



Statement of Capability 2009

ATOMIQ DESIGN GROUP is a multi-disciplinary practice of Designers and Architects specialising in analysis, planning, design and direction for tourism, placemaking, public space projects, leisure and recreation, .

Office 2/59 Hardgrave Road.
West End, QLD 4101 Australia

PO Box 3463 South Brisbane BC. QLD 4101

Tel. +61 7 3255 2656

Fax +61 7 3255 2665

www.atomiq.com.au

ATOMIQ DESIGN GROUP UNDERTAKES ANALYSIS, PLANNING, DESIGN AND DIRECTION FOR TOURISM, PLACEMAKING, PUBLIC SPACE PROJECTS, LEISURE AND RECREATION.

WE OFFER PARTICULAR EXPERTISE IN:

- destination development & planning,
- activated & revitalised environments,
- visitor engagement & interaction,
- iconic statements & integrated art,
- integrating community, historical & cultural value into public space,
- image, attraction, character & identity development.



ATOMIQ specialise in the early and accurate identification of project needs. We undertake planning to ensure that, not only have the appropriate elements been considered, but key opportunities have been realised and activated. This approach provides a platform which enables design of high quality, user friendly and exceptionally valuable environments and experiences.

We believe design should encompass the successful experience of the user and their environment. Whether they be the customer or visitor, service personnel, maintenance staff or owners, the interaction with that environment is integral to its success.

*"We turn developments
into destinations,*

*We turn places into
experiences,*

*We create engaging
places for people."*

We typically take a lead role in leisure and recreation projects or, on larger, mixed use development sites, we team with other architects, engineers and professional consultants to provide particular focus on highly visible, interactive and immersive elements within the larger project.

Through identifying the relationship between the community, the client and the public space, we are able to create character within a broader plan and ensure that key iconic elements and components of social, cultural and historical significance are not lost in the larger scope.

Our unique interdisciplinary approach and long history of developing successful and engaging visitor experiences make us the ideal partner to develop functional, activated and rewarding public spaces, leisure environments and recreation experiences.



Strategy

ATOMIQ IS UNIQUELY FOCUSED ON PEOPLE, THEIR INTERACTION WITH THEIR ENVIRONMENTS, THEIR PERCEPTION AND ENJOYMENT OF THEIR ENVIRONMENT AND WITH EVERY ASPECT OF THEIR EXPERIENCE.

Creating exceptional experiences:

We understand the value of exceptional experiences and what that contributes to repeat visits and word-of-mouth marketing.

We understand that experiences come from engagement and that the design for successful tourism, entertainment, recreational and leisure environments requires a very different approach to most architecture and design projects. The importance of creating a sense of local value whilst capturing the interest of the international or interstate visitor is a key element in our process.

Most importantly, we have the ideas and the experience to not only create a place but to create an *experience*.

Research based insight and design:

Our specialisation in leisure, recreation and tourism developments means that we have the experience and knowledge to develop unique and successful projects.

Our design choices are backed by extensive knowledge of perception and meaning, communication and interpretation, activation and attraction. We undertake rigorous assessment of the needs and perceptions of the public and operators and we conduct ongoing research in behaviour, ergonomics, accessibility, cultural and age-based needs and visitor management.

Interdisciplinary solutions:

Our interdisciplinary methodology ensures a widely applied and coordinated solution that is focused on more unique, more innovative and more effective outcomes.

As a multi-disciplinary practice our work is typically project based allowing for a fully integrated design over several disciplines. Our aim is to bring a balance of human, technical, commercial and aesthetic values to strategic and creative challenges.

Our team includes Urban Designers and Architects, Interior Designers, Visual Communication Designers, Industrial Designers, Entertainment Designers, Researchers and Design Management Professionals.

