



**Date:** 23/05/2011

**RE:** AU-09-1067 Regency Promotional Design

**Introduction:** A foyer is an entryway to your home. The careful design and decoration of foyers is often neglected as these areas are sometimes considered just to be a pass through space, especially if you live in an apartment building. It is necessary to keep in mind that foyers give guests the first impression about your home, however and more importantly, it is the place to greet YOU when you come home.

**Background:** With the potential sale of the Ascott owned section of the existing lobby (location of letter boxes, manager's office and concierge desk), a new foyer design is required within the space owned by the Body Corporate. A couple of options were previously considered - but the brief for the new foyer includes only minor adjustments only to the courtyard entry.

The essence of the design is to maximise the potential in a cost efficient manner - whilst providing an impression of quality as befits the building. One of the key qualities of the existing space is the double storey height. The design therefore sets out to add to the verticality - by use of full height panelling and additional full height columns.

**Furniture:** Rather than building in desks etc as seen in most foyers, the intent is to use high quality pieces of furniture - in this case the latest designs only recently released in the United States by international designers such as the renowned Barbara Barry and others. The colour range will be a simple range of grey, black and white with bronze details and a significant splash of colour in the rug. Artwork in the way of a significant bronze sculpture is also included.

**Door:** The existing entry door is a shared complaint for many of the owners and users of the building and something had to be done about it. We assessed the space needs and propose replacing the pivot door with an automated cavity sliding double glass doors that will provide ease, secure use and transparent yet elegant addition with an overall wider opening.

**Elevator cars:** The Regency Hyde Park black logo has been incorporated in the wall panelling with the use of appropriate finishes for durability and use of same foyer colours for continuation and enduring (branding) effect. The use of mirrors in the vertical corners is to give an increased space effect.

**Lighting:** The foyer to be well lit however, it should not be glaringly bright. We proposed dimmable hanging square shaped, contemporary, yet neutral light fittings and to consider the space limitation, we selected 2 'high impact' light fittings. We also propose the replacement of the courtyard downlights for consistency but smaller in size to establish the foyer space supremacy. The square, bronze trim and adjustable downlights we propose for the lift lobby will deliver a similar outcome.

**Conclusion:** "Understated Elegance" is the theme of the design with interiors and furniture reflecting a contemporary version of an early Art Deco Style - appropriate to the building design and the design of the building's logo.

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