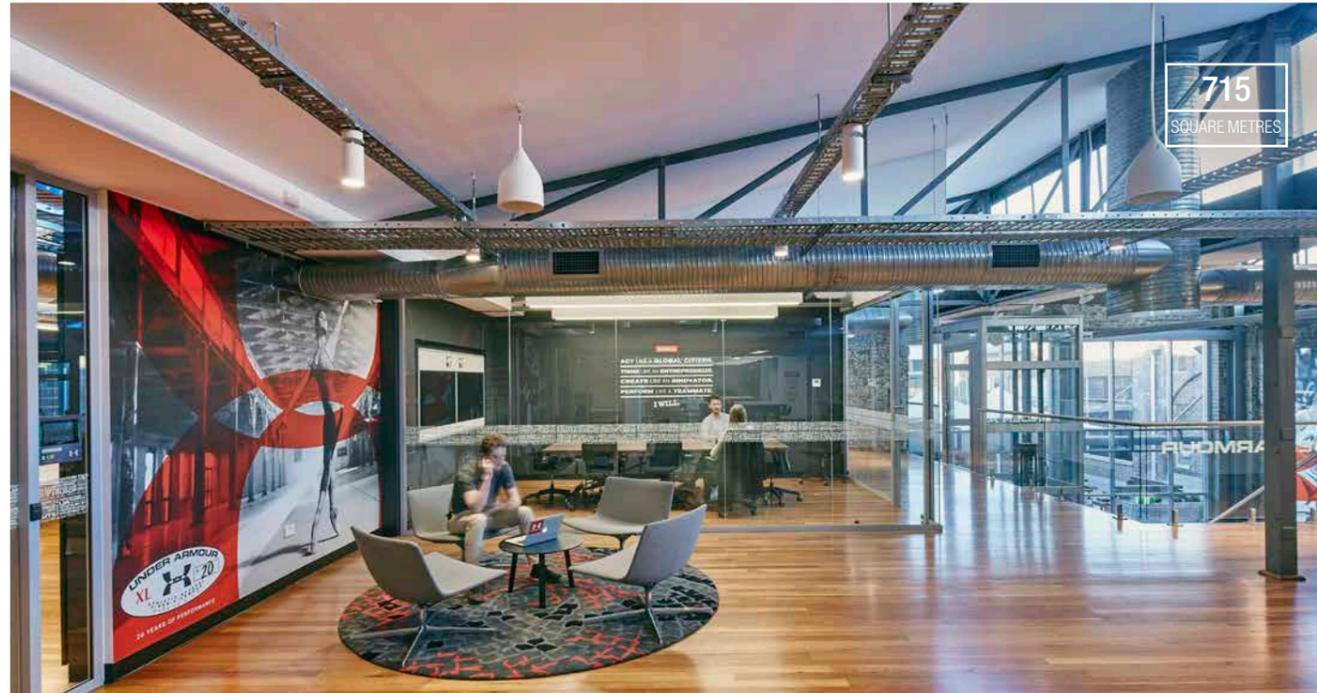


UNDER ARMOUR

THE FIRST AUSTRALIAN HEAD OFFICE FOR US-BASED SPORTING APPAREL GIANT.



Within an existing heritage warehouse, Under Armour's new workspace spans Level 1 of Mill 2 in the bustling industrial precinct of Alexandria, NSW and combines an open workspace and retail showroom.

The design is the result of a close collaboration between Scott Moylan, Managing Partner at Gray Puksand in Sydney, interior designer Jess Orié and Under Armour who provided the designers with a comprehensive brief to ensure a consistent brand image across their offices, showrooms and retail stores.

Under Armour was established by an ex-sportsman in Washington DC, USA in 1996. What began as a desire to create moisture-wicking t-shirts for himself and his football teammates, has grown to become a major competitor in the world of sports apparel and is set for future growth with a rollout of retail stores across Australia.

Under Armour chose the space knowing that they could use existing features such as the exposed brick walls and saw tooth ceilings, exposed trusses, stairs and lift. The challenge was to retain a strong sense of the industrial heritage of The Mill while balancing the need for functional workspaces and acoustic design.

Light floods through the ground floor entry void which is dominated by a large illuminated sporting image and adjacent white acrylic mission statement. Technology and large scale branding are major components of the front of house zones with several screens and innovative white suspended speakers dotted throughout the waiting area. The workspace includes a large showroom that houses all their current merchandise, a breakout area and call centre.

The design incorporates a minimal palette of colours and materials to work with the existing timber floor and Under Armour's corporate branding. Behind the reception desk, a super-sized carved logo in solid timber creates a subtle link with the adjacent waiting area graphics. Here, a custom coloured Tappeti Conical rug and upholstered seating was introduced to add softness and create a more intimate setting in the large space.

The adaptive reuse project is a result of a considered design approach that satisfies stringent Australian building standards and heritage controls over the industrial site, contemporary workspace design, and an international client's expectations.

