

Telstra T-Life Flagship SYDNEY, NSW & MELBOURNE, VIC

Sydney

The retail brief for Telstra T [life] determined an approach of envelope, followed by way finding and then a strong emphasis on fixtures and their myriad functions. This methodology commenced by bringing together the various Client stakeholders and embarking on a two part process, one concerned with overall tenancy layout and presentation, and the other with accommodating the broad Telstra offer within multi function nodes termed 'Customer Engagement Centres' (CECs).

In parallel with this process the Development applications and package based documentation was fast tracked under the direction and delivery of Bovis Lend Lease. The entire project was constructed and delivered in its entirety within 12 weeks.

Melbourne

Situated on the corner of Bourke and Swanston Streets, the Ground Floor is given over to the Telstra home networking experience, where an interactive 'home' has been created for clients to see the products in a real-life environment. On the Second Level, a central merchandising street places Telstra's products on display in a simple uncluttered manner.

Value

\$5.5 million (Sydney) and \$9 million (Melbourne)

Location

Sydney, NSW and Melbourne, VIC

Client

Telstra

Referee

Vito Chiodo
Director of Property
Telstra Corporation

