

concept | black

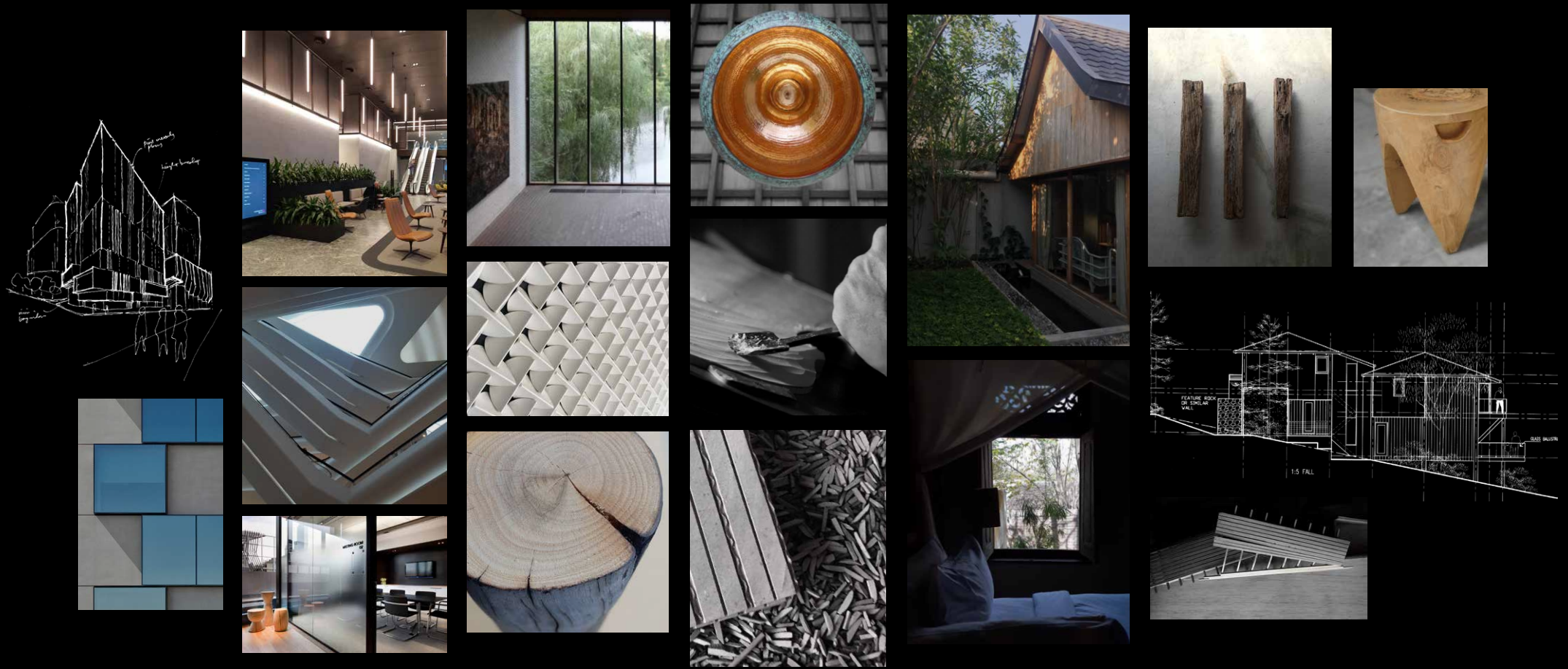
architecture
interior design
urban planning
product design

200mm
Stepped
Glass units

200mm
Blades

2021

capability statement



Good design is more than just visual aesthetics. It is the way we create space & use objects in our everyday life.

Our design philosophy encompasses lifestyle and work-style aspirations from a modern interpretation of traditional values, including art, culture and connection to nature.

We design through human connection - interpreting people's needs, experiences and desires, then elaborating on these notions to create classic, timeless and tangible design.

“ Their strong experience in asset repositioning projects has resulted in clever, creative and functional spaces that further support the clients brand. ”



“ Concept Black demonstrate great awareness and sensitivity in balancing a project brief and clients’ cost, time and quality requirements. They create unique design solutions with a hands-on approach in collaboration with the client and the builder ”

Ellie Schwab DEXUS Head of Office Portfolio

Concept Black About Us

Concept Black is an experienced architecture and interior design firm with over 20 years of experience locally and internationally on a range of commercial, residential and hospitality projects.

