

MORRIS^{co}
design

COMPANY PROFILE



ALEXANDRA MORRIS - CEO & FOUNDER

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MorrisCo Design is an industry leader in the design and delivery of national store rollouts. We work with dynamic businesses that have a national store rollout looking to expand their portfolio. We are committed to providing highly effective design solutions that focus on brand consistency while minimising time & construction costs.

We work with both established and emerging brands to create unique store experiences that focus on driving higher sales through improved customer experience and creative design.

Some of the clients that we have worked with include:

Guzman Y Gomez, KFC, Ella Bache, Healthy Life, IMB, ABC Retail, Criniti's, Mad Mex, LJ Hooker, Ray White & Ron Bennett.

Our diverse portfolio of clients include rollout services for large multi-site clients as well as start up concepts. We develop our client's brand into the built environment ensuring the best possible store delivery experience. We work alongside our clients and landlords to maximise the brands exposure and integrity while considering the store location and custom flow. We offer an end to end service from planning through to store completion. At MorrisCo Design we love being innovative and creative but most of all we love listening to our clients' needs and exceeding their expectations with the end results!





BRIEFING & RESEARCH

SPACE PLANNING

CONCEPTUAL DESIGN

3D VISUALISATION

COUNCIL SUBMISSION & CERTIFICATION

LANDLORD MANAGEMENT & APPROVALS

CONSTRUCTION DOCUMENTATION

TENDERING & PROJECT MANAGEMENT

ROLLOUT DOCUMENTATION

BALMAIN VILLAGE HEALTH

We didn't want our space to look or feel like a medical practice so we approached MorrisCo Design knowing that they hadn't done many medical projects.



Located in the heart of Balmain, Balmain Village Health is a medical practice with Doctors, Nurses and Allied Health Professionals providing the highest-level healthcare tailored to its locale. Balmain is a suburb steeped in history with numerous heritage-listed buildings.

Honouring this we retained as many period features as possible, including ornate pressed metal ceilings, to work harmoniously with contemporary elements. We have created a medical practice that sets itself apart from mainstream practices. When stepping into the reception, patients are welcomed into a calm, warm, inviting and relaxing environment. The idea was to simply create a medical practice that wasn't conventional.



The brief that we gave them initially, they challenged! They backed their approach by research and consideration to the demographic of the area.

They took the time to understand the local area and our core target market and delivered an end space that exceeded our expectations. Since completing BVH, we have worked with MorrisCo Design on two separate projects and it's without a doubt we would highly recommended them.

DANIEL MANN - DIRECTOR

FOUR FROGS



MorrisCo Design have designed ALL our restaurants over the last four years.



Located in Mosman, Randwick, Circular Quay and Lane Cove we have designed all of the Four Frogs stores to date.

Brand consistency was key for ensuring continuity between these sites, while the store design for each site is far from a carbon copy a main palette of finishes was implemented.

A custom printed tile was developed for the brand and large scale black & white wallpaper graphics have been applied to the walls of each location.

* Designed while director/owner of Morris Selvatico P/L

They have contributed
a lot in the evolution
of our brand

FLORIAN GUILLEMARD



* Designed while director/owner of Morris Selvatico P/L

ESPRESSO ROOM



This is the second store that we have designed for the Espresso Room brand. The brief for this site was to take the concept that we developed for the Woden store and make it relevant for this site. The shopfront was existing and couldn't be touched so we decided to create a space within the space to anchor the main bar area and to maximise seating.

A custom steel structure was designed so that menu boards and pendants could be hung from. A mixture of furniture was selected to create a relaxed feel.



They understand my brands & help bring my vision to life.

* Designed while director/owner of Morris Selvatico P/L



Working with MorrisCo Design has been an amazing journey for me. The level of professionalism and creativity has been fantastic.

MICHAEL ROSE

* Designed while director/owner of Morris Selvatico P/L

MAD MEX



Established brand Mad Mex approached us to design their prominent corner site at the new East Village in Zetland. The existing palette remained true to the brand with the addition of a newly designed Corona chandelier, crate display wall and new shopfront design.

* Designed while director/owner of Morris Selvatico P/L



* Designed while director/owner of Morris Selvatico P/L

GYG

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Our first store for this established brand was located in the heart of Sydney's CBD inside the MLC foodcourt. Since then we have gone on to design stores in other parts of NSW, VIC and QLD. Each store has a unique location and demographic so it was important for us to develop a design approach that suited the area. The main branding elements remain true to the brand and a selection of durable finishes was key.

MorrisCo Design have years of experience in the F&B industry and as a result they are one of our preferred designers.



They understand the importance of brand consistency as well as being able to design spaces that reflect the honesty and integrity of our food.



GYG have stores located across the nation and MorrisCo Design are able to delivered what we need on a site by site basis.

TALLY OTEIWI - CONSTRUCTION & EQUIPMENT MANAGER AT GUZMAN Y GOMEZ

1888 CERTIFIED

The overall effect of the space is relaxing and inviting whilst allowing the customer full transparency to the inside workings of the butchery itself.



With the concept of "farm to plate", this gourmet butcher located in the Hall Street precinct of Bondi Beach delivers this and more. With a mixture of rustic recycled Australian timbers, simple white gloss wall tiles and milk washed bricks, 1888 Certified provides a premium butcher retail space.

* Designed while director/owner of Morris Selvatico P/L



Texture and signage are used with deliberate intent providing an intelligent response to a simple brief

ALEXANDRA MORRIS

* Designed while director/owner of Morris Selvatico P/L

NEXT PRACTICE

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Next Practice - Care of Gen Biome, is an integrative medical practice focusing on optimising gut health, microbiome and brain performance. MorrisCo Design worked with Next Practice's head office and the client to achieve a fresh direction for this brand while continuing to ensure brand continuity. Creating a seamless customer journey was paramount to the success of the space.

