

# Ply perfection

## PROJECT SNAPSHOT

**Client:** Data Action  
**Location:** Adelaide CBD, SA  
**Project Size:** 2,500 square metres  
**Head Contractor:** Shape Group  
**Joinery & Fitout:** Link Interiors  
**Design:** JPE Design Studio



Link Interiors recently completed Data Action's office/reception fitout, located in Adelaide's CBD. This was Data Action's first significant workplace project in over 10 years with the new CBD location providing an agile and flexible workspace for 150 staff in a diverse style of meeting and collaborative settings.

Link Interiors prides itself on working closely with all stakeholders, being associated with the Shape Group as the main contractor to achieve this impressive outcome on this 2500 metres square fitout. JPE Design Studio specifically designed this workplace around Data Action's core business idea, generation and thought leadership. This design promotes incidental contact amongst staff, 'bump zones' and communal areas to share ideas informally and celebrate success.



The reception counter was the centrepiece of the fitout. Floor to ceiling wall and counter front angled Hoop Pine ply panelling with black aluminium inserts and black reconstituted stone benchtops making this seven metre reception counter, manufactured at Link's Melrose Park facilities, truly unique.



With the use of veneers, glass, stone and laminates in this predominantly black colour palette, the visual and practical results are outstanding.



Veneered Balsa Wood LCD feature light beams suspended from the ceiling strategically located throughout the fitout gives the ambience of the soft lighting affect that was desired.

Within a tight schedule and access restricted to standard lift dimensions it made this project even more of a triumph as

joinery components were custom designed to utilise lift access.

Adelaide based Link Interiors is a highly respected family owned and operated company and their philosophy of 'no defects' was once again at the fore on this successful project. 