



OFF  
THE  
DEEPEND

A QUIRKY FIT-OUT FOR BRAND COMMUNICATIONS AGENCY

DEEPEND IS A CONTINUATION OF CREATIVE PARTNERSHIP

WORDS PATRICIA NELSON  
PHOTOGRAPHY TYRONE BRANIGAN

INTERIOR DESIGN THE WORLD  
IS ROUND  
LOCATION SYDNEY | AUS  
PROJECT DEEPEND

Digital brand communications agency, Deepend, established its Sydney office some 10 years ago. The company – now an independent Australian entity – originated in the UK, with agencies throughout Europe and North America. Over the years the group has remained focused on providing brands with bespoke, creative solutions across all digital platforms.

The World is Round (TWIR) is responsible for the lively interiors of Deepend’s new design studio – a two-level office space located in the trendy central Sydney locale of Surry Hills. The boutique interior and furniture design firm directed the fit-out of Deepend’s last headquarters and this collaborative history made them well poised to further define the company’s identity.

“They are such a wonderful, creative group, I am sure they are just going to explode,” enthuses Andrew Cliffe, director of TWIR. The aim was to create a space that showcased the team’s creativity within a vibrant and playful environment. The brief required that the space be crafted clearly as a design studio, rather than a traditional, staid office arena lacking imagination. Inculcating a casual and friendly ambience throughout the space was essential. That said, it was also stressed that within this relaxed atmosphere, a credible and professional edge remained apparent.

Cliffe was presented with the challenge of fluidly connecting the two floors in a coherent manner, whilst utilising a pair of relatively small floor plates. “It was readily apparent that if the area was to suit the client’s requirements, a working interconnecting stair was needed,” explains Cliffe. Creating such a void was a bold move as the surrounding space was relatively limited. However, the outcome proved advantageous, not only in creating a sense of flow between different zones, but also within the overall scheme to clearly distinguish definite hubs and pockets.

“Alongside a defined concept, I think the most successful projects also nurture a strong philosophy. With Deepend this was very much about warmth,” says Cliffe. Such a theme could possibly be perceived as slightly mis-cued, given the cooler imagery evoked by the company’s name and striking blue logo, but the results here are successful.

It is not surprising that light was integral to this scheme. The design solution looked toward allowing the maximum amount of natural light to penetrate deep into the heart of the space. The inclusion of grand, sweeping windows on the rear wall facilitate this, enabling the sun’s rays to infiltrate the studio and keep the mood both friendly and uplifting.





The notion of warmth is elaborated further through the inclusion of an iconic feature wall. The 'Tetris' puck wall, with its earthy colours, wraps around the entire production studio, running all the way down to the back. "It was inspired by a trip to Bunnings hardware store, based on pixel art," explains Cliffe.

On the first floor, the notion of a traditional, more subdued reception area was abandoned, allowing visitors to instead immediately glimpse into the firm's vibrancy and creativity. The ground level is devoted entirely to the production aspect of the business – represented by an almost chaotic and exciting energy. A café, a waiting table for clients and a media boardroom welcome guests. The café replaces a conventional desk by allowing staff and clients to interact in a relaxing, informal atmosphere.

Ascending the stairs to Level 3 reveals the client administration sector, with zones for collaboration and two smaller enclosed offices ensuring privacy. "The workbench system allows for an elastic project team, allowing freelancers to slide in," Cliffe says. This level of flexibility suits the changing needs of such a dynamic, contemporary group.

"It was just one of those projects that everyone involved put their hearts and souls into," says Cliffe. "They were clients who are simply a joy to work for."

*Patricia Nelson is a freelance architecture and design writer based in Sydney.*

**PREVIOUS PAGE** The custom feature wall and table tennis/meeting table, reflect Deepend's creative approach

**ABOVE** The stair delineates different zones

**BELOW** One of the meeting rooms

## DEEPEND

**INTERIOR DESIGN** The World Is Round

**DIRECTOR** Andrew Cliffe

**PROJECT DESIGNER** Mark Lui

**BUILDER** Sense Projects

(Brett Eichhorn, Daniel Sousa)

**WORKSTATIONS** Desking Systems

**JOINER** Australian Workstation

Manufacturers (Tristian Trudge), Ambry

Furniture (Andreas Bonsa)

**ELECTRICIAN** Voice and Data Solutions

(John Fairless)

**MECHANICAL CONTRACTOR**

Koauscal (Alex Chang)

