



COMPANY PROFILE



smart design studio



COMPANY OVERVIEW

The philosophy of Smart Design Studio (SDS) can be distilled into three simple words: excellence, innovation and collaboration.

- **Excellence** - stands for a quality of design and construction that is about being world class.
- **Innovation** - pushes us to move beyond our tried and tested designs and details to invent new ideas and embrace new technology.
- **Collaboration** - with the whole project team including client, builder, specialist consultants and approval authority - is the method by which a great project is delivered.



Our portfolio reflects this process with experience in the design and construction of a number of iconic projects such as Connor at Central Park, Indigo Slam, White Rabbit Art Gallery, and our own Studio, as well as a wide range of refined commercial, multi-residential and adaptive re-use projects, including the Moreton Bondi, Maxwell at Harold Park and Arlington Grove. Heritage projects such as Saatchi & Saatchi, Metcalfe Bond, and the headquarters for the Australasian Performing Rights Association (APRA) display the Studio's aptitude for amalgamating the old with the new. The design of campuses for Matrix Education, a school for Saesoon Presbyterian Church and a variety of projects for the University of Sydney reflect our experience in working with educational institutions. Masterplanning projects include the Promenade in Parramatta, Arlington Grove in Dulwich Hill and Victoria 436 in Gladesville. The Smart Design Studio portfolio demonstrates our strong project delivery record and reflects our diversity of experience.



The SDS team consists of 40 staff. We have been operating for over 20 years as a successful practice with the capacity and experience to undertake a broad array of projects. Our efforts focus on getting great buildings built: we apply our experience in design and documentation to each project we undertake, whilst striving to introduce innovation and new concepts to continually invigorate our work. This approach creates a unique quality for each project and encourages continual growth in the Studio.

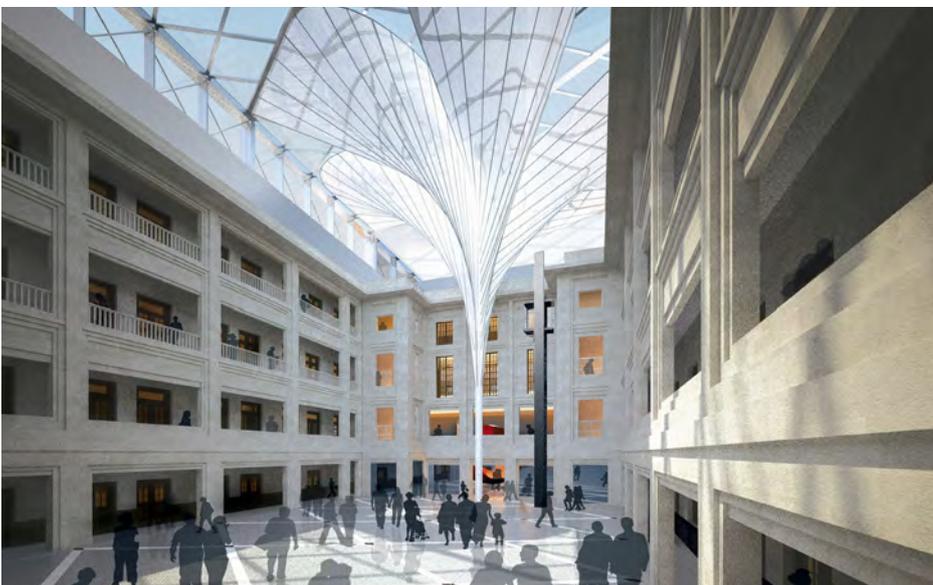


MULTI-DISCIPLINARY PRACTICE

Smart Design Studio, founded in 1997, has a reputation as a multi-disciplinary design studio of excellence. With a diverse range of design projects - master-planning for new urban centres, public projects, commercial, cultural and retail spaces, multi-unit residential developments and private residences - Smart Design Studio produces buildings and interiors of elegant simplicity, a quality which unites our portfolio across differences in scale.

