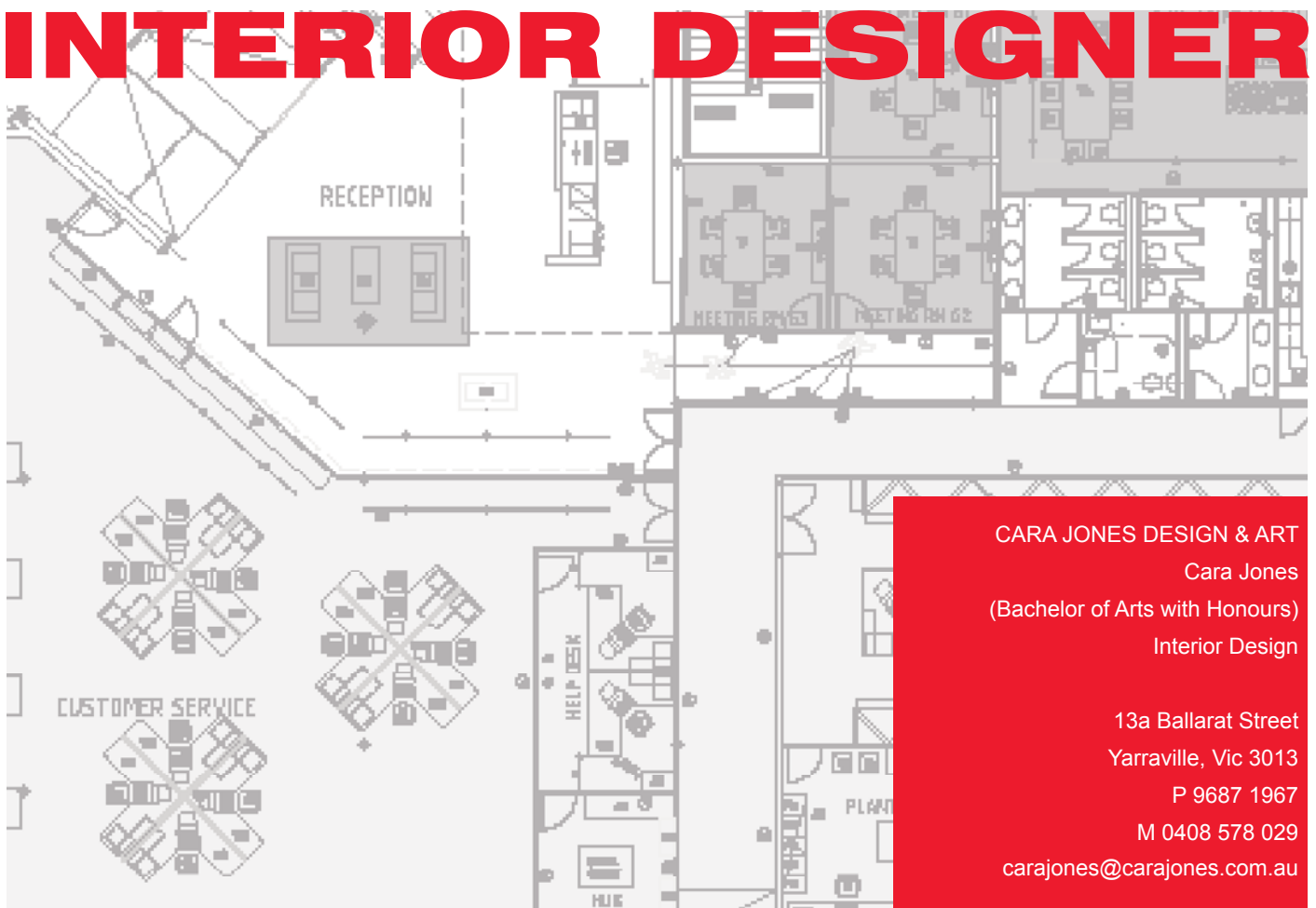


CARA JONES

INTERIOR DESIGNER



CARA JONES DESIGN & ART

Cara Jones

(Bachelor of Arts with Honours)

Interior Design

13a Ballarat Street

Yarraville, Vic 3013

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“Why choose Cara Jones Design...because we can provide you a saving on your investment”

How do we achieve this?