“ We typically develop a set of Key Strategies and Criteria to assist with focusing the direction and lock other consultants into critical aspects of the project's success. **”**

Built Environment		Experience Environments	Visual Communication
ARCHITECTURE & MASTER PLANNING <ul style="list-style-type: none"> Master Planning & Feasibility Space Allocation & Analysis, Core Design Strategies Architectural Design Refurbishment Environmental Sustainability Site Direction 	URBAN DESIGN, ACTIVATION, PUBLIC SPACE & PLACE MAKING <ul style="list-style-type: none"> Needs Assessment & Opportunity Analysis Master Planning Image Character & Identity Activation, Engagement & Revitalisation Developing Attraction & Destination Activity, Play & Recreation Art, Audio, Media, Thematic & Narrative Enhancements Community Consultation <p>We typically combine all our design and research disciplines to deliver unique, engaging, meaningful, multifaceted, and mixed use spaces and solutions.</p>	VISITOR CENTRES, EXHIBITS & MUSEUMS <ul style="list-style-type: none"> Exhibit Design Visitor Centre Development Information Hierarchy Interpretive Solutions Interactive Display Research & Writing Cultural Heritage Developments <p>We research, design and develop immersive and interactive experiences for guests and visitors.</p>	COMMUNICATION, WAYFINDING & INTERPRETATION <ul style="list-style-type: none"> Sitewide Communication Master Planning Identity Development Safety & Instructional Direction & Wayfinding Information Design Interpretive Development <p>Communication is a core component of service level environments and must, above all, be clear and effective over language and cultural variances.</p>
INTERIOR DESIGN <ul style="list-style-type: none"> Retail & Hospitality Interiors Theme & Experiential Retail Theme & Experiential Dining Marine & Rail Interiors 			
SPECIALISED STRUCTURES <ul style="list-style-type: none"> Shade Study Iconic Shade Structures Portals & Gateways <p>We have designed unique award winning canopies and shade structures that not only provide practical results but form part of the visual identity.</p>	TOURISM, DESTINATION, DEVELOPMENT & ATTRACTION <ul style="list-style-type: none"> Attraction Development Water Play & Attractions Theme Development <p>ATOMIQ has one of the most experienced teams in the country.</p> <p>Please ask us for more details if you are interested in this specialised area of our work.</p>	LEARNING & PLAY SPACE <ul style="list-style-type: none"> Mega Park Development Imagination & Edu-play 3D Icons & Theming Rides & Water Play All Abilities, Accessible & Inclusive Design Theme Shade Revitalisation Play Spaces <p>We develop unique inclusive and active play options including custom development to code approval and Australian Standards.</p>	ENVIRONMENTAL GRAPHICS <ul style="list-style-type: none"> Signage Master Planning Branding & Identity Character & Place Development Signage Design Art & Murals Theming

Additional Services for Tourism, Recreation, Leisure and Public Space.

A large part of our focus is to partner with our clients to develop an increased quality of experience and satisfaction for their visitors or customers.

This means extending our influence beyond the design of physical structures to the analysis of experience-level development. ATOMIQ has had considerable success in tourism and leisure projects providing enhanced and integrated analysis of the experience offer and in forward planning strategies.

- Interaction, Satisfaction & Experience Evaluation
- Food Services & Retail Mix Planning
- Visitor Needs Analysis
- Information Hierarchy Planning
- Inter-cultural Accessibility
- Usage & Human Traffic Flow Evaluation
- Audio & Visual Enhancements
- Community Engagement & Partnerships
- Service Level Development Planning
- Attraction & Engagement Master Planning

Philip Drake *Director & Principal*



Philip has been designing and managing major multi-disciplinary projects for over 25 years. Philip has completed projects in many countries for clients like Macquarie Leisure, regional and state governments, Warner Bros and 20th Century Fox.

Philip now focuses on the development of leisure, tourism and recreation venues, creating image, identity and character in public space and developing the fullest and most engaging visitor experience using extensive inter-disciplinary knowledge, unique development methodologies and a broad behavioural understanding.

Other key projects include the Alice Springs Rail Terminal Master Plan, the Master Plan for Splash Planet Aquatic Recreation Centre, Community and Indigenous consultation on the Alice Springs Discovery Walkway, Adelaide Interstate Rail Terminal Master Plan and Rebranding Strategy and WhiteWater World Master Design Strategy.

