

Volume 2

December 2020

This year's last issue to close 2020
and welcome 2021. In this special
issue, an edition exclusive spread
to introduce our new initiative; the
Creative Sphere.

Urbane Gazette



Photographed by Todd Grace





Artwork by Rob Santella

The Urbane of Tomorrow

This year marks an important milestone for Urbane. To symbolise our growth as a business, and keep improving our design and build, we are moving offices. Custom built to better match our lifestyle and to better service you. A place for our team to express their creativity and sharpen their craftsmanship.

Since last year, we have been working on designing and building our new office on McCoy Street, Melville. The new office provides more space to accommodate our growing team and welcome our clients and collaborators. The interiors were designed to provide an

environment promoting creativity and wellbeing in the workplace. With the available space, we look forward to devise initiatives to extend our collaborative network.



Adaptive Designs

Our design approach focuses on creating immersive spaces adapted to the individual's lifestyle. The experience we aspire to create within each of our homes, does not only consider the physical use of space, but also the psychological influence of the build environment on the people experiencing the space.

With an adaptive design method, the homes we build are informed by our clients' lifestyle in aesthetics, ergonomics, and sentiment. To achieve this level of custom design, we promote a highly collaborative relationship with our clients. With regular meetings and discussions, we get to know each other and from this process, the home starts to take shape.

Our philosophical stance as home designer and builder is to go beyond the classical durability, utility, and beauty principles of architecture by adding another dimension; the experience of space. With spatial experience at the heart of our design process, the structure is formed on micro elements that triggers a feeling of comfort, safety, and self-actualisation unique to the residents.



Artwork by Rob Santella

Designing the experience of space is very challenging but highly rewarding in its outcomes; truly unique and special homes. To effectively inform our design thinking with such a complex and abstract ideology, we need to understand how space makes us feel and how each and every client experience and relate to this space.

There is nothing more rewarding than to walk through a finished home before we hand it over and experience the space we created with the certitude that the family moving in will cherish meaningful memories within these walls.

“Design is seen not with the eyes but felt with the heart. It is the experience that defines form and not the opposite. We do not place people in a beautiful home but create beautiful homes out of our clients' uniqueness; we create your “feeling of home.”

Steve Gliosca



An Immersive Experience of Space



"Design is seen not with the eyes but felt with the heart."

Steve Gliosca



"I like the human aspect of the home, I love the emotion of it, the nooks and crannies and the specific areas that people want for certain reasons."

Rob Santella



"I've always loved playing with colours, textures and forms. This career path felt like a good way to express creativity in a pragmatic way."

Erika Bashford



"Every job is different and requires a high level of thought and understanding, I enjoy the challenge."

Noorudeen Khan



"I have always loved creating built environments which are innovative and stimulating to the users. Every project has its own sense of functionality, aesthetics and unique details and this is what makes it exciting."

Kristina Draper





The Creative Sphere by Urbane

Throughout the years of designing and building homes, we can look back on this wonderful journey and witness the complexity of ideas and thoughts behind each home. From the creativity of our design team to the craftsmanship of our construction team and trades along with our clients' unique lifestyle, the collection of personalities behind our work is far too long to be listed.

This network is however not confined to design and build but extend its avenues to many more industries; arts, technology, logistics, etc...

With the recent work we invested in our communication and media networks, we realised a lot of you share our passion for design and expressed interest to work with us. With the Creative Sphere, we aspire to extend our reach to collaborate with all of you for a human network more connected than ever before.

