

LEFFLER SIMES ARCHITECTS



FOREWORD

MANAGING DIRECTOR
CHRIS GOODMAN

On Behalf of the Directors and staff of Laffer Simes Architects, welcome to our 2nd edition of the Laffer Simes Architects coffee table book showcasing more of our recent projects, both in Australia and overseas.

I cannot believe it is almost 2 years since our first edition, and many more projects the practice has undertaken in that time. Throughout the course of our work, Laffer Simes has been lucky to work with many long term clients, who we value highly and enjoy working with to bring their projects to life. These projects encompass the whole range of building type and building sectors. Each project is exciting in its own way. We have highlighted a selection of these projects in this recent edition.

For those clients who may not have seen the first edition, I will give you some background to Laffer Simes Architects.

Laffer Simes Architects has been in practice for over 47 years and in that time has been responsible for many buildings across a wide range of building sectors.

The company was responsible for the development of arguably Australia's first regional shopping centre located at Roselands in Sydney and the first regional retail Power Centre at Glendale NSW. Whilst

retail was and still is a mainstay of projects undertaken by the office Laffer Simes also have undertaken work on hotels, clubs, factories, premium office buildings and residential developments.

The practice has grown from a single office in Sydney to 4 offices, including 3 offices on the East coast of Australia including Sydney, Melbourne and Brisbane and a registered office in Beijing. From these offices we have been able to oversee the design and construction of many projects across the whole of Australia, New Zealand, Europe and more recently in China.

Again, I would like to take this opportunity to thank all our clients, as Laffer Simes wouldn't exist without their support.

The exciting news since our first edition is that Laffer Simes has recently undertaken and completed several projects in China. Whilst these projects are small steps into the Chinese market, it is exciting that on entering the Chinese market, we have met so many genuine people and made many lasting friendships and working relationships with potential clients. We have been told many times, that China would love to do more business with Australia and Australian companies. Laffer Simes hopes to be part of this China Australia relationship following



closely on the recently announced FTA.

As well as China, we have also been able to undertake and complete many new projects across Australia. A selection of these projects are presented in this latest edition.

Finally, as I mentioned in the first edition, this portfolio of projects is our way of acknowledging those clients, both past and present, and to present a snap shot of projects Laffer Simes have undertaken in the last couple of years.

Hopefully you will enjoy the content.

Kind regards
Chris Goodman
Managing Director

ABOUT LEFFLER SIMES

Laffer Simes Architects (LSA) is well recognised as one of Australia's leading Architectural Practices with offices in Sydney, Melbourne and Brisbane.

Established in the late 1960's, Laffer Simes were at the forefront of the dramatic expansion of the retail sector throughout Australia and designed a majority of the large shopping centres built at this time.

With a solid retail pedigree founded in the 1970's and 80's, Laffer Simes have maintained a role as a major retail practice since. From the 1980's onwards, the Practice evolved to encompass all sectors of the architectural sphere: Retail, Commercial, Industrial, Hospitality, Education, Medical, Leisure and Residential.

In response to an increased demand for our expertise, LSA established a Melbourne office in 2003 followed by a Brisbane office in 2010, with approximately 70 staff in total. Our success has been principally due to the quality of our people and their vast range of Architectural creativity and ability. Add to that our large team of Interior Designers who actively assist all the sectors noted above.

In 2014 we were proud to receive our Wholly Foreign Owned Enterprise Application (WFOE) in China and we have a small lease in place in Beijing. We have a number of projects in North China under construction, and some in the design phase. Our goal is to expand our China office to give Laffer Simes a greater international presence.

The practice culture is energetic, multifaceted and varied, thus enabling Laffer Simes to produce quality design solutions whilst providing a highly professional service to our Clients. We are also environmentally conscious, commercially sound, and with strong social values aimed to benefit the communities in which we live and work.

It is our objective to continually evolve and develop as an Architectural Practice, always striving to create new and interesting solutions ensuring an Architecture that embodies our Client's values and aspirations, as well as our own.

CREATIVE
Laffer Simes Architects is committed to staying at the forefront of international design

excellence. We understand the importance of creative innovation and design ingenuity.

As part of our commitment to creating distinct, user-friendly spaces, we continually look for opportunities to adapt and refine conventional design and the planning processes.

Most importantly, we work hard to ensure that our projects define a clear and unique identity for our clients, whilst remaining mindful of budget and functionality constraints.

With the active involvement of our clients, we have won numerous awards for our work, including multiple accolades from the Master Builders Association of Australia.

SUSTAINABLE

We take a very reasoned and creative approach to Sustainable Design, with this aspect being an important part of every commission.

Our culture of professional education ensures that we are constantly renewing our awareness and knowledge of the impact that the buildings of today will have on future generations. We are a member of the Green Building Council of Australia and have many staff with an active interest in continual development of this area.