Philip is an active member of the QLD Tourism Industry Council, both the Australian and the International Attraction Associations and the Australian Institute of Management and sits on the Queensland Council of the Design Institute of Australia.

Mark Buczynski *RAIA, Senior Architect*



Mark is an architect who has worked almost exclusively in the leisure, tourism and recreation industries across the world. Mark has completed projects in 13 countries for clients like Disney and Universal Studios. Mark is a previous Senior Designer for Attractions International and past Director of Design for Iwerks Entertainment in Los Angeles.

Mark's project experience also includes: Adelaide Interstate Rail Terminal, Darling Walk Retail Precinct - Sydney, Heart of the City - Surfers Paradise, Robina Town Centre - Gold Coast, City Oasis - Kuwait, Frank Lloyd Wright Home Studio - Taliesin, Cedar Sinai Medical Centre, the American Airlines Terminal at LAX, the Landmark Casino - China, Burswood Casino - Perth, Jupiter's Casino - Gold Coast, Sega World - Sydney, Cinetropolis - Japan, Pier 39 - San Francisco, Foxwoods Casino - Connecticut.

Mark now specialises in bringing new materials and technologies to sustainable design and is credited with developing the first 6 green star residential facility in Australia.

Company Details

ATOMIQ DESIGN GROUP
ATOMIQ Pty Ltd ATF
ABN 54 610 797 269
ACN 063 254 615

Insurance:

ATOMIQ holds Professional Indemnity and Public Liability Insurance in accordance with industry conventions.

Code of Ethics:

ATOMIQ conducts our practice according to the code of ethics required by the Design Institute of Australia.

Representative Project List

<i>Project</i>	<i>Scope of Services</i>
<i>PUBLIC AND URBAN DESIGN</i>	
Adelaide Interstate Rail Terminal	Master Planning, Architectural Services, Interior Design, Signage, Graphics and Identity. Site master plan, interior and exterior refurbishment, building extension, canopies, check-in facilities and process, set-down area, directional and interpretive signage, washrooms, retail and food outlets and ongoing development of Sustainability master plan
Alice Springs Rail Terminal	Master Planning, Architectural Services, Interior Design, Signage, Graphics and Identity. Site master plan, interior and exterior refurbishment, Directional and Information signage, Interior Design and extensions, Branding and Identity.
Alice Springs Discovery Walkway	Master Planning, Landscape Design, Signage, Graphics and Identity Design and development of an introduction to Central Australia tourist walkway. Master plan and landscape development, cultural, heritage and community integration, interpretive signage and character identity development.
John Flynn Museum	Master Plan, Forecourt and Exhibit development.
<i>TOURISM AND DESTINATION DEVELOPMENT</i>	
Splash Planet, N.Z.	Feasibility Study, Master Plan and Recovery strategy.
WhiteWater World	Master Planning, Architectural Services, Theme Design, Signage, Graphics and Identity. Theme and character development, finishes master plan, all shade structures, graphics and signage, guest experience consultation and 3D icons.
Turtles In Trouble, UnderWater World	Interior Design, Signage, Graphics and Identity. Concept and design of turtle rehabilitation experience theatre. Signage, lighting and theme development.
Ocean Park, Hong Kong, Lowlands redevelopment plan	Entertainment design and Theme development.
Shanghai Aquarium	Design of animatronic creatures and underwater display vehicles.
The Ghan and Indian Pacific Gold Class Restaurants, Lounges and Cabins	Interior Design, Industrial Design, Signage, Graphics and Identity. Design of new interiors including custom built-in furniture, furnishings, upholstery, carpets and lighting. Carriage identity development.
The Overland Premium and Economy Seating Carriages and 'Cafe 626' Diner Carriage	Interior Design, Signage, Graphics and Identity. New seating Interior refurbishment scheme. New cafe/diner layout and Interior Design including custom furnishings, identity and food packaging.
The Southern Spirit Train	Interior Design, Industrial Design, Signage, Graphics and Identity. Design and Specification of Platinum Class luxury rail accommodation cabins including: custom furniture and furnishings, and new guest service level package.
Accessible and inclusive play equipment	Industrial and Product Design Design and Product development of compliant accessible play equipment.
Palm Beach Parklands Treasure Island Playground	Theme, Landscape, Product and Industrial Design Concept, Design and Construction of custom themed playground including engineering and code approvals (to be completed early 2009).
360 Kids Club	Concept and Design for children's holiday club venue.
<i>LEISURE AND ATTRACTIONS</i>	
City Live Nightclub	Project design and Design Management.
Fox Backlot, Fox Studios	All Exterior Theme design, facades, hardscape, street furniture and lighting.
The MotoCoaster, Dreamworld	Layout, Concept, Theming and Graphics, food and retail buildings.
V8 Supercars Redline Experience	Concept, Layout, Design of interior and exteriors, Retail outlet and signage.
Flowrider, Dreamworld	Layout, Concept, Theming and Graphics.
Wiggles World	Design development, theming and signage.
The Claw, Dreamworld	Theme design, Signage and Area Development.
Gold Rush Country, Australian Wildlife Experience, Ocean Parade	Design and Development of precinct entry portals.
Main Street Facades, Dreamworld	Upgrade, colour scheme and signs.
Yummy Yummy, Dreamworld	Signage, Graphics, Interior and Exterior design of Wiggles themed food outlet.
Get Fresh	Environmental Graphics and Identity.
The Illusionarium	New attraction Concept and Design.