Our studio is run with five separate teams, each with its own area of specialisation. These teams share knowledge and work together at critical stages of the design process, allowing the expertise of one team to influence the designs of others. For example, our interior design team may assist the architectural teams at sketch design stages to develop good space planning and later in the documentation stage with the selection of finishes or lighting design. Conversely, the architectural teams assist the interiors team with structural knowledge, building regulation requirements and construction techniques. And the new designs developed by our private residential team are transferred to our larger projects after they have been constructed and proven to be both effective and efficient.

This cross-fertilisation of ideas helps manage risks of cost and time overruns, improving efficiency and enabling quality project outcomes.





ARCHITECTURE OVERVIEW

Our work rests on an understanding that design, as a process, does not start and end at the surface of a building, but is fundamentally related to site and context, function and purpose. Synthesising this information, we respond to the key drivers at the heart of each project; simply put, our architecture is designed from the inside out and then from the outside in. We respond best to challenges; to design a building, or a boat, or an object that solves the inherent problem with an elegant solution.

At the core of our buildings is a simple idea or a bold form. Augmenting the overarching concept are layers of richness and complexity that come from embracing the environmental opportunities of the site, honestly expressing structure and services, and connecting to the surrounding landscape, fused with a love of beautifully executed details and craftsmanship. Our architecture is functional, grounded, rational and rigorous, yet maintains a feeling of elegance and a sense of delight.

Serving not only the practical requirements of the brief, our designs assume a responsibility to the wider community - a balance between restraint and indulgence, candour and artistic expression. We work to make our projects sustainable by incorporating ESD principles and technologies and through imbuing them with a timeless quality. We understand our buildings are part of the physical, social and economic landscape they inhabit and our process facilitates clear and efficient dialogue between the many participants in any project. The result is architecture with greater value and increased longevity.

Our work is recognised for this contribution, both through awards and through clients who return to us with their next project, responding to the clarity, consistency and attention to detail in our methodology and our portfolio. We enjoy building these relationships and actively seek to collaborate with anyone who shares our passion for beautiful, functional and timeless buildings.





INTERIOR ARCHITECTURE OVERVIEW

Smart Design Studio has developed a substantial portfolio of interior architecture projects ranging from the interior design for community and public projects and for our large-scale multi-residential projects, the refurbishments of historic warehouse spaces for APRA, Saatchi & Saatchi and the Seven Network, to the detailed fit-outs of high-end residential dwellings: from the fine to the robust.

Our interior architecture projects rest on the design experience we apply to large scale architecture and exemplify the fascination we have with the minutiae of detail. We combined a detailed knowledge of materials and technologies with skills and experience in the qualities of texture and colour to craft beautiful and functional spaces at the scale of the user.

Fundamental to all our work is well resolved planning, which applies equally to our interior projects. We work with our clients to understand the relationships between the spaces they require to achieve their goals whilst infusing them with bold colour, soft natural light and fresh air.

Over the past three years, Smart Design Studio has completed a number of interiors projects for Lend Lease with Alexander at Barangaroo and for Frasers Property Group including the Central Park West tower at Central Park in Chippendale and Ausbao with The Quay in Haymarket.

Our interiors team also has substantial retail experience, including the award-winning development of stores for Optique, each consistent with the qualities and identity of the brand, but reflecting the unique characteristics and challenges of their individual sites.