1. Most importantly, we help companies to achieve their vision in practical and cost effective ways. By staying ahead of fashion and through careful product selection, we can recommend furnishings and finishes which look great and wear well for years to come.
2. We help deliver savings to your bottom line by creating and overseeing tenders for your office furnishings and workstations.
3. We help enhance your company's 'commercial offer' by creating a new look for your office that both effectively reflects your company's identity and differentiate's you from your competitors.
4. We optimise and transform available space, so that you get maximum benefit from the redesign or relocation of your workspace.
5. We help attract (and retain) high calibre staff by creating interior environments that inspire. We have over 12 years industry experience and understand the dynamics of the interior design profession. We believe firmly in the role of design to connect with the end user, making both staff and customer's feel good about an organisation's proposition. Treated carefully, design can bring financial and emotional rewards.

“The overall furnishings budget was in excess of \$500,000, which required skillful fiscal management, and prudent product selection.

Your ability to plan and formulate the various Tenders for the purchasing of the soft furnishings, work stations and relevant joinery, not only provided both Trevor and myself with confidence that the final outcome of the project would surpass our initial expectations, but the exacting detail of the tender process also delivered considerable savings to the bottom line.”

Phil Taylor, CEO, Franklin Printing



HEIDELBERG PRINTING

In June 2006 Cara Jones Design was commissioned by Heidelberg Printing to oversee the interior design of their proposed new corporate headquarters in Notting Hill.

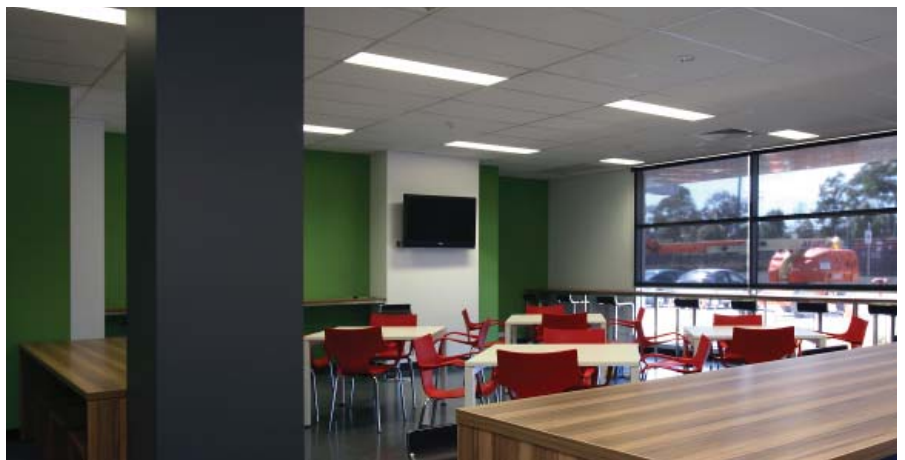
The brief was to design the entire interior, including all key client spaces, general workspace areas, staff relaxation zones and back of house storage areas. As an international company it was also important to ensure that the fitout was designed within the strict budgetary controls set by the regional head office in Singapore.

Relocating from a 2 storey building in the heart of thriving Richmond to a 3 storey building (over 3500sqm) in the quieter suburb of Notting Hill, it was important that the new interior was stimulating and exciting in order to retain staff. With over 150 members of staff, we worked with the Heidelberg Team Leaders to ensure that the new interior would meet their expectations and needs.

Cara Jones Design selected all interior finishes and worked with the appointed builder, on behalf of the client, to ensure that all instructions were implemented. We designed and tendered the workstation, joinery & signage packages & project managed the commissioning of the fine package.



reception, Heidelberg Printing



lunchroom, Heidelberg Printing



exterior signage, Heidelberg Printing

FRANKLIN PRINTING



customer lounge, Franklin Printing Group



creative concepts, Franklin Printing Group

Working closely with CEO Phil Taylor, Cara Jones Design have reinforced Franklin Printing Group's enterprising and creative culture in the fitout of their new administration offices.