FEATURED PROJECTS

Alice Springs Discovery Walkway Engagement and Placemaking



ATOMIQ undertook an expansive research project to formulate an informative and distinctive introduction to Central Australia along a stretch of developed walkway linking a major inbound transport hub to the central business district of Alice Springs.

Using local experts, history researchers from Griffith University and working closely with indigenous organisations, we created 70 interpretive panels highlighting the Indigenous, Pioneer and Environmental heritage of Central Australia and Alice Springs.



Scope of Services

- Overall Concept & design
- Lighting & Shade structures
- Sign design
- Interactives & Sculptural design
- Interpretive Research & Writing
- Graphics & Artwork
- Identity & Branding

FEATURED PROJECTS

WhiteWater World

Water Parks and Water Attractions

ATOMIQ was engaged at the outset to provide a design that would focus on theme and guest experience and would overlay all other works such as lighting and aquatics design.

We set out to provide a water park with a high degree of amenity, ample shade and an exciting experience even when not on a ride.

Starting with a celebration of Australian beach and surf culture we decided we would inject a few surprises and a touch of irreverent charm and humour as often as we could.

We also planned colours that reflected an Australian vernacular: the intensity of the sun, the deep oceans, the landscape,

the surf life savers, the beach umbrellas and the board shorts.

We looked for all the icons of the Australian beach culture that really meant something, the things we could all remember from summer holidays. Out of this theming development came a style and colour palette that informed everything from the pavement to the lighting to the shade structures.

Scope of Services

- Theme & Character development
- Finishes Master Plan
- Design of all shade structures
- Identity, Graphics & Signage
- Guest experience consultation
- Design of 3D icons & structures.



FlowRider

FlowRider originates from the roots of surfing, skateboarding and bodyboarding and has been developed into the ultimate new board sport.

ATOMIQ created a precinct concept for the new ride that included an intense "water bowl" backdrop, wave based building murals, shade structures and a "rock and roll" type truss portal for lighting and digital screens. We also

provided the design of signage, themed boundaries, hardscape and refurbishing of an existing food outlet to complete this unique precinct concept.

Scope of Services

- Concept & layout
- Theme & Character elements
- Hardscape & custom barriers
- Graphics, Identity, Murals & Signs
- Shade structures
- Upgrade of companion food outlet.



