

# 18.02.08



Crowd Productions P/L Architecture + Design

Crowd Productions



CONFIDENTIAL

**Information** on our architectural consulting, design documentation and consultant coordination services.

18.02.08

**Crowd Productions P/L**  
ABN 22 006 199 604  
Level 8/180 Russell Street Melbourne Victoria 3000 Australia  
T: + 61 3 9663 8375  
F: + 61 3 9663 7459  
E: [info@crowd.com.au](mailto:info@crowd.com.au)  
[www.crowd.com.au](http://www.crowd.com.au)

© 2008 Copyright in all systems and processes, management methodology, forms, templates, drawings, specifications and other related information contained in this tender response remain the exclusive property of Crowd Productions Pty Ltd and the contributing consultants.

## CONTENTS

01	Crowd design philosophy + approach	4
02	Methodology	5
03	Capability: Key personnel and experience	8
04	Innovation statement	10
05	Project case studies: Crowd Productions	11

# 01 Crowd design philosophy and approach

## INTRODUCTION

The modern retail and work environments must provide more than an efficient functioning space. Modern organizations operate in a global market place, competing for work and staff and constantly needing to upgrade the quality of the work it creates. Innovation, once the exotic domain of a small number of leading edge corporations, is now a survival requirement throughout the marketplace, a valuable competitive tool for marketing, cost saving and brand image management. There is now a perception that innovation is a vital story that can indicate a company's concern for customers and a commitment to the future and that the company intends to be around for a long time, further suggesting responsibility for its actions and to its relationships. Our commercial, retail, service and work spaces must create engaging and relevant customer experiences and act to stimulate creative thinking, act as an incentive to attract and satisfy highly mobile talented staff, enable the most valuable work interaction and help build and reflect a unique and appealing corporate culture.

# 02 Methodology

Our design approach is focused on identifying the value of achieving a rich spatial and performative user experience where it is critical as part of a company's professional and commercial performance and to maintain a sustainable competitive advantage.

We believe projects require close attention and a committed team approach with strong lines of communication between client and consultants. We undertake projects in stages, in a logical sequence with sign off and approval at the completion of each stage. Our methodology includes development with the client of an agreed project evaluation structure and a delivery strategy consistent with the design tender and the timetable for project delivery, focusing on issues of quality control and performance testing by the client.

In our previous projects such as the National Australia Bank national roll out retail design we were selected based on the client's desire to pursue an innovative and custom solution focused on user experience. There, as in our other projects, our clients had concluded that an 'off the shelf' or standard solution would not adequately solve their design requirements. It is in this situation that our approach is of competitive value.

We address the development of the design brief and schematic design in the following stages:

- Think-tank and concept sessions to develop scenarios with the client, selected consultants and designers exploring work practice processes, defining customer experience paths and technology options
- Scenario mapping to test the concepts and key findings from the data collection
- Spatial prototyping to develop these ideas and present them in terms of the scale and use of the proposed customer and work spaces
- Technology and materials review to engage with ESD as required, cost, performance and time issues
- Concept design and presentations presenting scaled drawings, scale models as required, visualisations and animations where appropriate
- Design development focusing on developing the approved components and systems in response to the schematic design and research outcomes
- Assessment of design elements in relation to the projected business model, cost scenarios and roll-out objectives
- Design review and sign off
- Development of roll-out standards manual.

# 02 Methodology

## OBJECTIVES

Initially our focus is on developing an understanding of the role that a changed or enriched user experience would have for our client. It is worth pursuing when there is real value in achieving this. Any design intervention or change needs to be directed to an identified goal. It is critical to assess the organisational commitment to any change also. Where necessary we need to identify stakeholder groups who need to be involved and supported in the process of addressing change or development.

Our design process is directed to defining and optimising the user experience. Our techniques are aimed at helping sculpt and present as clearly as possible the design outcome through presentations, participation in workshops and prototype evaluation sessions. Prototyping and spatial workshops allow us the a greater range of experimentation without the cost of premature production commitment.

Finally it is critical to test the design outcomes against agreed success measures, evaluating the design elements against the processes to be accommodated and the additional learning. Finally evaluation of costings against benefits establishes the viability of the business case for the design. This process provides a higher probability of success for innovative design strategies.

# 02 Methodology

## PROCESS

We have developed a tool kit of techniques to explore potentials and deliver design outcomes that brings together all of the key creative and business disciplines into a coherent and integrated design outcome. We have combined this tool kit with a phased client engagement process beginning with an evaluation of internal client discussion pathways. Our techniques focus on the careful framing of questions generated by the design process and extensive communication of the design outcomes to assist our clients to evaluate and visualise these. The process engages with establishing verifiable reasons for the design input, developing a researched foundation to a design strategy, building a user experience at the centre of this strategy, prototyping and testing it and following it through to creating an optimal design delivery strategy.