The design objective for the fitout was to create an interior that worked well from a staffing, customer and supplier point of view. The spaces were to look appropriate and to express the companies core values. Most importantly it was essential to stay with the confines of the furnishings budget.

With 5000sqm to play with over two levels, the resultant spaces are comfortable and generous, enlivened with splashes of saturated colour. A selected mixture of iconic mid-20th century furniture items, combined with cutting edge Australian pieces, further emphasise Franklin's commitment to innovation, and will provide a strong and timeless foundation for this companies future expansions.



entry foyer, Franklin Printing Group



customer service, Franklin Printing Group

WELLCOM GROUP LIMITED



sketch view of entry foyer, Wellcom Group Limited

Cara Jones Design was initially commissioned by Wellcom to design the interiors of the key client areas in their brand new Lorimar Street premises. This brief was expanded to include a range of other services, from designing the signage and graphics, to determining the paint scheme for both levels of the interior.

As many furniture items were to be reused from the old premises, we conducted an existing furniture inventory to rationalise existing requirements and quantities. The next step was to determine which items were to be relocated, where they were going to be located to and what new furniture (and joinery items) were required. Through calling tenders to supply and install the new furniture and joinery items, we have managed to achieve substantial savings for Wellcom.



first floor plan (showing furniture layout & paint locations, Wellcom Group Limited)

AUSTRALIAN CORPORATE DESIGN & CONSTRUCTION



reception area, Cleanaway St. Kilda Road



boardroom, Hobsons, Bourke Street



reception, Juillard Group, Collins Street

Cara Jones Design has worked in association with Australian Corporate Design and Construction on a number of corporate fitouts.

We provide advice across all areas of interior design from selecting the overall finishes and colours palette, to designing reception joinery and signage items. We aim to design distinctive interior spaces, which reflect the client's individuality.

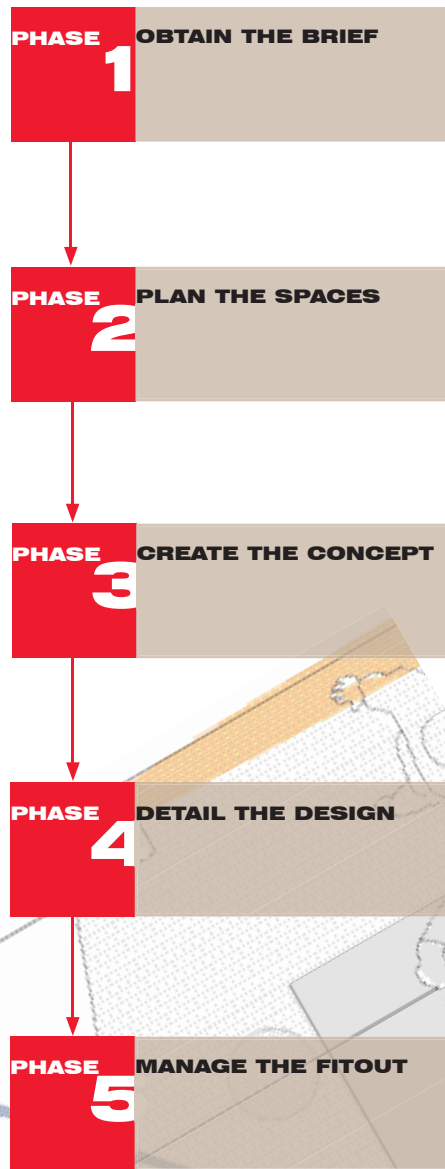


We work to a proven step-by-step creative process, organising the projects with a strong framework from the start.

The process that we follow increases efficiency, promotes involvement with the necessary people, and makes it easier for you.

The value in managing projects in a clear logical sequence is invaluable. The end result is a strong set of drawings, documents and schedules which contractors and suppliers can accurately and confidently tender on.