To this end, we seek to minimise the environmental impact of our buildings by enhancing the efficiency of the built environment through materials, energy consumption, services efficiency and development space in every design.

RELIABLE

Our reliability is just one of the many reasons our loyal Clients keep coming back, time and again. Reliability is an essential attribute of the Laffer Simes approach.

Our hands-on management style and commitment to outstanding client service means that our clients have direct access to our Directors, Associate Directors and Project Architects for the entire duration of our commissions.

From inception to completion, we provide a reliable service that is carefully customised to meet the unique requirements of our individual clients and their projects.

"Laffer Simes have met every project deadline and milestone required of them in the course of our relationship including turn key projects where the desired project time, quality and budget were fixed."

Garry C. Zauner, Managing Director, Zauner Group of Companies

APPROACHABLE

At all times throughout the Architectural process, Laffer Simes staff is completely approachable and will at all times act in the best interests of our Clients. It is this approachable nature that has enabled us to maintain long term relationships with not only our Clients, but a vast range of Consultants and Authorities. Our open door policy extends through all our offices and you will at all times feel welcome to discuss your requirements.

THOROUGH

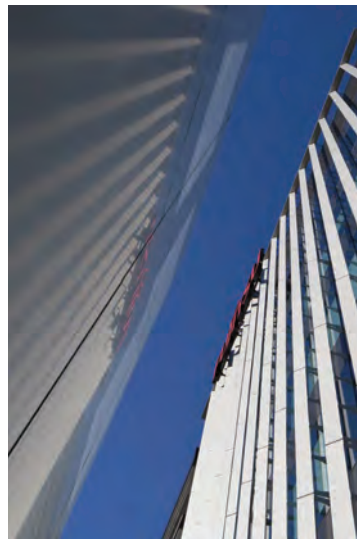
We pride ourselves in the thorough nature of our service, from the very first sketch plans to the finished product. At all times providing the most comprehensive, meticulous and exacting details expected from your Architectural practice.

Our staff are well trained and have a wealth of knowledge to call upon, for each and every project. And, key staff will be allocated to a project according to the best fit principles.

WHAT WE DO

Laffer Simes Architects has extensive experience in many forms of Architectural Design and Development. These include:

- Conceptual Architectural Design & Development
- Innovative Interior Design Services
- Development Application Designs & Documentation
- 3D Modelling, Visualisation & Flythrough animations 3D
- Site Master Planning
- Landscape Design
- Construction Certificate Documentation
- Comprehensive Construction Documentation
- Building Code of Australia Evaluation
- Contract Administration and Specification Services
- Site Attendance during Construction
- Marketing Plans & Tenancy Plans
- Post Occupancy Evaluations
- Retail Tenancy Design
- Sun/Shadow Analysis & Documentation





WITHERS APARTMENTS SYDNEY, NSW

Use: Residential Apartments

Location: 16-20 Withers Road, Kellyville NSW

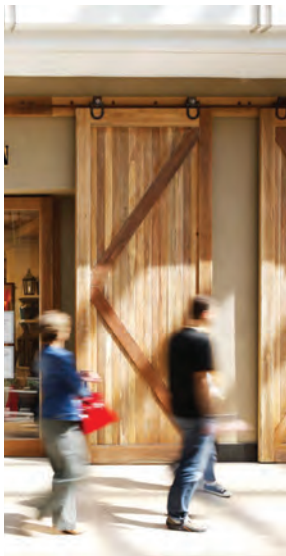
Size: 4 Towers, 5 Levels each including Underground Parking

Approximate Construction Cost: \$50 Million

Completion: Leffler Simes designed to Concept Stage



POTTERY BARN
AUSTRALIA



WEST ELM
AUSTRALIA



POTTERY BARN KIDS
AUSTRALIA

WILLIAMS-SONOMA
AUSTRALIA



SANS SOUCI STATE MARINE CENTRE SYDNEY, NSW

For Client Roads Maritime Service (RMS)

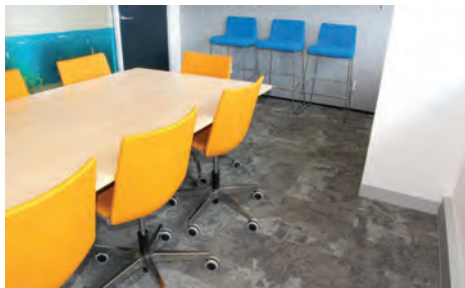
Use: Commercial Offices for Roads & Maritime Services

Location: Corner of Harris St & Water St, Sans Souci NSW

Size: 450m²

Approximate construction Cost: \$1.7 Million

Completion: 2015







IKEA

SYDNEY, NSW

This is Leffler Simes' fourth IKEA Store in Australia

Use: Large Format Retail

Location: Cnr Richmond Road & Hollinsworth Road, Sydney Business Park, Marsden Park NSW

