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CASE STUDY

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THE LAMINEX GROUP INSPIRES A HUB OF CREATIVITY FOR SPRING IN ALASKA

With inspiration at its core, Sydney-based creative agency Spring in Alaska needed an ultra-contemporary workspace that is both functional and structurally innovative to inspire its staff and clients.



Boutique creative agency and graphic design studio, Spring in Alaska, knows that a creative work environment helps stimulate minds and inspire innovation. That's why, when they embarked on a new office development in Surry Hills, Sydney, they were eager to ensure it was a creative, high energy workspace that would reinforce its position as

cutting edge to its potential and existing clients.

Dubbed the 'Design Lab', the project was designed by Andrew Waller, director and interior designer of Andrew Waller Design. Andrew already had a strong relationship with the client, having designed Spring in Alaska's 'Warehouse' a couple of years before.

The brief for the Design Lab was simple – create a unified space filled with light. The existing office was disjointed. Spring in Alaska wanted something that was bright, open, clean and client-friendly.

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The space is also small – just 70 square metres – so an additional challenge was to maximise functionality in every element of the design.



Inspired by the raw industrial feel of the building, the solution was to create a laboratory environment with a clean colour palette and fluid design. An all-white palette was selected to reinforce the openness of the space.

The compact area was optimised by a custom-designed communal workbench, with a single independent desk for the

CEO.



“One of the most visually distinctive elements of the space is the expansive white bench. It is seamless, appearing as one fluid piece,” Andrew said.

The bench is crafted from Trade Essentials® Craftform® and spans 12 metres – the entire length of the wall. Laminex® Laminates in *White* was chosen for the benchtop, with matching curved leg detail and floating shelf detail giving a sense of harmony and connectedness.

The bench is punctuated by the CEO’s desk at the far end, also made from Trade Essentials Craftform and Laminex Laminates in *White*.

“I’ve used Laminex Freestyle® Curve surfaces before so I knew that The Laminex Group had products that had the capabilities to curve.

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Knowing this meant that The Laminex Group was my first port of call,” explains Andrew.

“Then I discovered the Trade Essentials Craftform, which delivered the durability and flexibility we needed for the design, while also being budget-friendly.”

Storage is neatly incorporated into reclaimed ‘void’ space, and simple lighting drops from the high white ceiling. Light timber flooring completes the look.

The resulting space responds directly to the needs of the agency, its staff and its clients: it is visually striking and highly functional, with an open, creative vibe delivered in a compact environment.

“The materials and colours from The Laminex Group enabled us to provide a fresh interior that embraces the vibrant and innovative culture of Spring in Alaska, and fuels creativity. Our client was thrilled with the result,” said Andrew.

“Our products are created to inspire design-leading spaces. Therefore, it was a pleasure to work with such a forward-thinking client and see our most innovative surface solutions meet new design challenges. We are proud of the result – what a great space to work in,” said Laminex Marketing Manager, Joanna Baker.

All images taken by Jason Busch, courtesy of Andrew Waller Design.