A tender process can create a competitive market which in turn can mean a substantial saving to the overall project cost. As an end result our design fees can end up being close to, if not completely, 'cost neutral'.



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Workplace designs that are functional as well as stylish.

Our first step is to immerse ourselves in your business so that we can learn about a clients aspirations and link these with an understanding of any constraints.

By talking to you and your staff members, we will build up a picture of all staff member functions and their needs, wants and aspirations for their proposed new workplace.

We use this information to create an effective occupation strategy for you and your environment. Enabling you to gain the maximum benefit from your workspace.

The main objective of a design brief is to give clients a complete picture of the opportunities and scope for redesign and develop a brief that can be brought to reality.



A workplace design brief - what does it involve?

To create a space that fully supports your business is it necessary to understand your business on all levels. Development of an interior design brief means taking a closer look at:-

- Working Practices Evaluation
- Storage Audits
- Employee Expectations
- Interview Staff
- Identify Corporate Culture
- Inventory Assets
- Review Strategic Goals
- Research Future Needs
- Identify "Wants & Needs"
- Establish Project Schedule
- Conduct site survey

PHASE

1

OBTAIN THE BRIEF

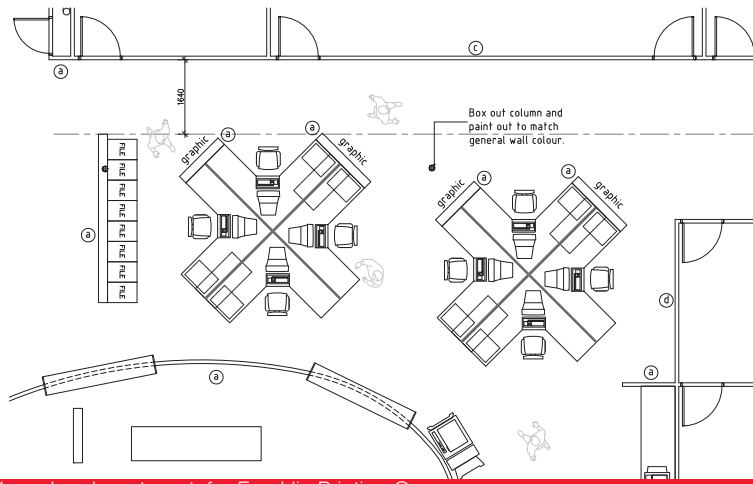
Space planning - what does it involve?

We are able to assist right from the word go to help our clients narrow down the space selection by offering advice on planning and spatial requirements to suit their specific needs.

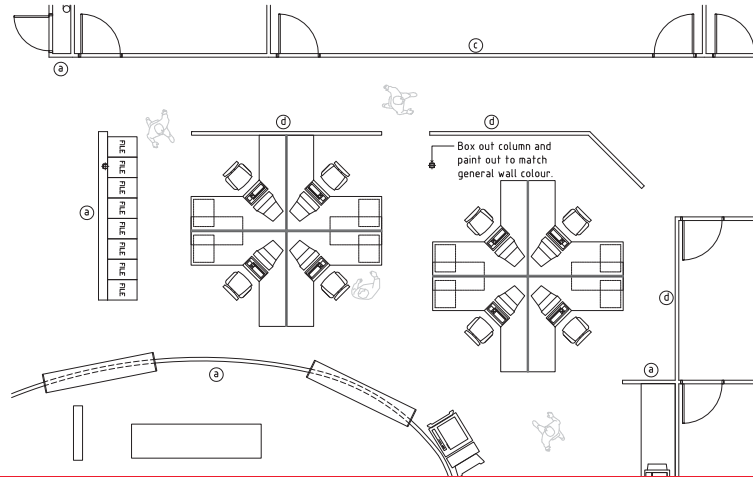
We recognize the importance of efficient space planning and are experienced at creating a successful working environment by zoning spaces and examining flow and circulation.

