



## PARALLAX DESIGN

Adelaide,  
South Australia

Parallax Design is a graphic design studio who market themselves as 'Selling Imagination'. Our brief for their new office was to create a space which would accommodate the staff in a studio environment, provide meeting spaces and incorporate an element of quirk!

The new location at 123 Sturt Street was an interesting space within an existing 1960's building which has prominent street frontage and also rear access for parking. The floor plate was designed with a meeting room at the entry area, the work area within the centre and the second meeting space, kitchen and wet areas to the rear of the building.

A key element of the brief was the incorporation of the 'Quirk', this was an additional meeting space which needed to be unique. Various ideas included a telephone box and a combi van, however a vintage caravan sourced by Parallax was chosen.

The external natural zincalume finish was retained and the internal joinery and seating were all removed and replaced with new white free formed seating and moulded storage.

The palate of stark white materials selected for the space was intentionally chosen as it formed a perfect backdrop for the graphic work of the staff without colour impacting on the space. Warmth was introduced with the use of plywood joinery and furniture.

Overall the new Parallax office is an element of surprise which provides a unique working environment for our client to market their brand.