A Place to Create, Innovate & Inspire

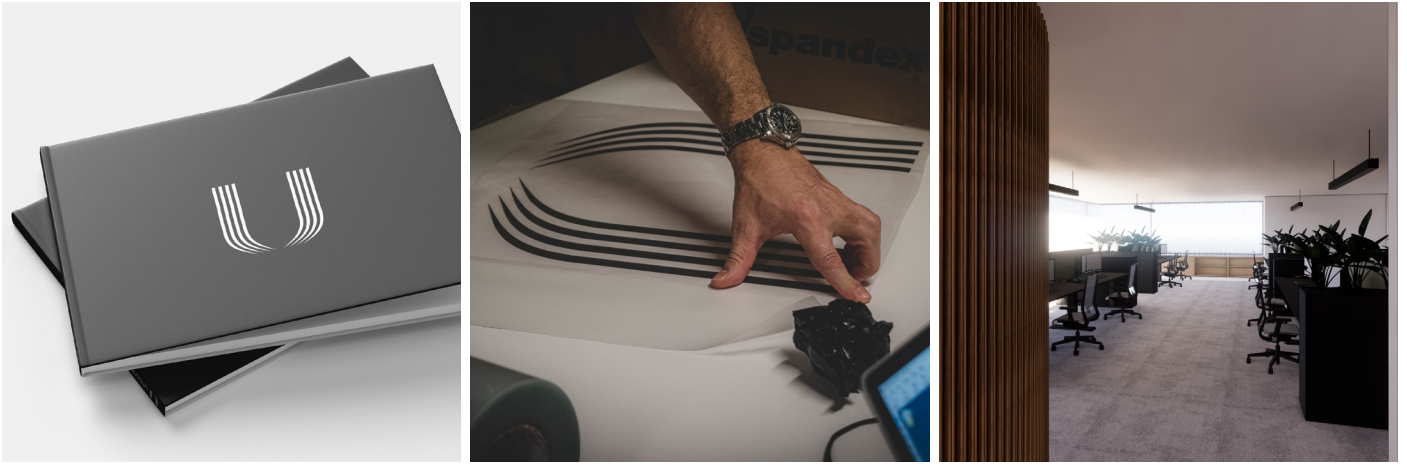
Imagine a place where the sole purpose is to exchange ideas and inspire. A place where we believe in change and innovation to push the limits of creativity.

Somewhere creatives can bring their most eccentric ideas and have the resources to make it a reality on real projects.

With Urbane's new initiative, the Creative Sphere, we aim to create this place. Somewhere students can take a first step in the work industry and have their ideas valued and considered with mentorship from our professional network.

A place where whoever you are and whatever you do, you can be a part of.





Passion Without Borders

The Creative Sphere initiative was inspired by the idea to bring collaboration to the next level. Being an independent body, it is unconstrained by the limitations of conventional business and the field in which it evolves.

The world of home building is very diverse in the range of professionals from different backgrounds (architecture, design, construction, engineering, etc...) working on a project and each client's unique lifestyle. As a brand, we also give the same amount of attention to areas not directly linked to operations; communication, content creation and more, which together create our unique brand experience.

With this spectrum of different personalities in mind, we created the Creative Sphere to be an open door to equally passionate people from different profession, location, and views.

Send an email to creatives@urbane.net.au and start your creative journey with us.





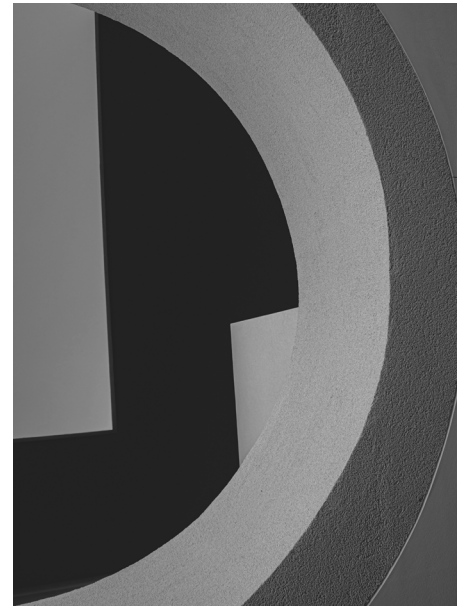
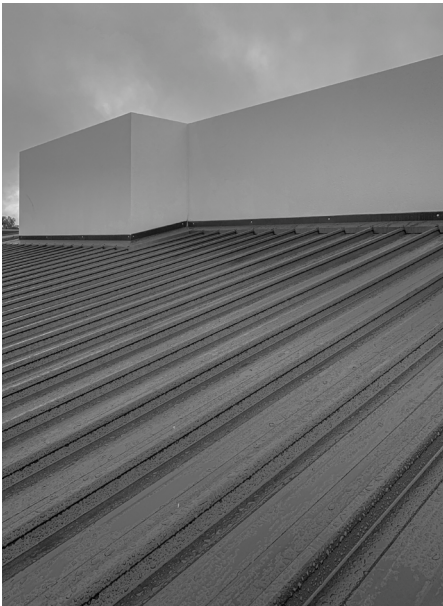


Merry Christmas and Happy New Year
from The Urbane Family to Yours.



Space Shifting...

