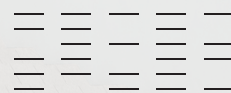




COMPANY PROFILE



smart design studio

Smart Design Studio acknowledges the Traditional Custodians of the land and pays respect to the Elders, past, present and future. We honour Australian Aboriginal and Torres Strait Islander peoples' primary cultural and spiritual relationship to place and their rich contribution to our society. To that end, all our work seeks to uphold that we care for Country, it will care for us.





## 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 the Rail Operations Centre in Alexandria, 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 retail projects, including the Moreton Bondi, Maxwell at Harold Park, Arlington Grove and Optique stores. Adaptive re-use 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 cultural and educational institutions. 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 and have 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.







## RESIDENTIAL OVERVIEW

Smart Design Studio has expertise in residential projects of all scales, with substantial experience in both multi-dwelling developments and bespoke houses for a diverse range of clients.

Our multi-dwelling projects include as few as five apartments, or more than seven hundred, from refurbishment of existing structures to master-planning new residential precincts. We are expert in configuring multiple dwellings to suit the target demographic, from efficiently planned and refined apartments to generous luxury penthouses.

SDS is currently undertaking projects that include both architecture and interiors for Mirvac at Harold Park, Green Square and Bondi, for Galileo Funds at Dulwich Hills and for CBUS with Newmarket in Randwick. We have received numerous awards for residential projects including Crown St apartments in Surry Hills, Tusculum Residence in Potts Point, and Indigo Slam, Connor and Central Park West in Chippendale.

Each project we produce is uniquely designed to suit a client's specific brief. SDS maintains a high level of communication throughout the project in order to create a finished product that is both user-friendly and distinctive. Strong modern lines and geometric forms create an overall quality that is robust in character, elegantly proportioned and perceivable in each space as well as in the overall building.

Our floor plans are simple and clear: this results in spaces that are both usable, functional and legible. They also reflect our belief that buildings should be "designed from the inside out". Care is taken in the detailing of all aspects to ensure that our projects embrace environmentally sustainable design and technology in a manner that is refined and integrated.



## 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 spaces for Town Hall House, APRA and Saatchi & Saatchi, to the detailed fit-outs of high-end residential dwellings: from the fine to the robust.

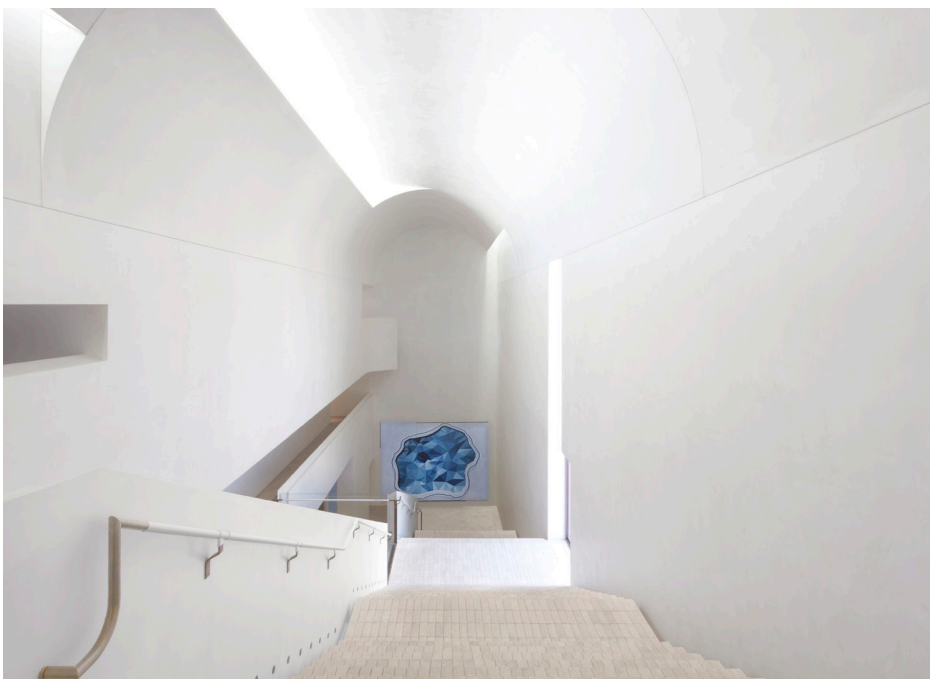
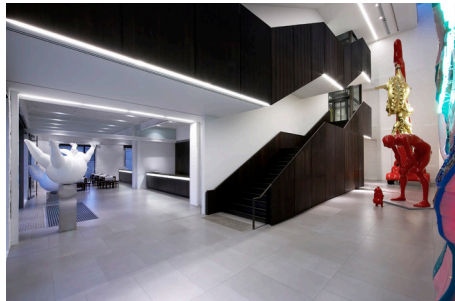
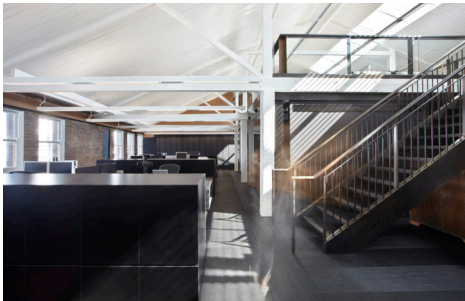
Our interior architecture projects rest on the design experience we apply to large scale architecture and exemplify the fascination we have with the minutiae of detail. We combined a detailed knowledge of materials and technologies with skills and experience in the qualities of texture and colour to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