To create workplaces that are both a powerful business tool and support your unique corporate objectives, we address the following questions:-

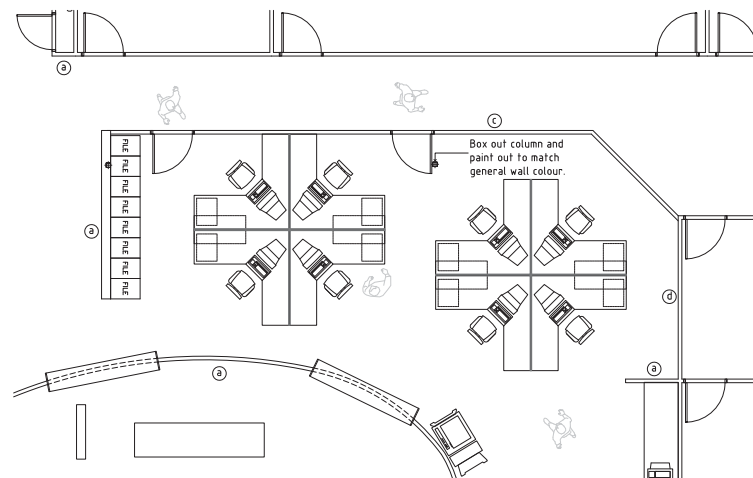
- *Will the communication and work flow be effective?*
- *Will the environment support your people – light, air, sound, space?*
- *Will your clients be facing areas that are communicating the right message?*
- *Is your space future proofed?*



option 1 - sales department, for Franklin Printing Group



option 2 - sales department, for Franklin Printing Group



option 3 - sales department, for Franklin Printing Group

PHASE 2 PLAN THE SPACES

Concept design - what does it involve?

In the concept design stage we take the opportunity to develop the design and integrate corporate image and graphics to convey a design aesthetic and style which suits your business.

We have access to a huge pool of resources to specify the best selection of colours, finishes and furniture your project and budget. To create spaces that exceed a client's expectations for innovation we take a closer look:-

- Space Planning
- Staff & customer circulation
- Focal points
- Furniture layout
- Joinery design
- World's best practice

To communicate our ideas, we can compile

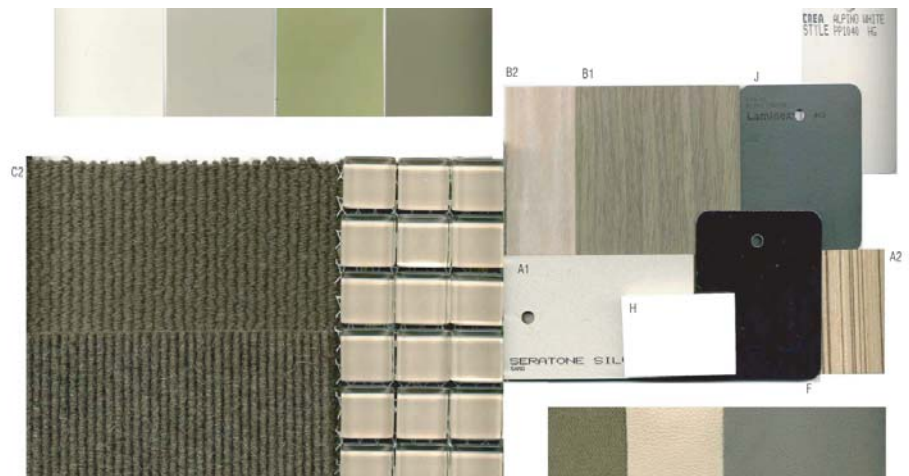
- Plans and elevations
- Mood boards
- 3D handdrawn view
- 3D computer generated views
- 3D models