Size: 28,535m² Approximately

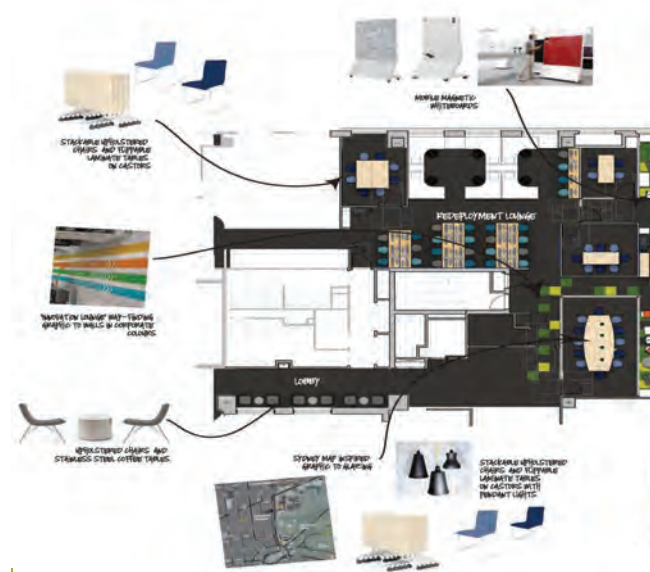
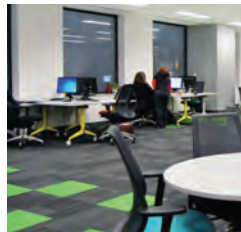
Approximate Construction Cost: \$46 Million

Completion: 2015





For Client Sydney Trains/Transport for NSW
Use: Commercial (Collaborative Work Design)
Location: Level 1, 477 Pitt Street, Sydney NSW 2000
Size: 385m²
Approximate construction Cost: \$280,000
Completion: 2015





1000 ISLAND LAKES
CONCEPT DESIGNS
CHINA



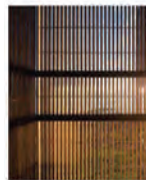
- SERENE
- INSPIRED BY NATURE
- NATURAL MATERIALS
- RELAXING
- ENVIRONMENTALLY SUSTAINABLE
- BRIGHT



QIANDAO HU RESORT

ZHEJIANG CHUAN'AN

CONCEPT SKETCH PLAN



MASTERS HOME IMPROVEMENT STORES AUSTRALIA WIDE

Stores Completed to date: Over 45 Stores

Commissioned: 2010-Present

Use: Large Format Retail

Location: Australia wide





ROCKDALE CITY LIBRARY

SYDNEY, NSW

Use: Competition for Local Library
 Location: 448 Princes Hwy, Rockdale NSW
 Completion: 2014 Design Competition



CHANGDA SQUARE

ANSHAN, CHINA

Use: Mixed Use - Retail and Commercial
 Location: Anshan, Liaoning China
 Size: 2 towers - 30 level each
 Completion: Currently Under Construction



HARVEY NORMAN WORLDWIDE

Leffler Simes has had a 20 year relationship with Harvey Norman

Use: Large Format Retail

Location: Australia, Malaysia, New Zealand & Europe

Image Shown

Location: Harvey Norman Aspley - Gympie Rd, Aspley QLD

Size: Total floor area = 8,800m² + Total 267 car spaces

Approximate Construction Cost: \$4 Million

Completion: 2013



User: Arts Music Educational Centre
Location: Changda Square Complex, Anshan China
Size: 600m²
Approximate Construction Cost: \$1 Million
Completion: 2015



AUSTRALIAN AIRLINE PILOT ACADEMY WAGGA WAGGA, NSW

Use: School and Student Accommodation
Location: Don Kendall Drive, Wagga Wagga Airport Forest Hill NSW Australia
Size: 4500m², 92 Units
Approximate construction Cost: \$8 Million
Completion: 2010
Awards: 2009 – MBA Regional Building Awards NSW
Winner of the best Regional Commercial Building over \$10Million



BETHANY COMMERCIAL ALBURY, NSW

Use: Commercial - Office building
Location: Kiewa Street, Albury, NSW Australia
Size: 1640m² GFA
Approximate construction Cost: \$10 Million Approximately.
Completion: 2013



ADELAIDE STREET FACADE BRISBANE QLD



EAT STREET SYDNEY, NSW

By Stocklands
Use: Retail & Outdoor Dining
Location: Stockland Jesmond, NSW
Size: 750m²
Approximate construction Cost: \$1.5 Million
Completion: 2015



ACKNOWLEDGEMENT





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