Alice Springs Rail Terminal Master Planning

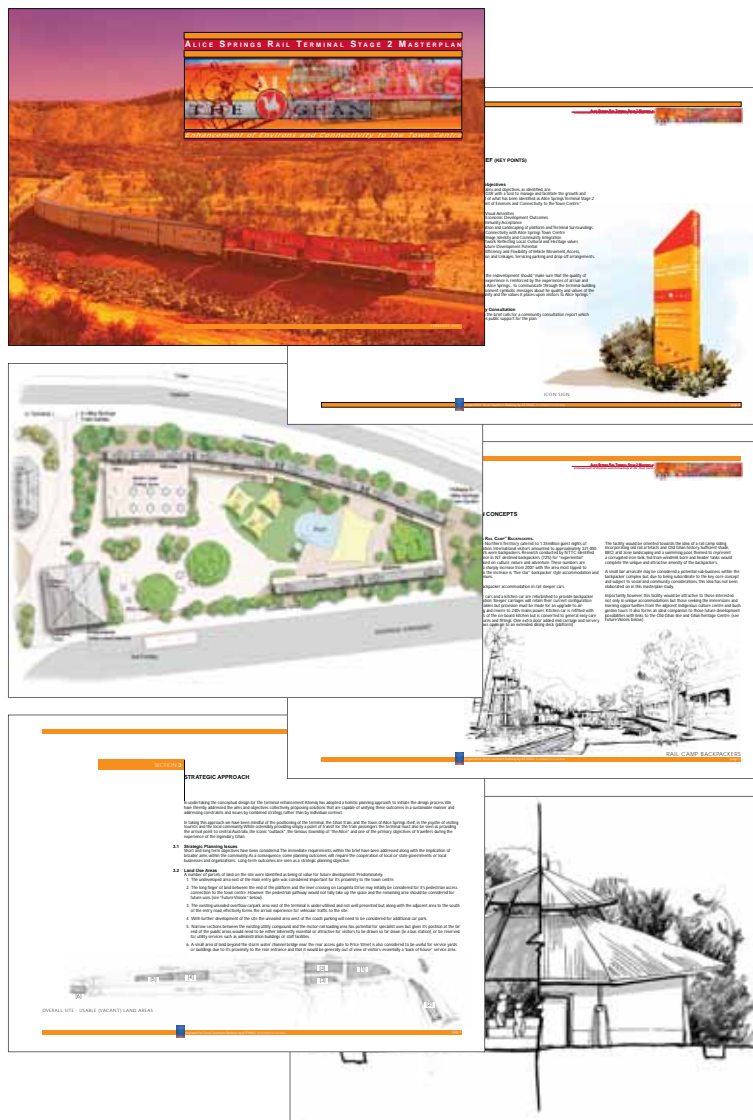


ATOMIQ provided a master plan for the upgrade of the terminal and the surrounding precinct. We identified the need for a rapid consolidation and refurbishment of the terminal's image and amenity, the creation of a 'sense of arrival' and vital informational and directional signage requirements.

The broader site plan identified the possibility of three potential new tourism ventures on site and recommended a Discovery Walkway to serve as an enhanced connection to the town centre.

Shortly after the terminal refurbishment opened the Northern Territory government announced that they would provide funds for the Discovery Walkway component.

"Key to the master plan was the integration of complementary businesses and providing a linkage to the town centre."



Scope of Services

- Greater Site Master Plan
- Identification of available space for further development
- Indigenous & Community consultation

FEATURED PROJECTS

Southern Spirit Platinum Class Cabins Luxury Rail Accommodation

ATOMIQ has provided interior design for new luxury "Platinum Class" accommodation carriages for Great Southern Rail.

The cabins feature a full size double bed, which retracts during the day to provide a lounge type cabin complete with coffee table and ottomans.

The design provides each cabin with unprecedented rail luxury in a full ensuite with glass fronted shower cubicle, vanity area and WC.

ATOMIQ designed and specified cabin finishes and features including custom furniture, and fabrics.

To complete the unique quality experience we developed the service level fitout from custom bedding and monogrammed cushions to tableware, flatware, towels, toiletries, artworks, complimentary binoculars and umbrellas and a personalised leather compendium for each guest.