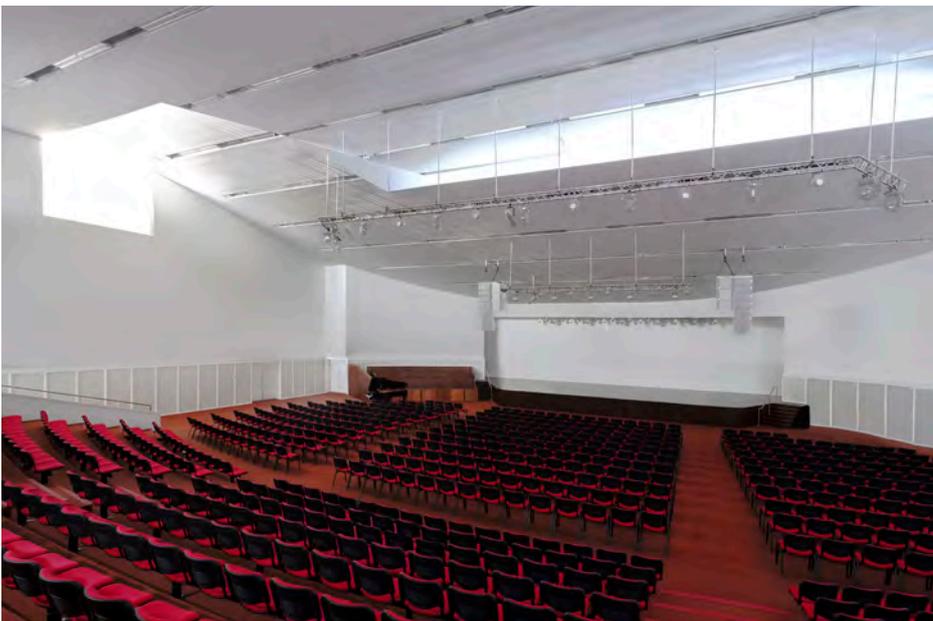




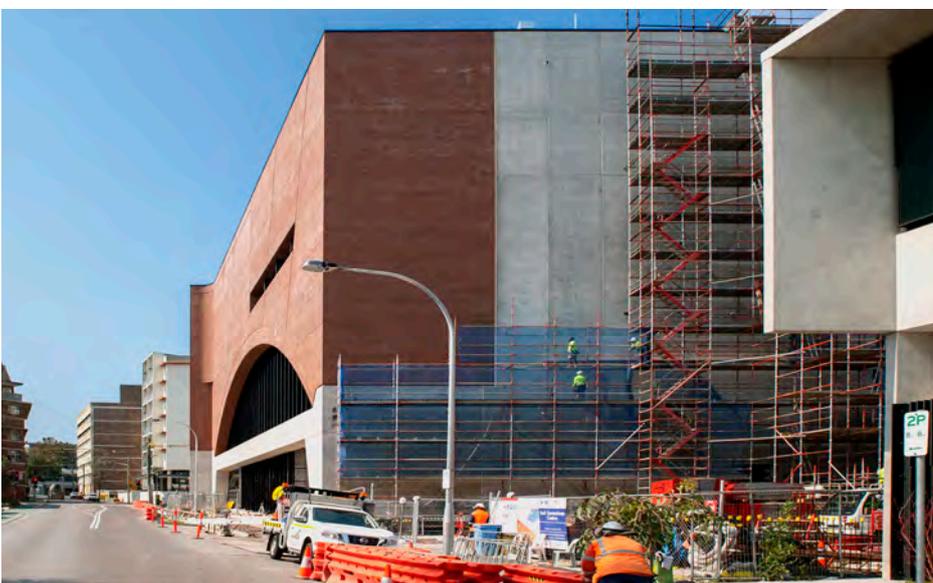
PUBLIC BUILDINGS OVERVIEW

Smart Design Studio has an established portfolio of public projects, from the soon-to-be-complete Railway Operations Centre for Sydney Trains and the Saesoon Presbyterian Church to the refurbishment of public areas at Town Hall House for the City of Sydney Council.

Galleries are an area of particular interest to SDS. Creative Director William Smart has been researching galleries and museums in depth and has been invited to contribute to an architectural publication on gallery design. White Rabbit Gallery was SDS's first foray into this domain and our conversion of the warehouse space has seen it become one of Sydney's most-loved galleries. Our scheme for the new Singapore National Art Gallery was shortlisted from over 100 international submissions in a worldwide competition. Most recently, we have been awarded a new gallery space in Melbourne.



Despite the variety of building types and uses, our approach is consistent when it comes to the public realm. We are focused on developing a beautiful and comprehensive solution that really responds to the needs of the public.

