

# *(inside)*

australian design review



# 1/04 VISITOR GATEWAY CENTRE, SYDNEY OLYMPIC PARK

LOCATION Sydney Olympic Park

DESIGN PRACTICE Landini Associates

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BUDGET \$1m Size: 470 sq.m. Time to complete: 7 months

INTERIOR ARCHITECT Landini Associates

PROJECT DESIGN TEAM Mark Landini, James Farnell, Johannes Weissenbaeck, Clayton Andrews, Sonja Vogeler, Hannah Stafford



## HOW HAVE YOU CREATED A RETAIL INTERIOR OF INDIVIDUALITY WITH THIS PROJECT?

By way of combining a retail space, event space and display space under one roof, thus multi-functioning and flexing the space to cater for all manner of activity. By entertaining and educating the local community through the communication of environmental issues pertinent to them, and international visitors on the sporting endeavour of the games. By combining graphics and interiors disciplines holistically to aid visitors' circulation through the space, communication of the 'experience' and its components, and as a generator of the 'buzz' that visitors leave with. By encouraging interaction with all things within the space, be it technology, magazines and promotional material, or the staff and displays.

## WHAT DESIGN DEVICES HAVE YOU USED TO CREATE A SUCCESSFUL BRANDED RETAIL SPACE?

Interactive 'terminals' that create visual links via controllable digital camera between the visitor centre and Sydney's CBD. Sound design to play to the sense of hearing when viewing the 'Interpretation Zone'. Partitions that allow the space to function as a retail space in the daytime, and venue for special events and promotions at other times. Back-lit large wall graphics (map) that interactively allow visitors to locate their chosen destinations within the park, based upon recommended trails. A communication hierarchy and system that allows visitors to identify their requirements from the visit (be it to learn about architecture, the environment or sport) and locate what best to do/see based upon these criteria. Use of graphic icons that communicate LIVE, WORK, PLAY and LEARN components of the experience.

