

Client The Furnace

Details Interior fitout

Area 1,050sqm

Completion December 2007

The Furnace's new head office is located on the first floor of the heritage listed Carla Zampatti building in Kent Street. The fitout occupies an area of 1050sqm and takes advantage of a central lightwell that runs through the building.

The Furnace is a boutique advertising agency founded in 2006. Bates Smart's concept for the fitout was that of Alchemy, or transformation and transmutation. The concept addressed the transformation of existing ideas and everyday concepts into something new – a principle that relates closely to The Furnace's work. In a physical sense it is the process of transforming a common substance, usually of little value, into a substance of great value i.e. reusing, recycling and restoring. The process of Alchemy also suggests a craft, something handmade with real attention to detail and a strong sense of meaning. It's individual, unique, witty – not commonplace or mass produced.

The resulting fitout for the new premises is the creation of an office environment that nurtures The Furnace's work culture and promotes social engagement, artistic freedom and experimentation.

Top left Meeting area with staff caricatures

Bottom left Workstations

Top right Reception

Bottom right Breakout spaces