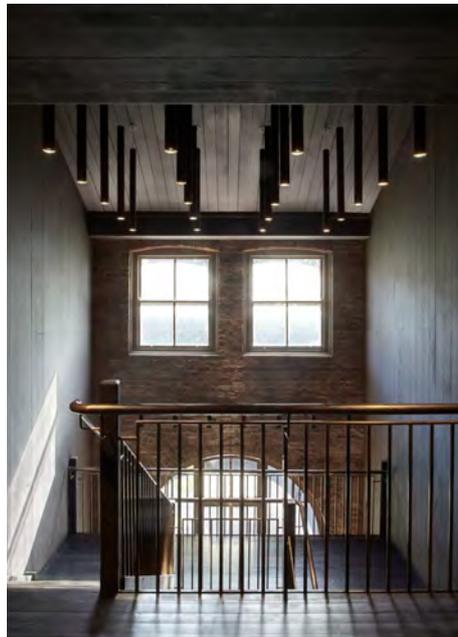




COMMERCIAL, WORKPLACE, RETAIL

Smart Design Studio has an impressive portfolio of commercial, workplace and retail projects which includes new commercial buildings, the adaptive re-use of old buildings and interior fit-outs.

Our commercial clients include high-end developers and government bodies, such as Investa, Westfield, Frasers Property Group, Transport for NSW, City of Sydney and Sydney Harbour Foreshore Authority. Our projects to revitalise existing buildings include the Australasian Performing Right Association, the Seven Network, Saatchi & Saatchi and the City of Sydney's Town Hall House. We have also worked on mixed-use developments such as Connor at Central Park, GS15 in Green Square and North One in Perth as well as retail projects for high quality brands such as Optique.



Our approach to workplace design aims to cleverly maximise amenity, floor space and resources for occupants in order to create pleasant, healthy and functional facilities. With spaces generated through workshops with the client and stakeholders, architectural forms are bold and elegant while focusing on ease of buildability and budgetary requirements.

When developing commercial buildings we employ our philosophy, "architecture from the inside out". This position puts the end user at the centre of the design solution with regard to two key aspects:

- How does the building facilitate their needs physically?
- How can the building reinforce the core values and focus of that organisation?

Equally, we have a strong focus on context and site, with buildings that make the most of their environmental aspect and actually improve their local environment.





ESD / SUSTAINABILITY

Smart Design Studio seeks opportunities to protect and improve the quality of the environment in all aspects of our work, both during the process of creating great buildings for our clients but also through the operation of the company itself.

Our environmental policy is integral to the practice and is part of our Quality Assurance system, enabling the best environmental outcome to be sought for each project.

We encourage clients to consider working with environmental consultants and to adopt formalised certification schemes, such as Greenstar, where this would benefit the overall environmental outcome.

