



Luxaflex display - David Jones

cloudnine*design*

Background & sample projects

Cloud Nine Design is a design company formed in 1999 providing unique designs in response to every client's unique brief. With a background of design within the built environment, through Architecture and Interior Design.

Cloud Nine Design has been involved with projects including exhibitions, hospitality, retail, residential and local authority. With over 20 years of experience both in Australia and overseas. Exhibition experience has covered many trade show stands from shell scheme to 900sqm stands for the gaming and motor shows. Several exhibition companies use Cloud Nine Design to design their displays.

Currently Cloud Nine Design has completed several multimillion dollar hotel refurbishments and a retail display for Hunter Douglas in the Market Street store of David Jones. Also working as a consultant to develop an airport 'Charge bar' for American Express, examples of these are enclosed.



Grand Hotel - Rockdale



Charge bar - American Express

Hunter Douglas
David Jones
Market Street



Hunter Douglas market a brand of window fashions called *Luxaflex*. The range is extensive and the aim of the new display was to showcase as many of the range as possible. Also the style of the presentation was to reflect the 'flag ship' status.

Working closely with the Hunter Douglas marketing team the display was developed in 3D, then detailed and finally the construction and installation was managed by Cloud Nine Design to ensure the design was realised as it had been proposed.

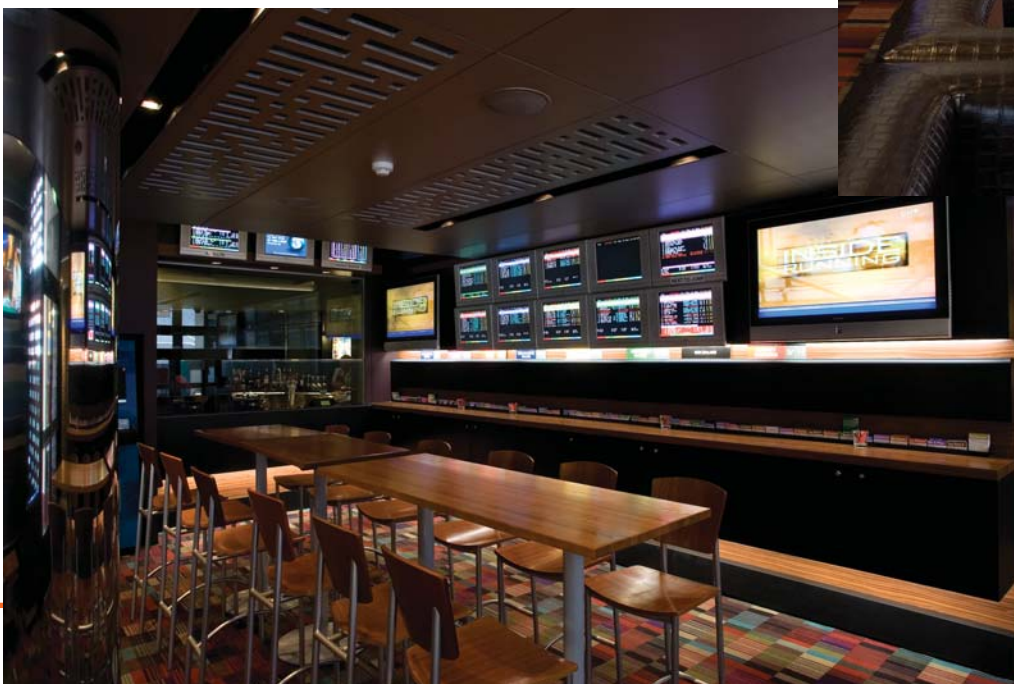




Working with the Southern Hotel Group on their second hotel refurbishment we had undertaken together in the last five years meant Cloud Nine Design had a great understanding of how the client operated their business. The style of the hotel needed to be updated to attract a new clientele mainly generated by new apartment developments.

The refurbishment was extensive and involved the relocation of the main bar and construction of new ground floor toilets. A secondary objective was to install all the necessary infrastructure to enable the first and second floors to be developed at a later stage with minimal disruption to the new works.

The first stage works included the 484 Bar, new toilets, Diamond Mine gaming room and Goffy's Cafe at a total cost of \$1.7M.



American Express 'Charge Bar' Various airports



Cloud Nine Design was brought in as a consultant by an agency to work on the 'Charge bar' for American Express. To be located in airports to provide travellers with wifi and internet access, drinks and the opportunity to sign up to American Express.

Numerous functions had to be accommodated together with storage for technical equipment and collateral. Due to high traffic the selection of finishes for the display was critical both to reinforce the corporate look and provide surfaces which would be hardwearing. Additionally the display had to be self supporting.

The initial installation is located in Melbourne airport.