A palette of organic, natural and welcoming finishes were employed for the 200sqm clinic. The reception was designed to feel more like a café than a traditional "medical centre" and a recovery area and a pod for health coaches to consult was an important requirement. Each of the doctor's rooms include state-of-the art technology paired with at home digital devices and app, enabling you to see and track everything about your health in a single glance.



We selected MorrisCo for their experience in hospitality and healthcare, and very specifically the marriage of the two.

MorrisCo managed to catch the spirit of what we wanted very quickly and precisely reflected their proposal to us with great clarity.

Minimal ceiling lights and environmentally friendly, toxic free paints and finishes were used throughout. Soft curved walls and a fresh white palette was used to lift the upstairs hallway. We worked tirelessly with the client and builders – Jensen Projects – to ensure that the project was on budget and open and trading on time.

In the design phase, we were able to go deep into optimising the space we had. They listened to our needs and were creative in providing solutions.

We immediately liked the flavour of the space they landed for us and were able to rely on MorrisCo's selection of fabrics, textures, fittings and furniture.





We are very happy with the final result. It's a great place to work and care for our patients. Not a day goes by without a comment on the beauty of the space!

NICOLAS FAUST - MANAGING DIRECTOR



KFC

We approached MorrisCo Design directly when we came across the diversity of work they have delivered in the hospitality industry.



We worked closely with the team at KFC head office to deliver a fresh new look for their stores. We manipulated the KFC standard palette to add extra layers of texture & warmth. Hanging plants, custom booth seats & weatherboard cladding were adopted while warm timbers & reclaimed terracotta tiles frame the counter area.

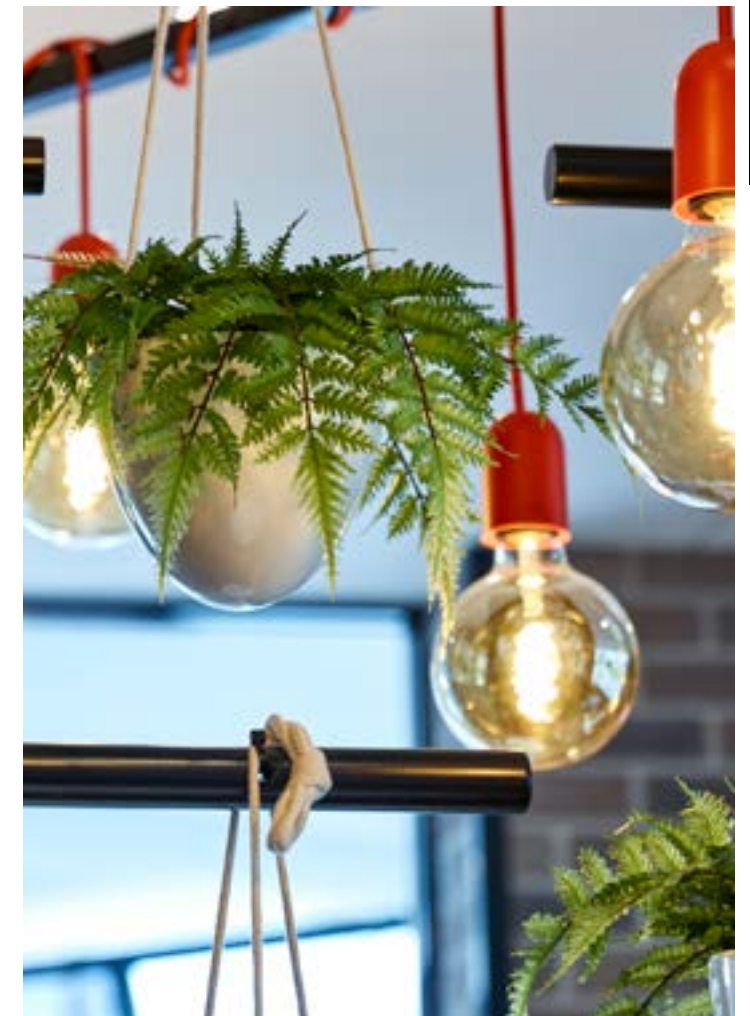


MorrisCo Design were able to develop a new vision, playing on KFC's past yet providing a contemporary and dynamic approach while staying on brand.

An important requirement was their ability to develop and work with our existing brand guidelines and palette.

We have a preferred designer list for our franchise network to use and MorrisCo Design are one of our preferred designers that we continue to work with.

HARRY POULLOS - DESIGN & CONSTRUCTION
MANAGER AT KENTUCKY FRIED CHICKEN PTY.
LIMITED



NUDEFISH

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Nudefish contacted us after having open three stores that they felt didn't reflect their brand. For their fourth store located inside the Met Centre, Sydney, we started from scratch. First we developed a brand new concept and palette to capture the true essence of the brands DNA. We employed a palette of light timbers, terrazzo, natural rattan and dusty pinks.

This was set against light blue dot mosaics and dark blue powdercoated mesh. The seating area showcases a custom made banquette with matching upholstery and terrazzo hourglass stools.

From the initial meeting we knew we were in good hands and that stayed true throughout the entire process.



It was clear that MorrisCo Design understood the brief the minute we saw the new design, the colour palette and the choice of materials, we loved every aspect of it. The level of their documentation gave us confidence that the build was going to be as seamless as possible too.



They may have cost a little more than prior designers but it was most definitely worth it. This was the most streamlined build we have done yet and we will definitely be using them on the next store.

JAMES NATHAN - CO-FOUNDER



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