Client collaboration is important to our ethos, not only it creates considered design solutions but also enduring schemes that embodied the desired outcome & function. Such partnership often result in classic and timeless design that are inspiring and unique.

We draw upon our experience in developing engaging design process, to ensure the project meets the brief, financially feasible and the process is seamless & enjoyable between all stakeholders.

In order to build a respectful relationship, we will listen, ask questions and be responsive. Our goal is to be ‘safe pair of hands’ that our business partners can rely on.

With background in project management and flair for innovation & technology, we are versatile in delivering projects regardless of size and complexity.

We look forward to the prospects and opportunities of working with you.

Willem Huang

Director . Concept Black

DESIGN APPROACH

BIOPHILIC DESIGN + SUSTAINABILITY

The human connection to nature often materialised into arts and culture through handcrafted objects. In architecture & design, we use & re-imagine these traditional approach and craftsmanship to create classic and timeless design schemes.

Our reflection on sustainable built environment extends to social-ecological awareness, values and desire for long term viability to humanization of architecture. We advocate for 'Make What You Need' approach in our project as well as artisan workshops where possible.

DESIGN PROCESS

OWNERSHIP + COLLABORATION

Our creative focus is to design architecture and interior spaces as curated handcrafted objects, from concept to completion. We approach design & procurement holistically and often produce cutting edge and unique design.

Engaging with others is paramount to our design ethos. We believe in a collaborative process that draws upon everyone's collective contribution & skill to create well considered solutions.

Who We Have Worked With



dexus



Concept Black Background Portfolio

We have worked with various established clients and leaders in our industry, many of which are ASX-listed companies, owners and investor, in both private and corporate sector.

Our focus is to provide clients with high standard benchmark and quality services at various capacity.

Client Side

- Independent Assessor
- Project Management
- Development Approval
- Product Design & Procurement
- Capital Works & Asset Repositioning

Commercial

- Interior Design & Test Fit Plans
- Public Space & Amenity Activation
- Cold / Warm Shell Upgrade

Retail + Hospitality

- Retail Masterplan
- Interior Design & Fitout Works
- Design Report & Guidelines