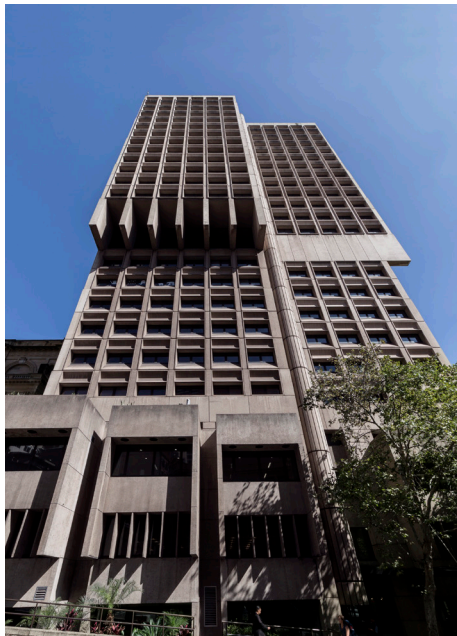
Over the past eight years, Smart Design Studio has provided interior design services to complement our full architectural services in the majority of our projects, including Mirvac's Maxwell at Harald Park, Frasers Property Group's Connor at Central Park in Chippendale, and Newmarket in Randwick for CBus Property.

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.

We take an holistic approach to the design of buildings, and offer interior design services to work in synergy with our architectural design services. Great interior design is integral to a fully immersive architectural experience, and our interiors and architecture teams work together to achieve this. This is why we say that our architecture is designed from the inside out.