mood board, client and staff areas, Franklin Printing Group



sketch view of waiting area, for Hobsons Consulting Group



finishes board, NAB Corporate Box, Telstra Dome

PHASE

3

CREATE THE CONCEPT

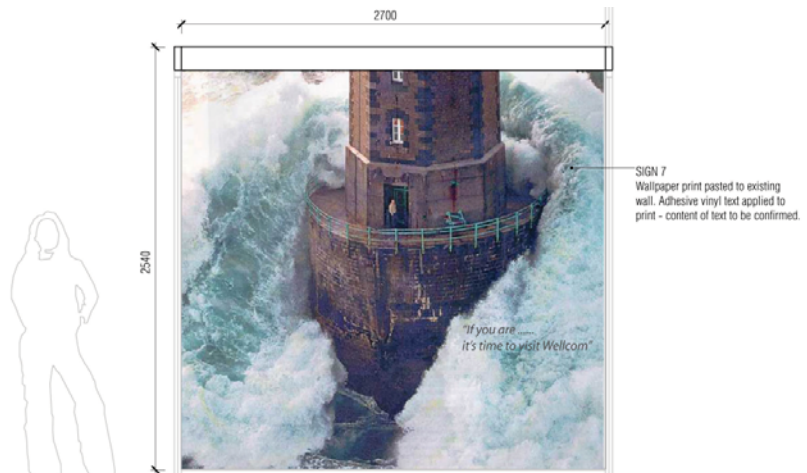
Detailing the design - what does it involve?

In this stage of the creative process, we translate the approved concept drawings into technical dimensional drawings for the builder to accurately cost and construct the fitout.

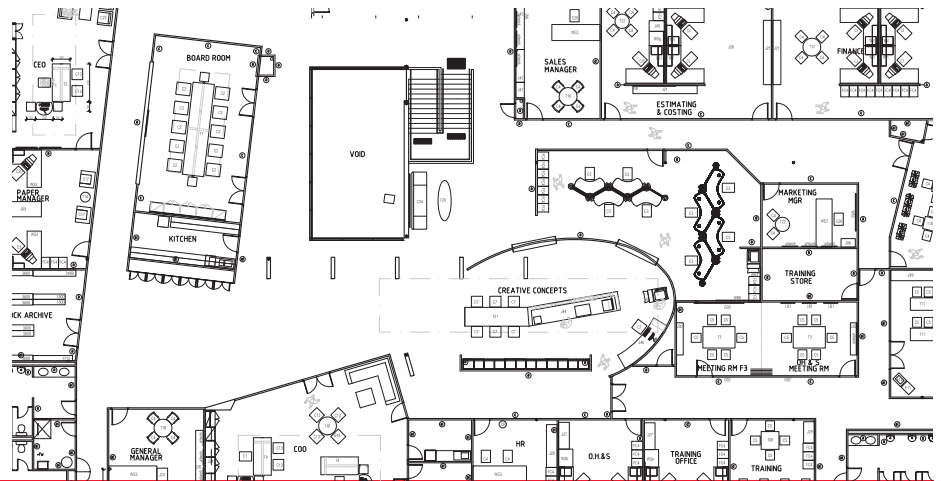
All our documentation is thorough and proficient and produced on Autocad to enable accurate pricing by builders. As part of our role we are able to brief and co-ordinate all sub consultants including services engineers and building surveyors.

In this stage we take a closer look at:-

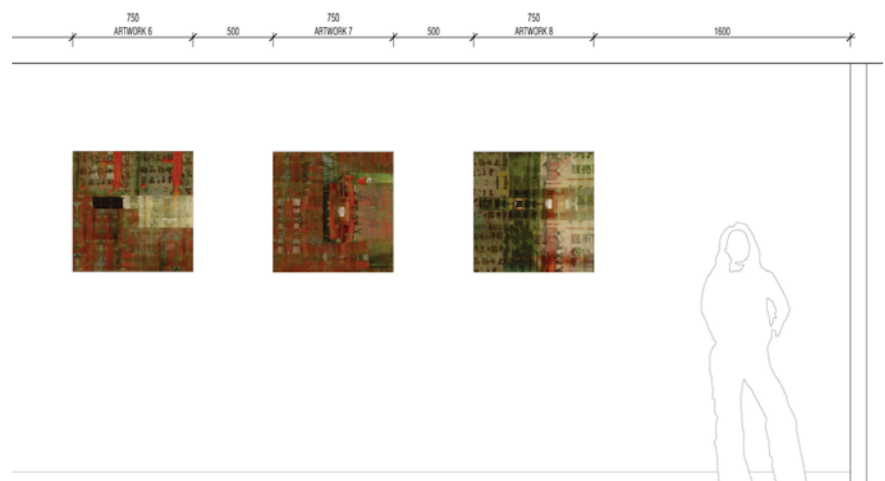
- Joinery drawings (CAD)
- Fitout drawings (CAD)
- Graphic & artwork details
- Signage details
- Loose furniture quantities
- Workstation quantities
- Colours and finishes selection
- Specification production



