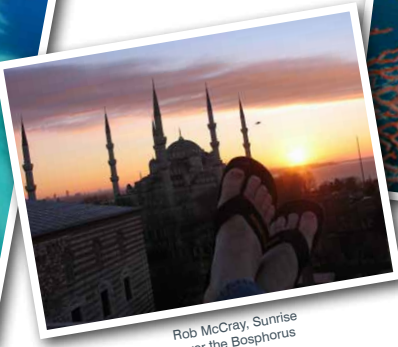
WHEN I'M NOT AT WORK I AM: Socialising and getting down to the coast as often as possible.

MODE 4 MODE 2011

Following the success of Mode 4 Mode over the last three years the competition just gets better! Below are just a sample of the 2011 creative photo entries featuring the MODE DESIGN logo. These plus many more will be judged by our expert panel later this month.



David Kelly, Bungee Jumping in New Zealand



Rob McCray, Sunrise over the Bosphorus



Ben Collette, Scuba Diving

MOVEMBER



MODE DESIGN & Mode Codd Stenders did it's bit for men's health by participating in Movember to raise vital funds and awareness for prostate cancer and male depression.

Thank you to all of our 'Mo Design' supporters for helping us raise \$2,875.00 and a big thank you to our team of 'Mo Bro's' who grew their moustache for a great cause!

NEW FACE AT MODE



Kelly Tohill

Kelly has joined MODE as the new receptionist in the Woolloongabba office. She has 10 years experience in Admin and Customer Service. Kelly has just returned from Canada where she lived and worked since 2009 and is looking forward to being a part of the MODE team.



The Mode Design LinkedIn page is available to connect staff, community and lovers of architecture to Mode Design's company happenings. Follow our company on LinkedIn by clicking www.linkedin.com/company/mode-design

MERRY CHRISTMAS

We wish all our clients, consultants and suppliers a safe Christmas holiday and prosperous New Year! All of us here at MODE DESIGN will be out of the office from:

Midday Wednesday 21st December to Friday 6th January.
The office will reopen Monday 9th January.

See you in 2012!



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