## 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 keys 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.

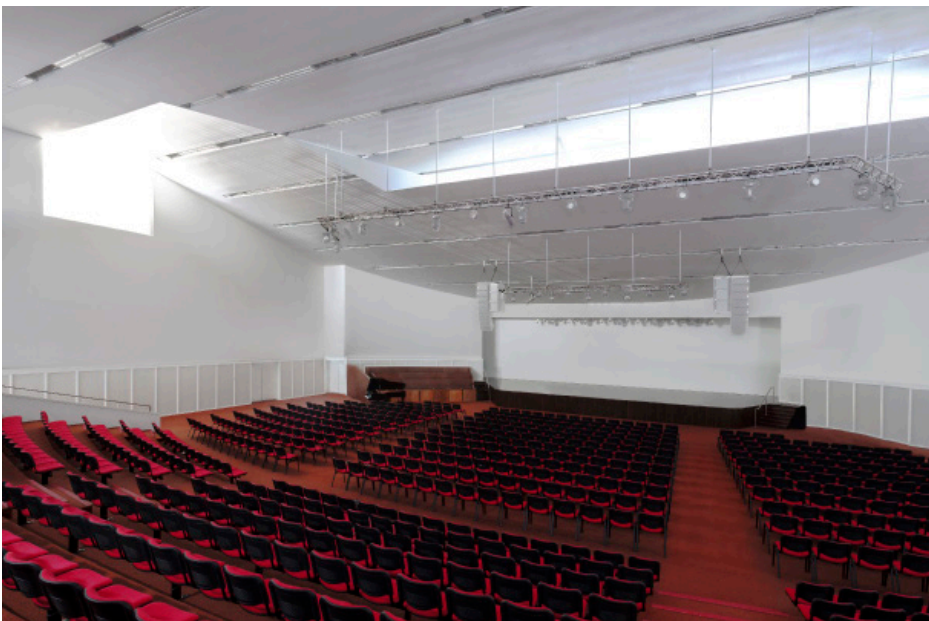




## PUBLIC BUILDINGS OVERVIEW

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.

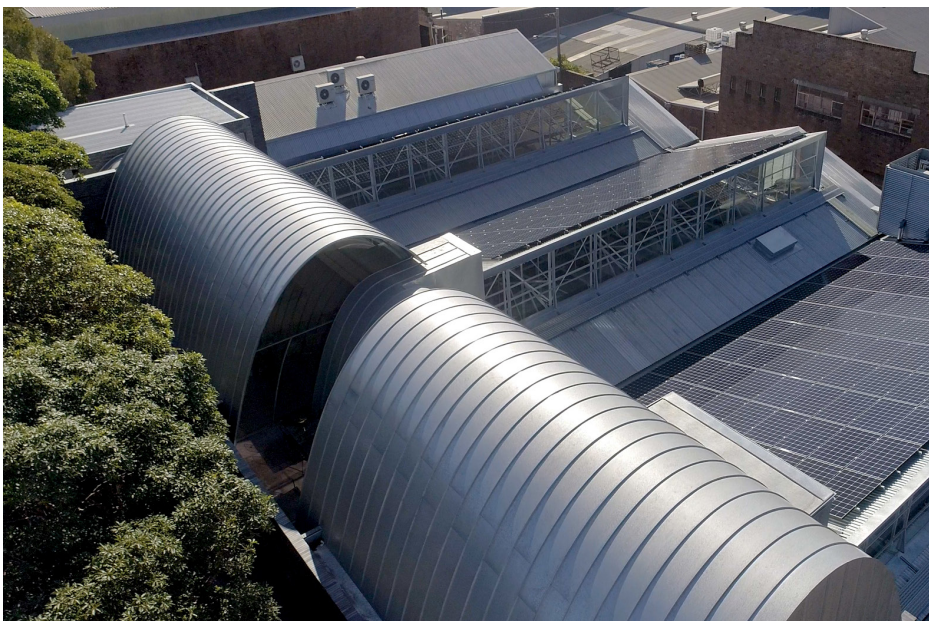
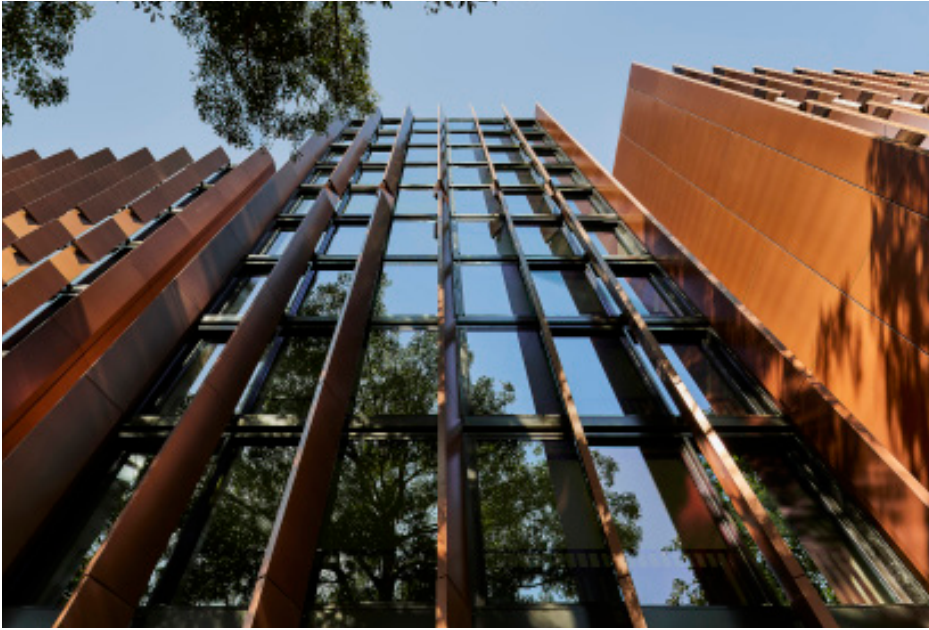
Galleries are an area of particular interest to SDS. Creative Director William Smart has been researching galleries and museums in depth and has been invited to contribute to an architectural publication on gallery design. White Rabbit Gallery was SDS's first foray into this domain and our conversion 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.