signage elevation, corporate persona graphic, Wellcom Group Limited



AutoCAD plan, first floor, Franklin Printing Group

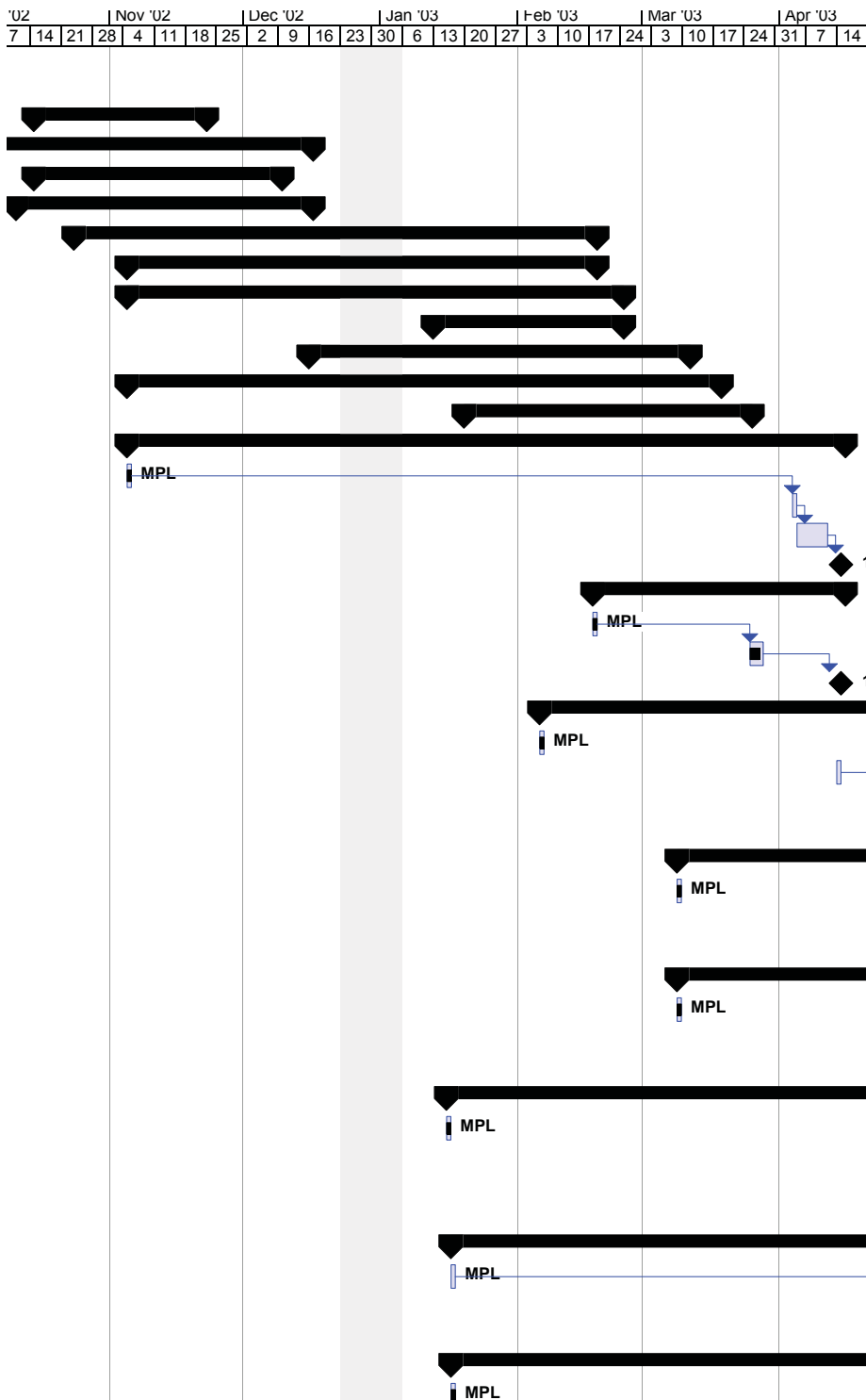


artwork elevation, boardroom, National Credit Management

PHASE

4

DETAIL THE DESIGN



Managing the fitout - what does it involve?

By using our services for this final implementation phase, clients can leave the designer to undertake the day-to-day running of the project, knowing that their new workplace will be created efficiently, within budget, on time and to the standard expected. In this final stage of the creative process we take a closer look at:-

obtaining permits

We work closely with the Building Surveyor and Engineers to produce a package of drawings to enable obtaining of building and planning permits from council.

tendering phase

We are completely independent designers, and we encourage our clients to obtain competitive quotes from a number of suppliers. We are able to package up the technical drawings and documentation. We can arrange tender prices from a selection of suppliers and provide an assessment and recommendation to assist you with your decision.

project administration

We can co-ordinate the project during the construction phase by liaising with the supplier and sub consultants to ensure programme and quality are met. We carry out a thorough final defects inspection and co-ordinate a certificate of occupancy.

PHASE

5

MANAGE THE FITOUT



FRANKLIN

PRINTING GROUP

WEB PRINTING

SHEET FED COLOUR PRINTING

PRE-PRESS IMAGING

Ms. Cara Jones,
Cara Jones Design & Art ,
158A Stephen Street,
Yarraville, Victoria, 3013.

May 11th, 2005.

Dear Cara,

I am writing to both thank and congratulate you on the exceptional contribution you have provided in the planning and execution of the design and fit out of the offices in Franklin's new administration and factory complex at Fourth Avenue, Sunshine.

