

SBIA

ADVANCING BOARDSPORTS RETAIL

SHOPFIT

PROSPACE DESIGN STUDIOS

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SBIA PARTNER PROFILE: PROSPACE DESIGN STUDIOS

PROSPACE DESIGN HAS A LONG ASSOCIATION WITH SURF RETAILERS AND BRANDS AND RECENT CLIENTS INCLUDE BILLABONG, NIXON, O'NEILL AND VOLCOM.

While the focus is on fit-outs and design, Prospace offers a lot more, including complete project management from the first drawings, the manufacturing of fixtures and joinery, integrating brand messages and in-store POP to liaising with centre management and local government. They also cater to all types of work from large developments for major brands moving into vertical retail and re-fits to freshen up existing stores.

The management team at Prospace comes from a variety of retail experience and as director Dan Eagles points out, the company's roots are firmly planted in retail: "My background was a decade with Billabong in retail development and also Surf Dive N Ski in Victoria."

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"Our work is about integration of design and supply. Design is our core discipline, but we supply joinery, fittings and finishes, through local and offshore manufacturing," Dan said. "One of the things we bring to the table when it comes to surf and action sports is how to make efficient and commercial decisions that are not emotional."



"Our creative thinking is in tune with clients needs to not only create wonderfully designed spaces, but to fully immerse ourselves in the brands strategy in order to tailor excellent customer experiences that yield greater commercial leverage."

This is reflected in the type of solutions Prospace offers its clients, which are available in a number of different packages. These are outlined on the Prospace Design website, but an example that is a good fit for independent surf retailers is the Basic Design Package which includes:

- Preparation of various schemes for selected store environments
- Refinement of the agreed scheme, including all documentation for statutory and landlord approvals, through to construction documentation on the interior, fixtures and furniture
- Complete lighting, electrical and AV specification
- Management of necessary design approvals
- Design Management through to store opening and beyond

For Dan, partnering with the SBIA is a natural fit: "We felt we should be part of it. Surf and action sports have given us so much over the years. It's close to my heart and is relevant and we felt we need to support the independents."



"We aim to add value when people are looking to do things differently," he said. "Help them work within budgets, but push the boundaries of what is possible, and make sure those we work have everything they need to make the right decisions as well."

For more info go to: <http://prospacedesign.com.au>

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