## ESD / SUSTAINABILITY

Smart Design Studio strives to protect and improve the environment in all aspects of our work, during the design process but also through the operation of the company.

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

SDS encourages clients to consider working with environmental consultants and adopting formal certification schemes.

Leading by example, our new studio in Alexandria is close to carbon neutral. The building is energy positive with 260 roof mounted photovoltaic panels, and all materials were carefully considered. Efficient fixtures and building automation ensure energy efficiency and radiant underfloor heating and cooling, ceiling fans and natural cross-ventilation replaces air conditioning. A 10KL rainwater tank is used for grey water.

The Studio's commitment to sustainability was acknowledged in 2009 when APRA's headquarters was awarded the AIA Milo Dunphy Award for Sustainable Architecture and the BPN Sustainability Award. As lead consultant for this project, we worked closely with our ESD consultant to ensure appropriate goals were achieved.

Connor at Central Park was the winner of a design-excellence competition in the City of Sydney for Frasers Property. This 13 storey, 15,000m<sup>2</sup> development contains 178 apartments and two retail spaces with car parking, servicing and common areas. Connor was awarded 5 stars in Green Star Certification under Multi- Residential Design v1, excelling in the categories of material selection, minimisation of emissions, water management and transport.

SDS designed the apartment and lobby interiors for One Central Park, also for Fraser's Property in Central Park, which has a 5-star rating under Multi-Residential Design v1. SDS also designed the interiors for the 5-star rated Alexander apartments in Barangaroo South for Lend Lease.

SDS considers the relationship of each project to the environment at all stages, but particularly during sketch design, when individual decisions have the greatest impact. Every project demands a tailored response and we assess whether a high-technology or passive approach adds value and longevity to the life cycle of each building



# COMPANY STRUCTURE

## SDS TEAM

The Smart Design Studio team consists of:

