

GLOBEWEST FURNITURE OPENS FLAGSHIP BRISBANE SHOWROOM

April 2018: Melbourne furniture brand GlobeWest has completely transformed its Brisbane Showroom, thoughtfully refurbishing the interior and doubling its size to over 800 square metres.

The design-led Melbourne based brand wanted to provide “a beautiful customer experience, a relaxed and open space where designers could plan and discuss briefs with clients, and retail customers would be supported by great service from our expert showroom consultants”, says GlobeWest Co-founder Stephen Mendel. “Our showroom is their showroom,” he adds.

“Led by Shane, (State & Showroom Manager Shane Duckwitz), Arthur St was already a wonderful hub for the interiors community, but with this increased footprint, we’ve been able to bring to life our collection’s breadth and diversity, showcasing the beauty of our complete range.” he adds.

The flagship Brisbane showroom in one of Queensland’s leading design precincts now boasts stunning architectural features, an enviable state-of-the-art kitchen, a contemporary, light-filled mezzanine and a dedicated outdoor furniture section.

The interior redesign was completed by Tara Denis, principal of TD Creative Agency to “revision the growing Australian brand’s identity whilst remaining sensitive to the local architectural aesthetic.”

The previously dark exterior has metamorphized with fresh white paint and new glazing.

A crisp white breezeblock wall and large planterbox at entry guides visitors toward the sleek concrete reception counter providing a continuous experience, while anchoring the entry space within the context of the greater showroom.

Flowing on from reception is an open-plan kitchen, designed as a focal point to extend the opportunity for usage by both staff and clients as a flexible working space or for functions and events.

“A light timber was selected to continue with the relaxed aesthetic, bringing in an element of warmth while stone bench tops and splash backs elevate the design of the kitchen, imbuing a sense of quality and luxury against the relaxed design.” Explains Tara

A timber feature around the kitchen “references the shape of a home, enhancing the residential philosophy of the product while simultaneously elevating the verticality within the space.” Says Tara.

White washed timber screens border the stairs and lead the client to the mezzanine above, followed by full height timber screens, forming an apartment style layout.

Softly textured and refined in its design, the Brisbane Showroom provokes exploration without overshadowing GlobeWest’s vast and diverse range of furniture and décor.

With a gallery style foundation of concrete floors and white walls, GlobeWest products remain in focus, with textures and foliage layering to create depth and visual appeal without engulfing the space.

Location: GlobeWest Brisbane is now open at 102 Arthur St, Fortitude Valley.

Hours: The showroom is open Monday to Friday 9am to 5pm.

Viewing welcome by all. Purchases by trade account holders only.

GlobeWest co-founders Stephen and Alan Mendel together with State Manager Shane Duckwitz will officially re-open the showroom and celebrate the launch of its latest product collections with Trade Customers and media on 26 April 2018. To attend, please contact Id Collective.

Interviews:

Available on request with
 GlobeWest's Co-founder Stephen Mendel
 GlobeWest State & Showroom Manager Shane Duckwitz (project Manager)
 Interior Designer, Tara Denis, TD Creative

Images:

The High Res imagery attached is available for download at Press Loft.
 For further images, please contact Id Collective.

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