

OMD AUSTRALIA SYSTEMS

BY MAXIMISING THE FLEXIBILITY OF THE WORKSPACES AND ALLOWING TEAMS TO REARRANGE THEIR WORKSTATIONS TO PERSONALISE THEIR WORK AREAS, GROUP GSA AND SCHIAVELLO HAVE CREATED AN INSPIRATIONAL SPACE IN WHICH TO NURTURE CREATIVE CLIENT SOLUTIONS.

SECTION 3 GALLERY



#1
OMD work areas featuring ProActive Techmodules, mobile storage + integrated graphic elements for team branding.

#2 - #3
The Techmodule's deep freestanding central spine allows for more storage, technology + accessories.

Project details
Project location 32 Pyrmont Bridge Road, Pyrmont NSW **Client** OMD Australia - Donna Kerkham **Design** Group GSA - Richard Neath, Katherine Smith, Melissa Reid, Andrea Orpen **Schiavello Systems NSW** Jason Parry, Sash Ristevski, Daniel Beers **Area** 1500 sq.m. **Products** ProActive Techmodules (57 double, 16 single), mobile pedestals, meeting tables.

Culture shift

Emerging digital technologies are developing to change the way we view the world. OMD Australia, one of the country's top media strategy and buying agencies, is leading by example. The relocation of their 110 team members to a new two-level warehouse development in Pyrmont, Sydney, is designed to reflect the impact of mass media on both popular culture, and on their own work environment.

OMD Australia engaged designers Group GSA to guide them in developing a new workplace culture. Their brief was that their workplace was to represent their core business strategy, and also focus on the individual requirements of their clients and team.

The key concept for the fitout was derived from OMD's desire to create an interactive working environment which supports the work practices of OMD while immersing clients, staff and visitors alike in all forms of media.

Having successfully collaborated with Schiavello some years ago, Group GSA and OMD developed a customised solution using Schiavello's ProActive Techmodules and storage systems.

Group GSA embraced the contemporary, industrial feel of the warehouse and incorporated an element of humour and fun into it. End panels of Schiavello's ProActive workstations integrate graphic elements that allow teams to brand their areas. Public spaces have flexible signage to allow OMD to brand them for individual clients. Pixels and dots per inch - the basic image language for the media world - were reflected in the graphic and design concept.

Staff at OMD refer to a large amount of client product and promotional material in their day-to-day operations and were looking for additional, custom-designed storage space and shelving to maintain organisation and to also accommodate future growth. The ProActive Techmodule's deep freestanding central spine allowed for more storage, technology, and accessories. It forms a 'storage wall', sections of which are concealed behind pinboard-covered cupboard fronts.

By maximising the flexibility of the workspaces and allowing teams to rearrange their workstations to personalise their work areas, Group GSA and Schiavello have created an inspirational space in which to nurture creative client solutions. Schiavello workstations that were chosen certainly helped provide both a cohesive environment for staff as well as necessary privacy. They also played an important part in satisfying the clients' need for flexible and clutter-free workspaces. The island technology/storage module that forms the heart of the environment is pivotal to this cohesive layout.

OMD's new, open plan environment has assisted in breaking down barriers between business units and helped increase communication. "Our new colourful environment provides a more casual yet professional and flexible atmosphere for our staff. It is tailored to meet our business needs and the benefits of the open plan provide an inspiring yet efficient work space for individuals," says Yvette Burford, Business Administration Manager for OMD. "We love it!"