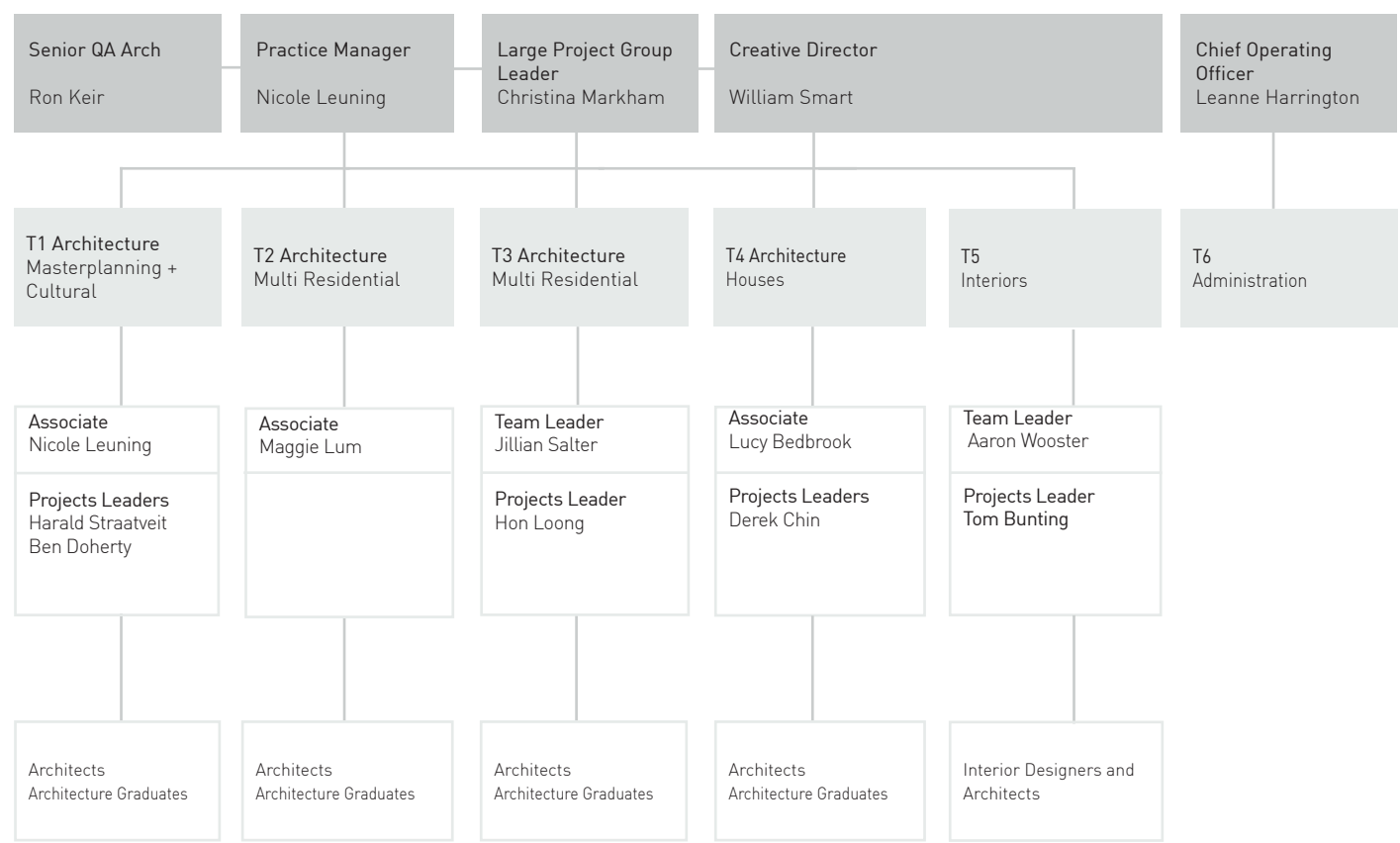
- 1 Creative Director (William Smart)
- 1 Practice Manager
- 1 Chief Operating Officer
- Large Projects Group Leader
- 1 Senior QA Architect
- 10 Associates & 2 Team Leaders
- 7 Projects Leaders
- 13 Architects and Graduates of Arch
- 4 Interior Designers
- 1 BIM Manager
- 1 CGI Specialist
- 1 Stylist
- 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.