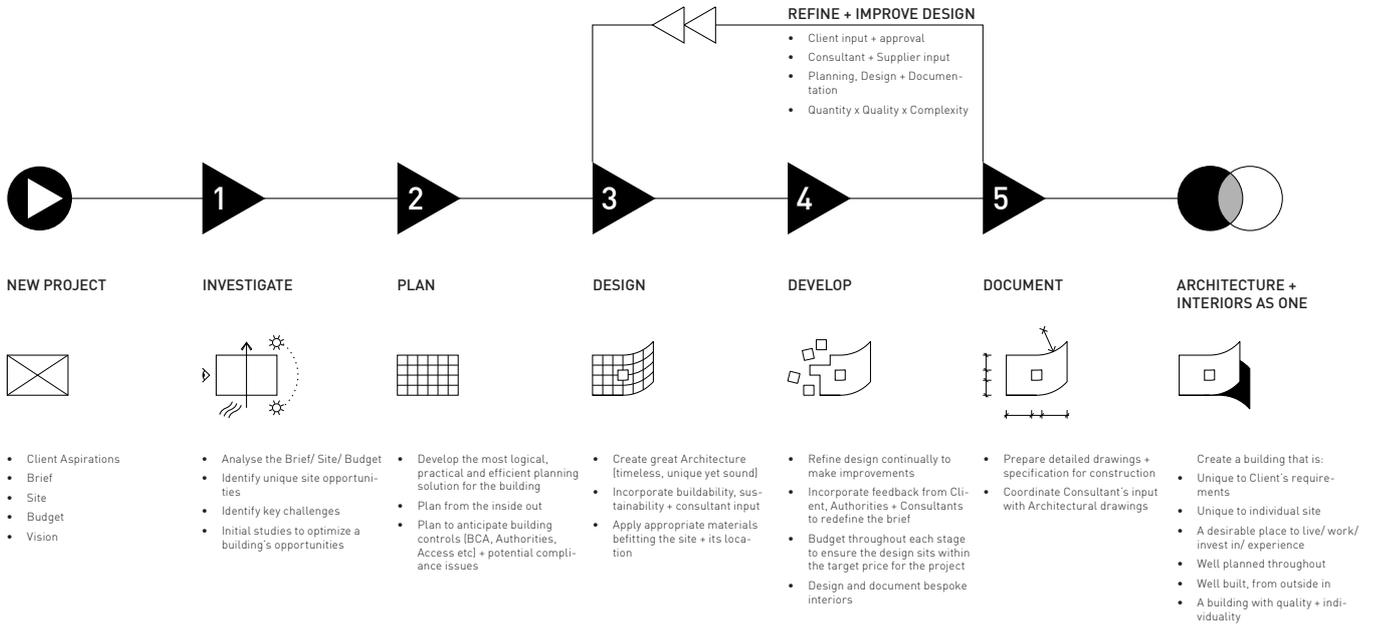
The Studio's commitment to sustainability was acknowledged in 2009 when Smart Design Studio was awarded the AIA Milo Dunphy Award for Sustainable Architecture and the BPN Sustainability Award for our design of the Australasian Performing Rights Association's headquarters. As lead consultant for this project through the base building upgrade and 5-star Green Star equivalent fitout we worked closely with our ESD consultant to ensure appropriate goals were targeted and achieved.

SDS considers the relationship of each project to the environment at all stages of work, but particularly during sketch design, when individual decisions can have the greatest impact on the outcome. Every project demands an individual response and Smart Design Studio assesses the requirement for a high-technology or passive approach to add value and longevity to the life cycle of each building.

Leading by example and demonstrating our ESD credentials, SDS is targeting a six Green star rating for its new studio in Alexandria which is currently under construction. The building will be energy-positive with over 150 roof mounted photo-voltaic panels, and all materials have been selected for their embodied energy, impact to the environment and reuse opportunities. Efficient fixtures and building automation will ensure energy efficiency and air conditioning will be replaced by radiant underfloor heating and cooling, ceiling fans and natural cross-ventilation.