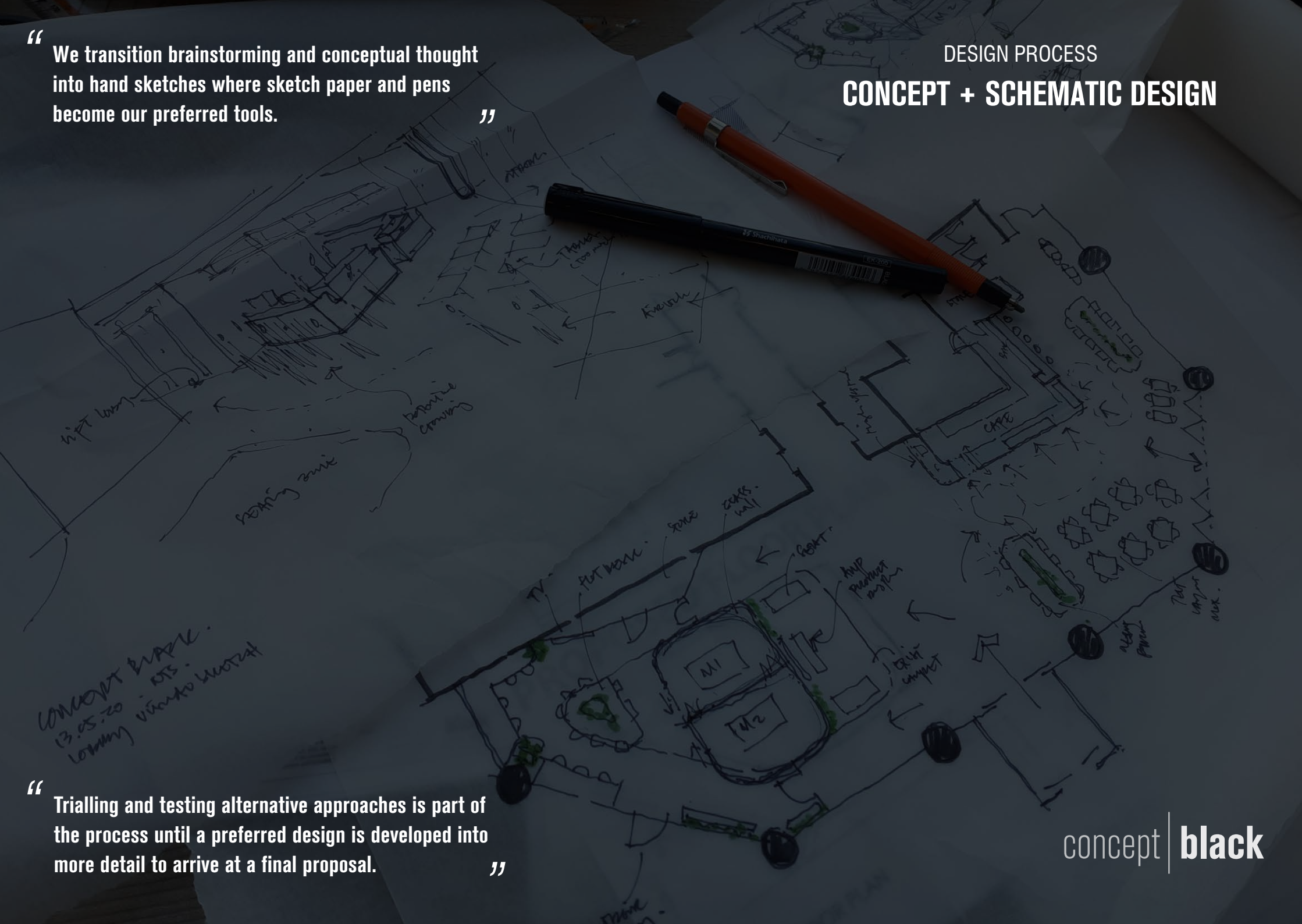
Residential + Mixed Use

- Feasibility & Town Planning
- Medium to High Density
- Single Residence
- Display Suite

“ We transition brainstorming and conceptual thought into hand sketches where sketch paper and pens become our preferred tools. ”

DESIGN PROCESS

CONCEPT + SCHEMATIC DESIGN



“ Trialling and testing alternative approaches is part of the process until a preferred design is developed into more detail to arrive at a final proposal. ”

INNOVATION & TECHNOLOGY

IMMERSIVE DESIGN REVIEW

“ Immersive design review allows clients & designers to experience building design and interior spaces in a way never seen before. It provides better spatial understanding than a static artist’s impression image could - it is a truly immersive experience.

Virtual reality and augmented reality creates live simulation & interaction for a real-time feedback. Concept Black’s workflow facilitate end user & clients to see what the space looks like with this technology.

”

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“ We really enjoy working with Willem and his collaborative work approach to understand our needs & the brief. He helped us manage the project from start to completion with confidence &

”

Concept Black Experience

Every project is unique and requires bespoke solutions that achieve specific targets, milestones, brief requirements and financial goals. Our main business driver is to create a clear, simple & seamless personalised solutions for our client.

WHY CONCEPT BLACK

We foster high collaboration and client engagement to develop appropriate response to brief, create smart design solutions and economically sustainable development.

VALUE FOR PROPOSITION

LOCAL CONTENT & EXPERIENCE

As Melbourne based firm, our team has strong local experience, good trade network, industry connection and capacity to work and collaborate seamlessly.

DESIGN & TECHNICAL CAPABILITY

With over 20 years of experience and vast knowledge on project typology, design services and BIM platforms, we are versatile and reliable in developing well considered solutions.

PROJECT MANAGEMENT & DELIVERY FOCUS

Concept Black's capacity to complete highly technical / complex project is attributed to solid project & design management as well as construction services experience.

