

# HEAR ME ROAR

Text  
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Photography  
Sharrin Rees

It's at the corporate suit end of town in a prominent location opposite Wynyard Park. But there are none of the 'blokey' right-angles and hard, minimal surfaces which typify corporate interiors with Greg Natale's fit-out for Superwoman. Passers-by stop, seduced or perhaps simply overwhelmed by the blaze of pattern and colour.

The company specialises in financial advice to women and has an all-female staff. So, Natale took the opportunity to feminise the workplace, picking up on an international trend for colour, floral patterns, ornament, curves and period revival furniture. In fact, there is a subtle blend of the decorative and the sleek. The break-out table and stools are colourful, but minimal, while the streamlined, white, single-bench workstations enjoy an easy connection with the generously floral Tord Boontje fabric on the partitioning.

Natale has made liberal use of Boontje with wallpaper, light ornaments, transfers, the 'Louis' chair in reception and fabrics for the workstations and the curtain which separates reception and the meeting rooms from back-of-house, including a small children's playpen directly behind the reception desk.

Curved and decorative it may be, but the image from the street of the curved reception desk backed by the Boontje curtain is powerful, backed up by the photographs on the glazed meeting room walls of healthy, confident women. Again, the meeting rooms blend the sleekly functional (glazed walls and narrow aluminium frames) with the playful and curvaceous (the Eames meeting room chairs and moulded retro tables).

In reception, the burgundy Boontje wall paper, bright orange 'Louis' chairs, Moooi 'Random' lights and complementary dark tones of the wall and carpets (which echo the curves of the lights, side-tables, chairs and desk) all combine to generate a heady mix of tones, textures and shapes. The result is an environment which is full of character, blending the feminine with a sense of power.

Interior Designer Greg Natale Interior Design  
Project Team Greg Natale, Stacey Pappas  
Builder Tricorp Construction Group (Frank Zakis)  
Project Manager Alliance Project Services (Peter Cambos)

Greg Natale Interior Design  
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#### Furniture

'Louis' waiting chairs in Reception from Pecare Trading with Tord Boontje fabric by Kvadrat Maharam and upholstered by Warwick Upholstery. Side tables from Mobili. Eames 'Shell' meeting room chairs from Living Edge. Meeting room tables from Carina Sherlock. Boontje transfers from Hub Furniture. Mobile pedestals from Planex. 'Box' break-out table from Stylecraft. 'Bongo' stool from korban/flaubert. 'Paparazzi Shot' task chairs from Interstudio. 'Smart' workstations from Stylecraft. Carina Sherlock (61 2) 9561 1540  
Hub Furniture (61 2) 9217 0700  
Interstudio (61 2) 9360 9377  
korban/flaubert (61 2) 9557 6136  
Kvadrat Maharam (61 2) 9212 4277  
Living Edge (61 2) 9212 3542  
Mobili (61 2) 9328 6550  
Pecare Trading (61 2) 95654999  
Planex (61 2) 9550 6066  
Stylecraft (61 2) 9355 0000  
Warwick Upholstery (61 2) 9557 0990  
Work Arena (61 2) 8570 5700

#### Lighting

Moooi 'Random' lights from Space Furniture. Boontje light ornament from dedeplus.  
dedeplus (61 2) 9360 2722  
Space Furniture (61 2) 8339 7588

#### Finishes

Fabrics for workstations, curtains and Reception chair from Kvadrat Maharam, chairs upholstered by Warwick Upholstery. Graphic prints from McKinnon Direct. Curtains from Earlwood Curtains.  
Earlwood Curtains (61 2) 9554 6466  
Kvadrat Maharam (61 2) 9212 4277  
McKinnon Direct (61 2) 9836 0455  
Warwick Upholstery (61 2) 9557 0990

#### Flooring

Rugs from Alex Bowen Carpets. Carpet from Ontera.  
Alex Bowen Carpets (61 2) 9663 4085  
Ontera Modular Carpets (61 2) 8838 2522