SMART DESIGN STUDIO DESIGN METHODOLOGY



SMART DESIGN STUDIO DESIGN PROCESS STAGES

1 CONCEPT DESIGN	2 SKETCH DESIGN	3 DEVELOPMENT APPLICATION	4 CONTRACT DOCUMENTATION	5 TENDERING & CONTRACTS	6 CONSTRUCTION & CONTRACT ADMIN	7 POST CONSTRUCTION
DESIGN ACTIVITIES						
<ol style="list-style-type: none"> 1 Brief or return brief 2 Prepare site analysis 3 Review DCP/LEP & design codes 4 Prepare freehand sketches of proposed options; this includes plans and perspectives 5 Amend design to marry with budget 6 Prepare rule of thumb costing for the project 	<ol style="list-style-type: none"> 1 Obtain accurate measured drawings 2 Coordinate survey as required 3 Fortnightly Client/ Architect meetings 4 Meet with Council for pre-DA 5 Develop preferred concept option, including space planning and envelope design 6 Drawings transferred to CAD 7 Briefs to consultants 8 Present external materials and finishes 9 Assist Q.S. to prepare opinion of probable cost 10 Amend design to marry with budget 	<ol style="list-style-type: none"> 1 Fortnightly Client/ Architect meetings 2 Prepare and develop sketch design for DA 3 Review design against regulatory requirements 4 Coordinate View analysis 5 Coordinate Shadow analysis 6 Coordinate/ incorporate consultant information 7 Prepare DA Documents 8 Lodge DA 	<ol style="list-style-type: none"> 1 Fortnightly Client/ Architect meetings 2 Prepare detailed drawings for construction & prepare detailed specifications of building components 3 Coordinate consultant documentation 4 Develop interior concepts for: <ul style="list-style-type: none"> Bathrooms Kitchen Joinery Window Furnishings Lighting design 5 Select and document all components for above 6 Prepare construction certificate drawings for approval 	<ol style="list-style-type: none"> 1 Tender project to 3-4 contractors 2 Respond to tender queries 3 Receive & assess tenders 4 Select contractor 5 Negotiate contract details 6 Prepare documents and contract for signing 	<ol style="list-style-type: none"> 1 Weekly Architect/ Contractor meetings 2 Architects instructions for supplementary information, variations, extensions of time 3 Review builder's claims 4 Issue progress payment certificates 5 Provide construction advice 6 Issue certificate of practical completion 	<ol style="list-style-type: none"> 1 Assess the final contract account 2 Prepare final defects list 3 Issue final certificate 4 Organise occupation certificate 5 Contractor to rectify defects
CLIENT APPROVALS / ACTIVITIES						
<ol style="list-style-type: none"> 1 Confirm the brief 2 Attend 1 meeting and review alternative designs (cost estimates) 3 Agree to preferred option 4 Confirm to proceed to sketch stage 	<ol style="list-style-type: none"> 1 Fortnightly Client/ Architect meetings 2 Agree to overall design including floor plans, elevations, materials & budget 3 Confirm project budget 4 Sign-off to DA stage 	<ol style="list-style-type: none"> 1 Fortnightly Client/ Architect meetings 2 Approve final DA documents 3 Sign off to proceed to Contract Documentation 4 Projects may go on hold until DA approval, then contract documentation commences 	<ol style="list-style-type: none"> 1 Fortnightly Client/ Architect meetings 2 Approve interior design 3 Approve fixtures, fittings, finishes & details 4 Approve final construction documents 5 Sign-off to proceed to tender 	<ol style="list-style-type: none"> 1 Agree to appoint successful contractor 2 Sign contracts with preferred contractor 3 Sign-off to proceed to construction 	<ol style="list-style-type: none"> 1 Monthly Client/ Builder meetings 2 Client approvals for variations 3 Request changes/ additions 4 Client moves into building 	<ol style="list-style-type: none"> 1 Inform Architect of any latent defects or faults

SDS TEAM

The Smart Design Studio team consists of:

- 1 Creative Director (William Smart)
- 1 Practice Manager
- 1 General Manager
- 1 Senior QA Architect
- 2 Associates & 3 Team Leaders
- 7 Project Leaders
- 15 Architects and Graduates of Arch
- 4 Interior Designers
- 1 CGI Specialist
- BIM Management
- 1 Stylist
- 5 Administration Staff

