

# THE GOODS

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PORTFOLIO

## ORANGE COMMUNITY HUB, ORANGE, AUSTRALIA

Picture this: A post office with a vibrant, community nurturing, future-embracing hub that's got the locals buzzing. That's what you find at the rejuvenated trading format in Orange, Australia.

Landini Associates (Sydney) is the mastermind behind this transformation. Their mission? "To create a modern post office that purposely fits changing community needs and that can belong to the future



DESIGNED BY LANDINI ASSOCIATES. PHOTOGRAPHY BY TREVOR MEIN



THIS IMAGE The Orange Community Hub offers goods and services for a one-stop shop.



of the Australian community,” says Andy Dobell-Brown, Creative Services Manager, Landini Associates.

The Orange Community Hub, launched in October 2023, redefines the traditional post office into a vibrant, multifunctional space for “improved convenience.” By integrating retail, banking and identity services, the hub becomes a central point for everyday errands. “Our new store format is a ‘love

letter’ from Australia Post to the Australian Community,” says Rikki Landini, Managing Director.

Design elements within the Community Hub are thoughtfully chosen to improve user experience and foster a sense of identity. Ever imagined a post office where you can try on your online shopping haul? This one has a changing room to make returns seamless and immediate. From efficient queue management to a “Merchant Space” offering global brands and local artisans (like a mini-marketplace of Aussie creativity), every aspect is designed to make the post office more than just a place for mailing.

The design team faced the challenge of updating an iconic institution while ensuring it remained beneficial in the digital age. Their approach was not about following trends but creating meaningful innovation to address community preferences. Efficient, comfortable and relevant, the redesign aims to evoke feelings of “first surprise, followed by a regenerated trust and sense of belonging,” says Mark Landini, Creative Director.

This isn’t just a post office; it’s a community cornerstone and represents a strategic move to make Australia Post more integral to daily life, one stamp at a time. —*Georgia Mizen*

**RIGHT** With retail and banking available, the Orange Community Hub has transformed the post office.