By any measure, the task was large, however, your professionalism, organizational abilities and creativity was evident from the outset.
The main office area alone covers approximately 5,000 sq.metres, encompassing the reception centre, client and supplier facilities as well as production planning, customer service and graphic services areas.

As you are aware, Franklin Web Printing is this country's third largest catalogue printing organization, with a client base that includes the 'who's who' of retailing in Australia. Your unique application of colour, particularly in the Sales and Creative Concepts areas has already received great reviews from those who have visited the complex, and undoubtedly will continue to impress the tough marketing audience we work for on a daily basis.

The overall furnishings budget was in excess of \$500,000, which required skillful fiscal management, and prudent product selection.
Your ability to plan and formulate the various Tenders for the purchasing of the soft furnishings, work stations and relevant joinery, not only provided both Trevor and myself with confidence that the final outcome of the project would surpass our initial expectations, but the exacting detail of the tender process also delivered considerable savings to the bottom line.

Cara, I have valued our working association during the life of the project and wish you well with your future endeavors.

Yours sincerely,

Phillip L. Taylor
Chief Executive Officer
Franklin Printing Group Pty. Ltd.

The Franklin Printing Group Pty Ltd A.B.N. 98 006 078 477 P.O. Box 61 Sunshine, 3020

Web Division 15 Western Avenue, Sunshine 3020 Victoria Telephone (03) 9312 1022 Facsimile (03) 9312 1841

Level 3, 66 Berry Street, North Sydney 2060 NSW Telephone (02) 9925 0700 Facsimile (02) 9925 0688

Sheet Fed Colour Printing Division 17 Ormond Avenue, Sunshine, 3020 Victoria Telephone (03) 9310 2900 Facsimile (03) 9310 2933