VALUE ADDED PROFICIENCY

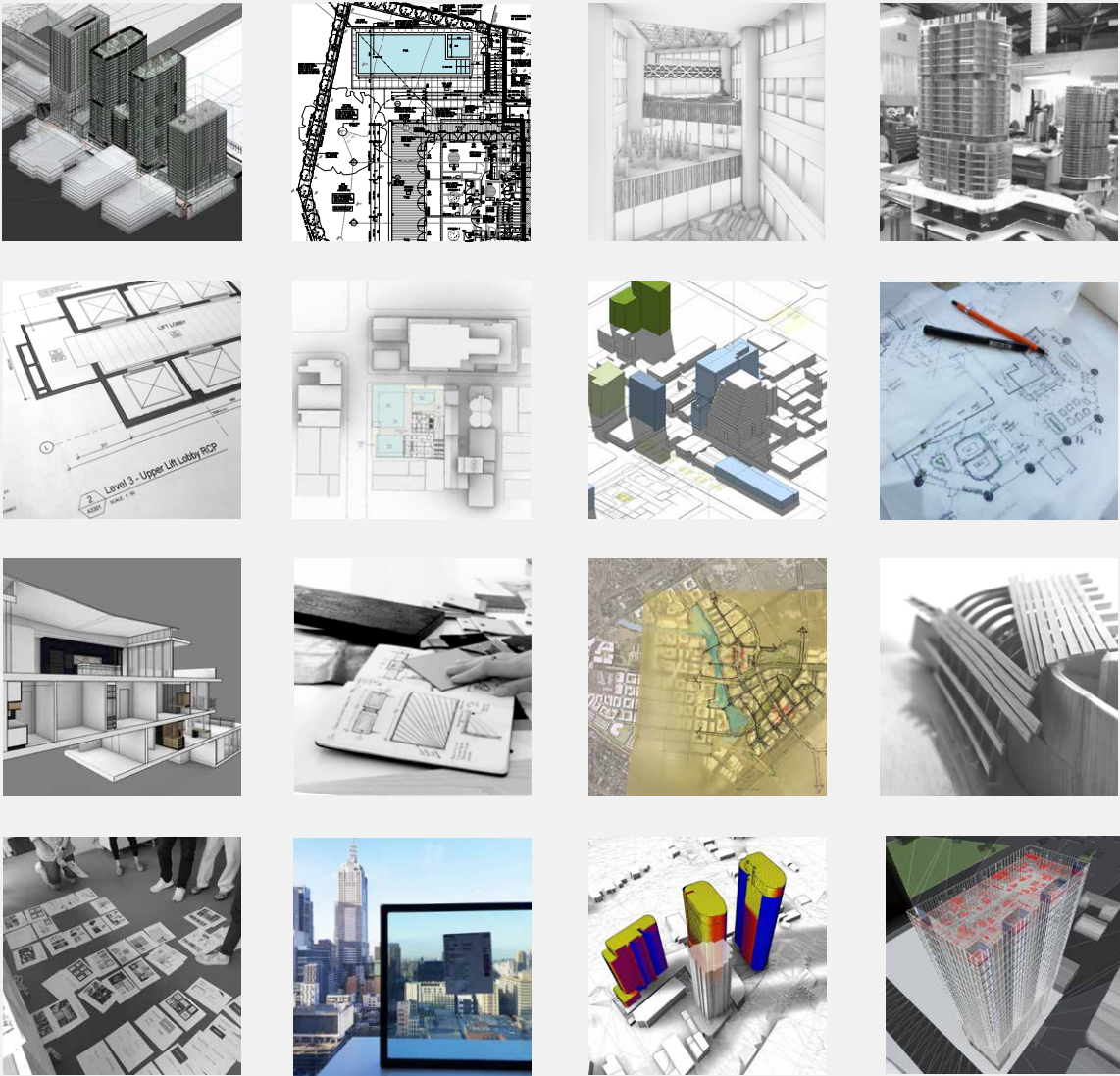
UX DESIGN, BRANDING & IDENTITY

We value humanisation design approach that often involve art, culture, innovation, technology. Concept Black's experience in holistic design procurement creates cutting edge design solutions that integrate of client's identity, aspiration & visual branding to the end user & final product.

“ Concept Black develop creative design that is unique and spaces that our customer will appreciate & enjoy. The creation of products design and branding for our project show the exceptional depth of their capability. ”

Trifecta Development (Betwixt, The Penny Drop)

Architectural Services



We provide tailored services for each project phase. The following are list of architectural services offered.

SCHEMATIC DESIGN + CONCEPT DESIGN CONCEPT DESIGN

Initial project inception that involve site visit, sketches & design, project information & moodboard summarised in a design report.

SCHEMATIC DESIGN

A developed version of Concept Design scheme with initial coordination and consultation to validate several design options. A schematic design report captures overall design scope and often used as return brief document.

TOWN PLANNING / DA APPROVAL

Preparation of Development Approval & Town Planning documents and coordination with relevant authority & consultant.

DESIGN DEVELOPMENT + TENDER DD DOCUMENTATION

The critical path of every project where all scope of the works are identified and coordinated to relevant authorities & consultants.