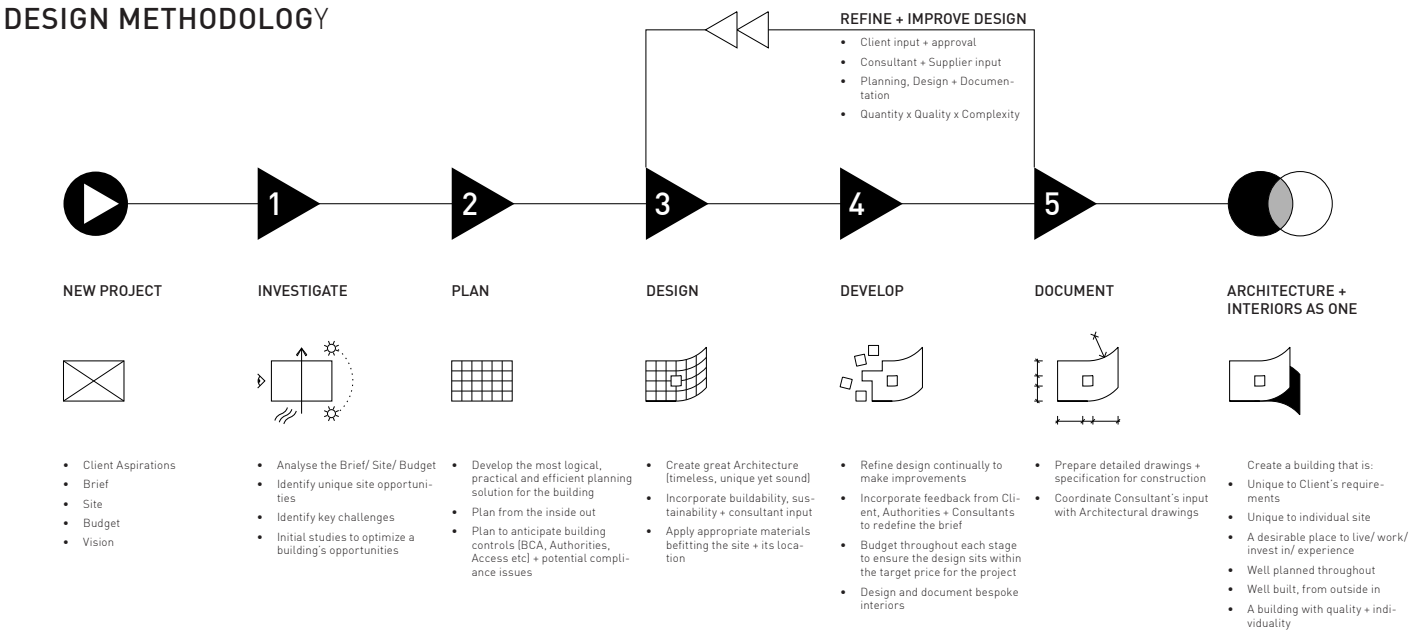
Conversely the architectural teams assist the interior specialists with structural knowledge, building regulation requirements and construction techniques. In addition, the new designs developed by our private residential team, once constructed and proven to be buildable, functional and beautiful, would 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.





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
<b>DESIGN ACTIVITIES</b>						
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	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	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	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: Bathrooms Kitchen Joinery Window Furnishings Lighting design 5 Select and document all components for above 6 Prepare construction certificate drawings for approval	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	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	1 Assess the final contract account 2 Prepare final defects list 3 Issue final certificate 4 Organise occupation certificate 5 Contractor to rectify defects
<b>CLIENT APPROVALS / ACTIVITIES</b>						
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	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	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	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	1 Agree to appoint successful contractor 2 Sign contracts with preferred contractor 3 Sign-off to proceed to construction	1 Monthly Client/ Builder meetings 2 Client approvals for variations 3 Request changes/ additions 4 Client moves into building	1 Inform Architect of any latent defects or faults

