

DECO Australia Announce New Showroom & Innovation Centre

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The DECO Innovation Centre has been architecturally designed by renowned architecture firm ClarkeHopkinsClarke to achieve a dynamic building and space that will allow for continued development and change as the family-owned manufacturing business continues to expand.

ClarkHopkinsClarke partner and architect Jordan Curran said his vision was to transform DECO Australia's industrial warehouse into an innovation centre by using their world-class products in real life applications.

"DECO is a very innovative company with an extraordinary range of finishes and products. They're constantly creating and testing new material solutions for the built environment. For this project, we worked with the DECO team to shape a bright and flexible environment that would allow their client base to interact with and understand the properties of their products. In particular we wanted to display products in natural light, exhibiting how they behave throughout the day and in different seasons. We also wanted to create a sensory experience, positioning products where people could get up close and even touch." said Curran.

The Innovation Centre will feature DECO's full range of architectural building products including their unique aluminium cladding, batten and decking systems, as well as a number of new soon-to-be-released product lines. Also on display will be the full range of powder coat and sublimated aluminium finishes, including the premium timber-look DecoWood® finish, and an operational kitchen will feature DECO's one-of-a-kind splashback product, DecoSplash.

DECO founder and director Ross Doonan believes the new centre will reflect the company's core values of quality and innovation. "The DECO Innovation Centre will encourage our team to turn great ideas and concepts into products and processes. It will be an educational facility for our partners and suppliers, and it will be an inspirational space for our customers to come visit".

The building structure will also include a large architectural canopy, floor-to-ceiling DecoWood® windows, and other sculptural DECO elements to welcome visitors as they enter the site. Inside the showroom customers will find an inspirational space where the DECO team will help bring their design ideas to life.

The DECO Innovation centre is expected to open late 2020.

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