TENDER PROCUREMENT

This phase often occur at DD 70% phase, which allows final coordination that include VM options and revised scope.

CONSTRUCTION DOCUMENTATION + SERVICES CONTRACT DOCUMENTATION

Documentation suitable for building permit and construction with all scopes & details finalised with consultants and builder.

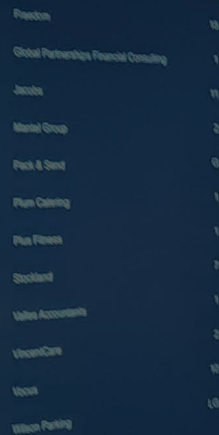
CONSTRUCTION SERVICES

Various role within this phase which includes contract review, shop drawings, prototype, progress reviews, variations, practical completion and defects liability period.

“ Existing building modernisation offers sustainable and economical way to revitalise commercial assets with great success. The key part of transformation is to re-imagine the tired finishes and improve functional aspects which creates a homogenous upgrade solutions.

Every building has its own unique character: access / egress, siting, signages, building services & maintenance regime, structural condition and façade make up. With that understanding, we balance our output to achieve appropriate capital investment returns.

With over 10 years of experience on Asset Repositioning, Refurbishments and Capital Works, Concept Black offers knowledgeable pathway to design solutions and options. We collaborate with our clients to find the architectural solutions that meet project brief & budget ”



Freedom	10
Global Partnerships Financial Consulting	1
Jacobs	11
Marsell Group	2
Pack & Send	10
Plan Catering	1
Plus Fitness	1
Stockland	7
Valley Accountants	1
VicentCare	2
Voost	10
Wilson Parking	10

COMMERCIAL CAPITAL WORKS

ASSET REPOSITIONING + REFURBISHMENT

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DESIGN PROCESS

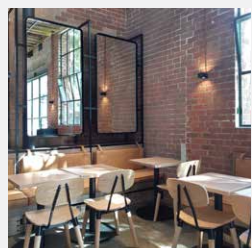
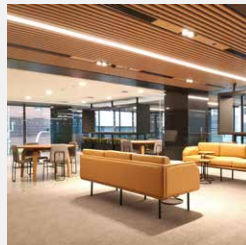
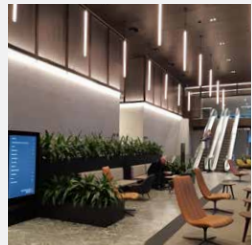
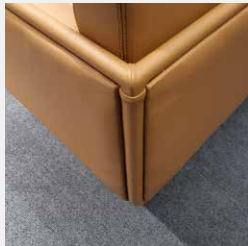
OWNERSHIP + COLLABORATION

“ The focal point of our lifestyle-inspired design philosophy is our client and functional design outcome. We approach every project with fresh thinking, open minded and be attentive to achieve our clients visions and aspirations.

Ultimately our clients are our greatest co-creators.

”

Product Design & Procurement Services



Product Design & Procurement Services

We partner locally and internationally for direct procurement to create a homogeneous bespoke design solution that will compliment Architecture and Interior Design.

Each project will be tailored made to specific design brief, budget & timeframe requirements.

FURNITURE

Residential
Commercial & Hospitality
Timber, Leather & Fabric

CERAMIC

Custom Handmade Crockery
Commercial Tableware
Office Accessories

FEATURE OBJECT & METALWORKS

Handcrafted Metal Artwork (Brass & Copper)
Lighting Feature
Timber Artwork / Panels
Natural Stone Artwork / Panels

RECLAIMED & PETRIFIED TIMBER

Metal Artwork with Brass & Copper

PROJECT BRANDING

Custom Logo Product Design
Handmade Gift set

Every procurement & sourcing workflow will be conducted in line with Australian requirements such as V-legal, ISO 9001 certification and compliance to Modern Slavery Act.

DESIGN PROCUREMENT

CUSTOM BRANDING PRODUCT DESIGN

*FOCUS ON ARTISAN HANDMADE DESIGN DETAILS
ON CERAMIC CROCKERY & FURNITURE*

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“ We tailor made everyday objects like we design our space. It starts with handsketch/es, making sure the design is simple, in good proportion, symmetry & malleable. The rest fall into place with client’s input & brief, branding, finishes, colours and other details necessary.

We manage the procurement process from design, shop drawings, sampling, quality check, packaging, transit and site delivery. ”

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