Scope of Services

- Interior Design
- Specification of hard finishes, & linings
- Specification of fabrics & soft furnishings
- Design of custom furniture
- Custom designed linen
- FF&E Specifications
- Platinum Class Service level development



FEATURED PROJECTS

The Outback Explorer Lounges Specialised Environments



ATOMIQ developed a new lounge bar experience for the Ghan and the Indian Pacific trains.

A full refurbishment and Interior Design of the carriages required the creation of a flexible and multi-use environment. This included developing unique custom furniture, signature upholstery fabrics and custom patterned Australian Wool carpets, all to suit rail environments and meet stringent rail codes.

We also conducted thorough historical research and provided interpretive information, branding and signage to characterise each individual carriage with Australian explorer identities.



Scope of Services

- Interior Layout & Design
- Specification of hard finishes, & linings
- Specification of fabrics & soft furnishings
- Design of custom furniture throughout
- Custom designed upholstery fabrics
- Custom designed carpets
- Branding and Identity development

FEATURED PROJECTS

Adelaide Parklands Interstate Rail Terminal Refurbishment and Extensions

ATOMIQ provided architectural design for the interior and exterior refurbishment and building extensions including a new canopy for passenger drop off and luggage collection. ATOMIQ also provided full interior design and customised furnishings, new check in and baggage handling facilities, new identity, information and directional signage.

Work continues on the planning of improvements to the broader site including entries, approaches, boundaries, landscaping, urban connections and sustainability options.



Scope of Services

- Architecture for refurbishment, new canopies & extensions
- Interior Design
- Check in & luggage handling
- Environmental Graphics & Wayfinding
- Branding & Identity

FEATURED PROJECTS

Alice Springs Rail Terminal Refurbishment and Identity



The client had inherited a building that had been poorly managed and was beginning to attract complaints. Our initial brief called for a rapid consolidation and refurbishment of the terminal's image and amenity including interiors, immediate exteriors and platforms.

We determined to unify the sprawling and disjointed site, define its edges and to connect the terminal to its surrounding environment using the rich red orange rock colours of the MacDonnell Ranges. We applied a site wide colour plan consistently to interiors and exteriors, extensive new signage, new furniture and new barrier fences to pull the site presentation together and provide for an increased level of amenity.

To achieve a sense of arrival we established a new icon sign to reinforce the town name, the location in central Australia, the connections with The Ghan train and, after a journey of up to 24 hours, to let the passengers know that they had indeed arrived in the "centre".



Scope of Services

- Interior & Exterior Refurbishment
- Interior Design
- Environmental Graphics & Wayfinding
- Branding & Identity

Analysis and Master Planning

We work closely with our clients, their various departments and stakeholders and, as needed, engage with government, engineering, financial or other consultants to ensure thorough analysis and purposeful outcomes.

New Zealand's biggest waterpark has had a troublesome history and over 2006-07 Hastings Council asked ATOMIQ to undertake a strategic study on the future of the park.

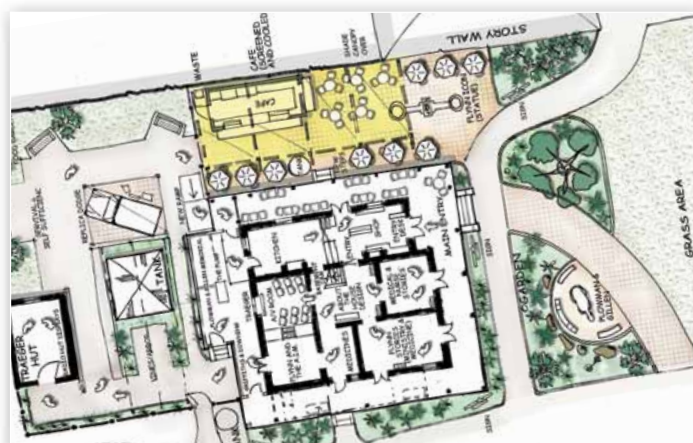
Fortunately we were able to recommend immediate ticketing and operational changes that have resulted in cost savings and a 30% increase in visitors. We were also able to advise council on effective positioning against other council venues.

We expect stage 2 improvements to begin soon aimed at extending the seasonal operation to a year-round sustainable business.