relevant experience



## RECOGNITION

	Award	Category	Project
2020	Randwick City Urban Design Award: Winner Randwick City Urban Design Award: Winner Randwick City Urban Design Award: Winner	Best Conservation Project Best Urban Project People's Choice Award	Newmarket Newmarket Newmarket
2019	Think Brick Horbury Hunt Award Winner Think Brick Horbury Hunt High Commendation AIA NSW Architecture Award Commendation AIA NSW Architecture Award Commendation	Commercial Multi-Unit Residential Multi-Unit Residential Commercial	ROC Arlington Grove Arlington Grove ROC
2017	INDE.Award Winner AIA NSW Architecture Award Winner AIA NSW Architecture Commendation AIA NSW Architecture Award Winner INDE.Award Winner INDE.Award Winner AIDA Residential Design Winner AIDA Residential Best of State Winner AIDA Residential Interior Winner Belle Coco Republic Best Residential Winner Belle Coco Republic Best Kitchen Winner Belle Coco Republic Best Bathroom Winner UTD Excellence Awards Winner	The Luminary Multi-Unit Residential Residential - Single Interior Architecture The Building The Best of the Best Premier Award Residential - NSW Residential - Single Residential- Interior Residential - Kitchen Interior Residential - Bathroom Interior High-Density Development	William Smart Crown 515 Brougham Place Indigo Slam Indigo Slam Indigo Slam Indigo Slam Indigo Slam Indigo Slam Indigo Slam Indigo Slam Indigo Slam The Moreton
2016	AIA National Robin Boyd Award: Winner AIA NSW Wilkinson Award: Winner AIA NSW Award: Winner Houses Awards: Commendation	Residential Residential Multi-Unit Residential Multi-Unit Residential	Indigo Slam Indigo Slam Sydney 385 Sydney 385
2015	UDIA Awards for Excellence: Winner Woollahra Design Excellence Award: Winner AIA National Award: Winner AIA NSW Hugh and Eva Buhrich: Winner Interior Design Award National: Winner Interior Design Award State: Winner Belle Coco Republic Award: Winner	Medium Density Heritage Residential Residential Residential Residential Best Bathroom	North One Orama Orama Orama Orama Orama Orama
2014	IDEA Awards: Commendation CTBUH Awards: Winner CTBUH Awards: Winner LEAF International Awards: Winner LEAF International Awards: Winner UDIA NSW Awards: Winner UDIA NSW Awards: Winner Urban Taskforce: Winner	Residential Multi Best Tall Building in the World Best Tall Building Asia & Australasia Overall winner Best Sustainable Devlpt of the Year Design & Innovation High Density Development Development of the Year	One Central Park One Central Park One Central Park One Central Park One Central Park One Central Park One Central Park One Central Park
2013	Interior Design Excellence Award: Winner	Retail	Optique
2012	Illumni Infinity Award: Winner AIA NSW Architecture Award: Shortlisted AIA NSW Architecture Award: Winner AIA NSW Architecture Award: Winner Australian Interior Design Award: Winner Australian Interior Design Award: Winner AIA NSW Architecture Award: Commend. Belle Coco Republic Award: Winner	Retail Lighting Interior Architecture Heritage Architecture Interior Architecture Best Residential Design Best Colour in Res. Houses Best Residential Interior	Optique Metcalfe Bond Metcalfe Bond Tusculum Street Tusculum Street Tusculum Street Tusculum Street Tusculum Street
2011	AIA NSW Architecture Award: Winner Waverley Council Award: Winner	Multi-Unit Residential Contemporary Design	Pacific Sixteen Pacific Sixteen
2010	Masonry Contractors Association: Winner World Architecture News Award: Finalist	Award for Excellence Residential	Pacific Sixteen Marine Parade

	<b>RECOGNITION Award</b>	<b>Category</b>	<b>Project</b>
2009	AIA National Architecture Award: Comm. BPN Sustainability Awards: Winner AIA NSW Milo Dunphy Award: Winner AIA NSW Architecture Award: Finalist IDEA09: Finalist Interior Design Award: Commendation Interior Design Award: Winner Interior Design Award: Finalist AIA NSW Architecture Award: Winner Interior Design Award: Finalist IDEA09: Finalist World Architecture News Award: Finalist	Sustainable Architecture Office Fitout Sustainable Architecture Interior Architecture Major Commmerc. Interior Corporate Design Colour in Res. Interiors Residential Decoration Interior Architecture Colour in Res. Interiors Best Multi-Res. Interior Residential Apartments	APRA APRA APRA APRA APRA APRA Lumiere 3003 Lumiere 3003 Mansfield Residence Mansfield Residence Mansfield Residence Marine Parade
2008	Randwick City Urban Design Award: Winner	Multi-Unit Housing	Marine Parade



smart design studio Pty Ltd  
14 Stokes Avenue  
Alexandria NSW 2015  
Tel 02 8332 4333  
[smartdesignstudio.com](http://smartdesignstudio.com)  
Nom Arch William Smart 6381  
ABN 44 088 436 659 01