These techniques include scenario mapping, spatial workshops, computer visualisations and ongoing reporting of the design process. The phased approach focuses on creating an optimal architectural experience for users based on understanding the need to develop a rich experience, testing this experience against our client's vision, developing and testing the design elements and orchestrating construction or roll out using proven success measures.

We pursue the design process through a robust and tested methodology of researching and prototyping rather than just exercising a fluency within the traditional design boundaries. We assess existing services, commercial and manufacturing models and look to reconfigure and develop these models, constructing new network or system models. With our clients we complete a survey of practices, historical and contemporary, to consider and define modes of operation, concepts and outcomes. From this analysis gaps and strengths in the possible approaches to this kind of practice are identified. This examination of both tested and unexplored territories within the service or industry sector is used to develop new design ideas that deliver the defined user experience. While we recognise that in this project you have already engaged in extensive consultation with a range of respected consultants we would propose the following sequence of research and evaluation.

# 03 Capability: Key personnel and experience

Crowd Productions was founded in 1983 as a trans-disciplinary network of designers and consultants to research and explore the potential of new ideas, materials and technology. Our work ranges from commercial and domestic architecture, strategic design and planning, and multi media interface design. We have a second office in Harley Street in central London. Crowd Productions has a core team of 4 people based in our Melbourne office and 2 in London in our London office. Our structure is based on the film-production house model. The majority of our commissions involve collaboration with larger design practices and teams of specialists, on a project by project basis. Project teams are assembled to match the specific requirements of that project. We have a long established network of highly experienced and skilled consultants and collaborators. Our team sizes vary from 5 to 50 people depending on the project requirements. In our 25 years as a design practice we have benefited significantly from the skill development of our network, as have our clients but without the associated on costs, which would otherwise have made our focus on innovative strategies too expensive. The specialist network includes, sustainability consultants, people and process consultants, lighting engineers and fabricators, civil engineers, historians, exhibition curators, mechanical and hydraulic engineers, artisans, custom fabricators in a wide variety of disciplines and suppliers of hi-tech materials. All of our network team have well established commercial experience and extensive portfolios.

We provide our clients with a range of services from: strategy development, defined user experiences, concept design, concept prototyping and testing, implementation and research. Our network integrates diverse experience ranging from academic research, architectural, digital and industrial design to construction and manufacturing expertise. We have had extensive experience over 23 years in providing leading edge design responses to projects addressing integrating innovative digital technology into the user experience. Our focus has been on creating the appropriate environments and experiences for the user and our clients that are unique destinations.

Our principal expertise is in:

- Architectural design with specialisation in digital environments, the cinema industry and financial services
- Customer and user experience methodology to create unique environments focused on architectural design, visualisation and communication, face to face interaction and technology
- Implementation capability for modular and roll out architectural concepts, self service and electronic media technology and branch strategy and development

Crowd's architectural projects include the design of flagship cinema complexes in Melbourne and Sydney for the Hoyts Corporation, The bank of the future retail bank design for national roll out for NAB, The registry of the future, a retail and registry design for the Road Transport Authority, NSW, for state wide roll out, interactive kiosk environments for Federation Square, Museum Victoria and National Gallery of Victoria, new road user experience designs for Transurban and ground breaking digital cinema capsules for Melbourne's Australian Centre for the Moving Image.

Other projects have included communication strategies and exhibition material and for the International Institute for Industrial and Environmental Economics in Lund, Sweden, for their exhibition at the 2000 World Expo, Frankfurt, Germany and the 2000 Sydney Olympics exhibition installation on Australian Convict life for the Museum of Sydney at the Hyde Park Barracks Museum.

## STAFF RESOURCES

We have a core team based in Melbourne and London.

### **Michael Trudgeon, Principal Designer**

Work experience: 20 years commercial practice in architecture, industrial design and graphic design. 25 years of teaching experience at tertiary level in architecture, industrial design, interior design and graphics.

### **Warren Parker, Designer** [London]

Work experience: Project management, documentation, design. Positions with: Grimshaw Architects (Melbourne) 2002-2005; Thomas Heatherwick Studio (UK) 2005.

### **Costa Gabriel, Designer**

Work experience: Visualisation, concept design and design documentation. Position with: Williams Boag Architects (Melbourne) 1999–2004.

### **Veronica Saunders, Interior Designer**

Work experience: 6 years of commercial interior design research, consultancy and construction; exhibition co-ordinator of international design exhibitions in Tokyo, Korea and Sydney.

### **Glynis Nott, Graphic Designer**

Work experience: 10 years of graphic and visual design practice with Crowd Productions.