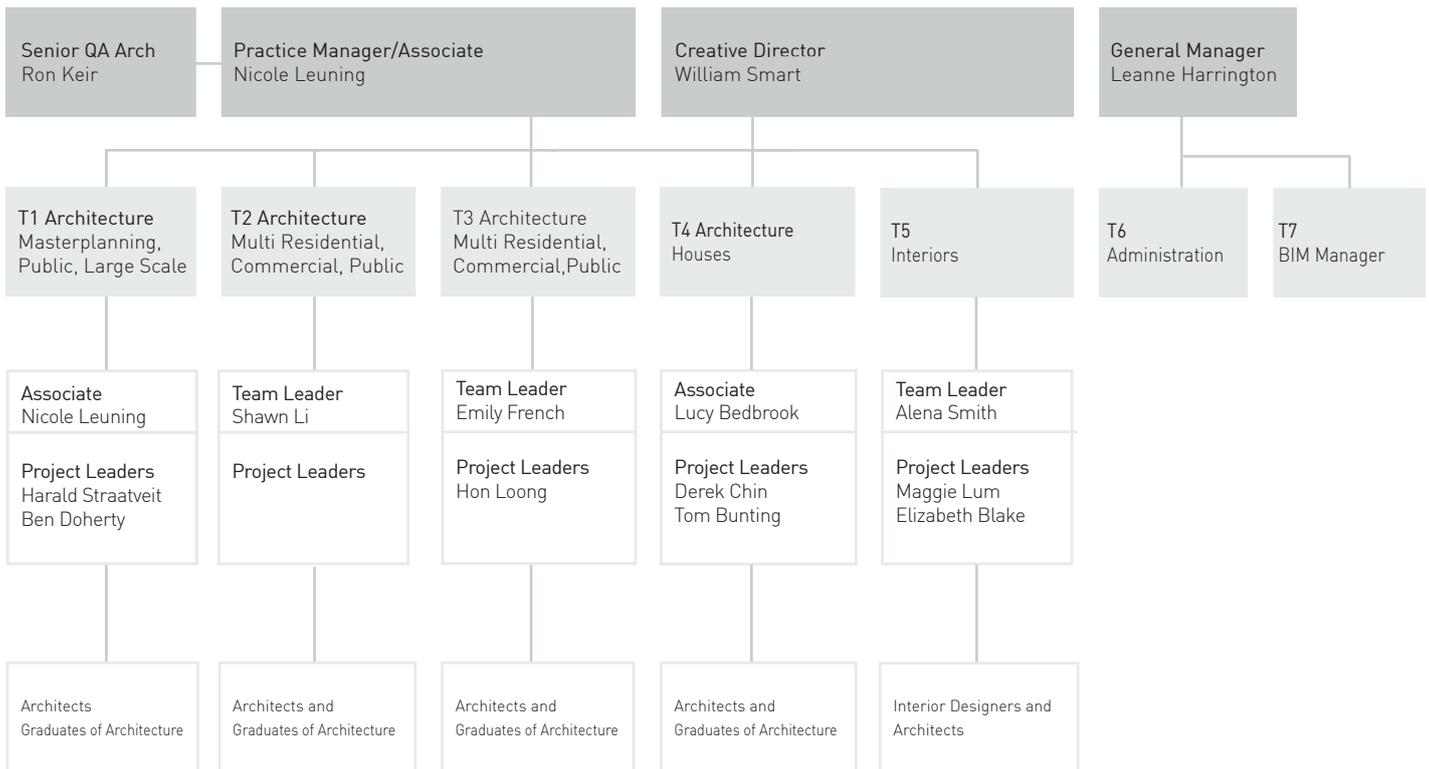
The studio operates with five separate design sub-teams, each with its own area of specialisation. These teams share knowledge and work together at critical parts of the design process, allowing the expertise of one team to enhance the designs of others. Our open plan studio creates a positive environment for the sharing of ideas and projects within the office.

For example, our interior design team may assist the architectural teams at sketch design stages to develop good space planning and later in the documentation stage with the selection of finishes, furniture or lighting design.

Conversely the architectural teams assist the interior specialists with structural knowledge, building regulation requirements and

construction techniques. In addition, the new designs developed by our private residential team, once constructed and proven to be buildable, functional and beautiful, would then be applied to our multi-residential apartment designs.

This cross-fertilisation of ideas produces projects that are more innovative with higher quality results, whilst managing the risk of cost, quality and time over-runs. The emphasis on systems is part of our Quality Assurance process and ensures that SDS is at the forefront of architecture in Australia.