**HYDRAULIC CONTRACTOR**

Breden + Jolly (Jeremy Breden)

**DEMOLITION** Demolition Plus

**PARTITIONS** Novell Interior

**CARPET** Master Carpets

**FIRE** Bullet Fire

**BLINDS** Blindcraft

**PCA** Vic Lilli & Partners

**CLIENT** Deepend

**GROUP MANAGING DIRECTOR**

Matt Griffin

**IT MANAGER** Nick Thorpy

**BUILDING OWNER** Rommark

(Darren Williamson)

**BUDGET** \$600,000

**TIME TO COMPLETE** 6 months

(7 weeks construction)

**TOTAL FLOOR AREA** 627m<sup>2</sup>

**THE WORLD IS ROUND**

(61 2) 9281 4567 theworldisround.com.au

**FURNITURE** On Level 3, Herman Miller

Eames table tops from Living Edge. In Store

Room, 'Ultima' shelving from Dexion Office.

In Meeting Rooms throughout, Kartell

'Compello' storage units from Space

Furniture. Generally throughout, task chairs

and workstations in Offices and Work Areas

are by Desking Systems.

**FINISHES** Carpet in Edit Suite and general

work area is 'Solid Foundations' carpet tile

in black from InterfaceFLOR. Timber to stair

treads and handrail is Spotted Gum from

Ironbark Timber Products. In Bathrooms,

dark grey matte tiles from Excel Tiling. Roller

blind fabric to boundary windows is

'Veroscreen' in Charcoal Bronze from

Verosol. 'Tetris' feature wall custom by

Ambrey. Paint throughout from Dulux.

**LIGHTING** Task lighting throughout from

Austube. Break-out and pendant lighting

is Oluce 'Sonora' from Euroluce. Floor lights

are 'Spun Light' and 'Stylos' by Flos, also

from Euroluce. In Level 2 Meeting Rooms,

Tom Dixon 'Copper Shade' from dedece.

In Meeting Rooms, Offices and Bathrooms,

'Deep Starr' and 'Megalum' from INLITE.

Lighting in Level 2 Café bench existing.

**FIXED & FITTED** In Level 2 Café Kitchen,

fridges from Bar Fridges Australia, 'Cubo' sink

and Gessi 'Rettangolo' tapware from Abey,

Bezzera coffee machine from Di Bartoli, and

drawer system from Blum Australia. In Level 3

Kitchen, 'The Goulburn' sink from Abey,

tapware from Greens Tapware, and 'Billi

Quadra' filtered water system from Winning

Appliances. Generally throughout Kitchens,

Fisher & Paykel dishwashers from Winning

Appliances, and hardware from Madinoz and

Häfele. In Bathrooms, Ideal Standard 'Tonic'

toilets and Whitestone 'Hox' basins, both

available from Reece, tapware from Greens

Tapware, other bathroom accessories from

Bobrick. In Handicap Bathroom, generally all

fittings from Caroma.



Abey (61 2) 8572 8572 abey.com.au Ambrey (61 2) 9829 2133 Austube (61 2) 9674 9122 austube.com.au Bar Fridges Australia (61 3) 5337 6399 bar-fridges-australia.com.au Blum Australia (61 2) 9612 5400 blum.com.au Bobrick 1800 353 158 bobrick.com Caroma (61 2) 9202 7000 caroma.com.au dedece (61 2) 9360 2722 dedece.com Desking Systems (61 2) 9690 2733 desking-systems.com.au Dexion Office (61 2) 9830 5000 dexionoffice.com.au Di Bartoli Coffee Machines (61 2) 9389 9892 dibartoli.com.au Dulux 13 23 77 dulux.com.au Euroluce (61 2) 9380 6222 euroluce.com.au Excel Tiling (61) 414 372 797 Greens Tapware (61 3) 9460 1666 greenstapware.com Häfele (61 2) 8788 2200 hafele.com.au INLITE (61 2) 9699 3900 inlite.com.au InterfaceFLOR (61 2) 8332 2400 interfaceflor.com.au Ironbark Timber Products (61 7) 5445 2755 ironbarktimmer.com.au Living Edge (61 2) 9640 5600 livingedge.com.au Madinoz (61 2) 9971 0299 madinoz.com.au Reece 1800 032 566 reece.com.au Space Furniture (61 2) 8339 7588 spacefurniture.com.au Verosol (61 2) 9784 4141 verosol.com.au Winning Appliances (61 2) 9438 2611 winningappliances.com.au