

# schiaavello

## CASE STUDY



## **From display to fit-out: agile design for Brisbane's iconic Cameron House**

Brisbane, Australia

Situated in Fortitude Valley's bustling lifestyle and entertainment precinct, on one of Brisbane's most prominent corners, is Cameron House. Built in the late 1950s, the iconic building features an original mid-century brick facade, high ceilings, polished timber floors and abundant natural light across three levels.

## The brief: Mid-century meets edgy and creative

Previously owned by the founders of the Universal Store chain, Cameron House was recently purchased by three long-time friends who were attracted to its prime location and unique charm.

As part of an interior refurbishment, local workplace design specialists Boynton Rossi, were engaged to develop a unique display suite that would enhance the innate character of the mid-century building with a goal of attracting tenants.

*“The brief was to create two interior office spaces on the top floor that honoured the mid-century era while being edgy and creative,”* explains Director and Creative Lead, Alison Ross. Due to the temporary nature of display suites, agile design was crucial. *“The space had to have broad appeal to engage a range of businesses, using flexible furniture solutions that could be repurposed for fit outs down the track.”*

Drawing inspiration from Fortitude Valley’s alternate culture and crowds, the design team pulled a mix of colourful and eclectic items that worked with the building’s charm, while complimenting the heritage vista down the street. Using a combination of Schiavello furniture, unique artworks and vintage pieces sourced from Melbourne, a quirky space with broad appeal was brought to life.

Working within the existing framework of the spaces, the clever use of rugs and furniture broke the larger corner office into distinct zones. Schiavello’s Kase Storage units double as a dividing screen between them, offering ample storage while keeping the space open and collaborative. To provide further flexibility, Piper Workstations seamlessly transition from a multi-person desk arrangement to a large meeting table with the use of removable screens. Over in the collaborative area, vintage armchairs paired with the Karo Ottoman complete a retro yet modern aesthetic that beautifully connects the building’s past and future.



Cameron House



Pops of colour create a fun and collaborative space

## Customisable finishes for a feminine fit-out

Where the larger suite had a fun and collaborative feel, the smaller single-room office was intended as more of a creative and inspirational workspace. Influenced by the striking view of the adjacent Empire Hotel, the fit out was designed to frame the famous building's sage and olive facade. The result was a more muted and feminine look, using rugs and artwork combined with Dash Chairs and a rust-legged Piper Workstation to compliment the palette.

This ability to customise finishes to suit the design outcome was one of many reasons Boynton Rossi partnered with Schiavello, who Ross found to be *“committed to great outcomes for the designer through simplistic but beautiful design, enduring product, cost effectiveness and reliable lead times since the product is made in Australia.”*

Thanks to the alluring display suites, the top floor is now three quarters leased. Much of the furniture is being repurposed for the new tenants; a testament to the agility and flexibility of the design. As for the remaining suite, Ross shares that she *“regularly meets with the owners there to discuss what’s next for the building. They love the space so much, it’s actually become their ad hoc office!”*



Piper's signature leg detail finished in rust



Muted tones help to create a softer, more feminine palette