RECOGNITION

	Award	Category	Project
2017	INDE Award Winner	The Luminary	William Smart
	AIA NSW Architecture Award Winner	Multi-Unit Residential	Crown 515
	AIA NSW Architecture Commendation	Residential - Single	Brougham Place
	AIA NSW Architecture Award Winner	Interior Architecture	Indigo Slam
	INDE Award Winner	The Building	Indigo Slam
	INDE Award Winner	The Best of the Best	Indigo Slam
	AIDA Residential Design Winner	Premier Award	Indigo Slam
	AIDA Residential Best of State Winner	Residential - NSW	Indigo Slam
	AIDA Residential Interior Winner	Residential - Single	Indigo Slam
	Belle Coco Republic Best Residential Winner	Residential- Interior	Indigo Slam
	Belle Coco Republic Best Kitchen Winner	Residential - Kitchen Interior	Indigo Slam
Belle Coco Republic Best Bathroom Winner	Residential - Bathroom Interior	Indigo Slam	
2016	AIA National Robin Boyd Award: Winner	Residential	Indigo Slam
	AIA NSW Wilkinson Award: Winner	Residential	Indigo Slam
	AIA NSW Award: Winner	Multi-Unit Residential	Sydney 385
	Houses Awards: Commendation	Multi-Unit Residential	Sydney 385
2015	UDIA Awards for Excellence: Winner	Medium Density	North One
	Woollahra Design Excellence Award: Winner	Heritage	Orama
	AIA National Award: Winner	Residential	Orama
	AIA NSW Hugh and Eva Buhrich: Winner	Residential	Orama
	Interior Design Award National: Winner	Residential	Orama
	Interior Design Award State: Winner	Residential	Orama
Belle Coco Republic Award: Winner	Best Bathroom	Orama	
2014	IDEA Awards: Commendation	Residential Multi	One Central Park
	CTBUH Awards: Winner	Best Tall Building in the World	One Central Park
	CTBUH Awards: Winner	Best Tall Building Asia & Australasia	One Central Park
	LEAF International Awards: Winner	Overall winner	One Central Park
	LEAF International Awards: Winner	Best Sustainable Devlpt of the Year	One Central Park
	UDIA NSW Awards: Winner	Design & Innovation	One Central Park
	UDIA NSW Awards: Winner	High Density Development	One Central Park
	Urban Taskforce: Winner	Development of the Year	One Central Park
2013	Interior Design Excellence Award: Winner	Retail	Optique
2012	Illumni Infinity Award: Winner	Retail Lighting	Optique
	AIA NSW Architecture Award: Shortlisted	Interior Architecture	Metcalfe Bond
	AIA NSW Architecture Award: Winner	Heritage Architecture	Metcalfe Bond
	AIA NSW Architecture Award: Winner	Interior Architecture	Tusculum Street
	Australian Interior Design Award: Winner	Best Residential Design	Tusculum Street
	Australian Interior Design Award: Winner	Best Colour in Res.	Tusculum Street
	AIA NSW Architecture Award: Commend.	Houses	Tusculum Street
Belle Coco Republic Award: Winner	Best Residential Interior	Tusculum Street	
2011	AIA NSW Architecture Award: Winner	Multi-Unit Residential	Pacific Sixteen
	Waverley Council Award: Winner	Contemporary Design	Pacific Sixteen
2010	Masonry Contractors Association: Winner	Award for Excellence	Pacific Sixteen
	World Architecture News Award: Finalist	Residential	Marine Parade
2009	AIA National Architecture Award: Comm.	Sustainable Architecture	APRA
	BPN Sustainability Awards: Winner	Office Fitout	APRA
	AIA NSW Milo Dunphy Award: Winner	Sustainable Architecture	APRA
	AIA NSW Architecture Award: Finalist	Interior Architecture	APRA
	IDEA09: Finalist	Major Commerc. Interior	APRA
	Interior Design Award: Commendation	Corporate Design	APRA
	Interior Design Award: Winner	Colour in Res. Interiors	Lumiere 3003
	Interior Design Award: Finalist	Residential Decoration	Lumiere 3003
	AIA NSW Architecture Award: Winner	Interior Architecture	Mansfield Residence
	Interior Design Award: Finalist	Colour in Res. Interiors	Mansfield Residence
	IDEA09: Finalist	Best Multi-Res. Interior	Mansfield Residence
World Architecture News Award: Finalist	Residential Apartments	Marine Parade	
2008	Randwick City Urban Design Award: Winner	Multi-Unit Housing	Marine Parade
2007	International Arch. Competition: Finalist	Public Buildings	Singapore Art Gallery
	Dulux Colour Award: Winner	Res. Interior Design	Bourke St Apartment

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