ATOMIQ was engaged to produce a master plan for the refurbishment and future growth of this Alice Springs icon and national architectural historical site.

We have been able to set out plans to make the museum more financially sustainable, more marketable and to allow for improved interpretation of the lives of Rev John Flynn, the pioneer nurses, the travelling padres and the inventors and outback characters who contributed to this unique structure.



Tourism Venues & Attraction Development

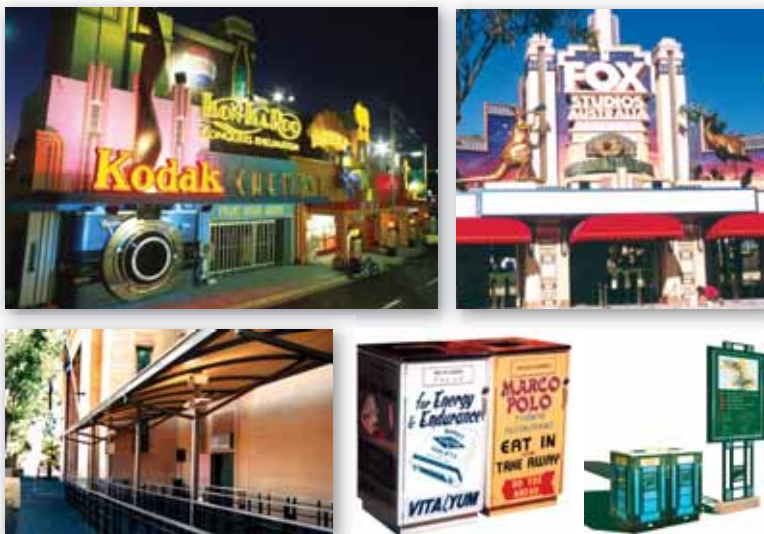


Wiggles World

The challenge here was to take the well developed Wiggles brand based mainly around live characters and to make a permanent three dimensional attraction that could stand by itself, without the actual live characters.

ATOMIQ provided theme design and detailing, area development, shade structure design, signage design and graphics.

The unique shade structure design won a ACASPA award in 2006.



Fox Backlot

Design of themed facades and movie dressings. Design of exterior spaces, hardscape and landscape. Development of directional and attraction signage. Design of themed bins and street furniture, lighting and sound installations.



The Claw

ATOMIQ developed a theme which played on the ride's leg-like supports to create a mythical beast narrative. Each element was to support the narrative with shade structures, signage, fencing and even a crushed surfboard laden car suffering rips and tears from the beast claws. We laid out hardscaping to support the precinct theme and with landscapers developed a concept for plantings that would not only fit the beach theme but subtly support The Claw's narrative base.

FEATURED SERVICES

Signage, Information and Wayfinding systems

Fox studios



Adelaide Parklands Terminal



Alice Springs Rail Terminal



Bus Stop Improvements



Motocoaster



V8 Redline



Discovery Walkway



FEATURED SERVICES

Retail and Hospitality Interiors



Choo Choo's Cafe

We re-planned the interiors of this tired and problematic food outlet to provide a more attractive and welcoming dining experience. We opened up and enlarged the space segregating bar, cafe and dining activities into their own unique spaces to provide more appropriate and pleasant choices for patrons. Although originally intended for rail passengers the venue now attracts patrons from surrounding offices and businesses.



The Blue Cactus Bar & Grill

This complex required a separate restaurant, bar and cafe, each with a distinctive style, to be fitted into the old dining rooms of an existing deco-style hotel. The client was keen to provide a contemporary dining and leisure experience while retaining many of the deco features of the building.

Special Purpose Structures



Iconic Shade Structures

Shade and shelter is an essential part of facilities on any outdoor venue. ATOMIQ has designed award winning individual and iconic shading solutions for attractions, rides, play areas, parks and tourism venues.

By using a variety of materials and finishes applied to unique custom designed structures we make sure that the shade is not only an integral part of the venue but can become part of the visual identity.

A number of our iconic designs have won ACASPA awards.





WWW.ATOMIQ.COM.AU