Photographed by Ben O'Donnell & Todd Grace

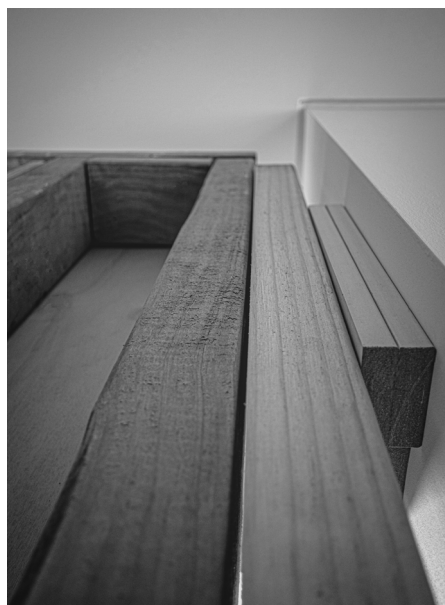


Ideas to drawings, drawings to structures, structures to sentiment, on the journey to carry the concept of a home into reality, it evolves into different dimensions; from theoretical to physical.

With the ideal of the designer and the reasoning of the builder, we set up processes to ensure we can “walk the talk” and always deliver high quality standard builds. With multi-disciplinary knowledge and skills within our own team, it is made possible to adopt processes which are nonlinear where we can go back and forth between the steps to adapt to any kind of situation.

Combined with our many years of experience designing and building award winning homes, our construction approach is informed by our design philosophy of creating the experience of space. Regular site visits by both our design and construction professionals ensure the intended sentiment is reflected in the structure from an early stage.

This shift from conception to realisation can be very challenging to keep the final result as close as possible to the initial image in the mind of the designer and the client's expectation. With a team made out of experts in both fields, it is an invaluable asset to fully explore creativity while keeping our feet on the ground.



...Place Making

How to define space? This recurrent question can be a very challenging aspect of our work. The answer is however simple, we can't! At least in our industry.

People experience space differently and with every new project the same question arises: what is space? What makes this task peculiar is the challenges it presents on two different levels: in thinking and in building.

Having the same team carrying the work from conception to realisation ensures we can bring the intended feel of the place at every step of construction, and have the ability to go back and forth through the design and build process when necessary.

This truly special bridge between operative and creative has a positive butterfly effect where what might seem to be an insignificant aspect of our work has a tremendous impact on our brand philosophy and organisational culture; a construction team inspired by creativity and a design team informed by craftsmanship.

"Design is everything + Build with quality + Live without compromise"

Steve Gliosca





#humansofurbane

Tia joined the Urbane Team in 2018 as receptionist and administrative assistant. Her role involves the effective management of reception by greeting clients, contractors, and trades in a polite and friendly manner, in person and over the phone.

Being the first face you see when coming to our office, Tia is an indispensable asset to the team, bringing our human values in welcoming guests; in our motto, Live.

Before joining our team, Tia was looking for a career change that would be challenging, provide the opportunity to learn something new, and the ability to grow within a company. During her time within our team, her favourite home project was Retreat in Applecross which was the first she was involved in from start to finish.

“I love that I have had the opportunity to learn and grow with Urbane and that everyday there is something new to learn”

A Feel of Home

“A man travels the world over in search of what he needs and returns home to find it.”

George Moore

Similar to the doctors' Hippocratic oath, we home designers and builders have the moral responsibility to create an environment in which our clients and their families feel safe, comfortable, and prosper.

A code of ethics combined with a creative expression drives our design thinking into creating spaces of seamless flow and great artistic value.

What makes our work so special is that we are trusted with creating a receptacle to be filled with the memories of very unique people; to design and build your feeling of home.



Photographed by Joel Barbitta (D-Max Photography)



A Shared Vision

A vision is all it takes to start creating something special. For us, this vision is developed during the design process. Along with our clients' expectations, we start making meaning out of the home to be built. In philosophical jargon, the "ethos" starts to take shape; the character and sentiment of the home. A vision to create an experience of space portraying the character and sentiment of our clients and their families.

Where the vision starts the journey to create beautiful homes, it is however far from enough to bring the idealistic concept to reality. To keep our outcome at our high-quality award-winning standard, this vision needs to be shared and sustained by everyone involved in all processes.

One of our greatest strength lies within our human capital with clients who respect the art of designing and building and a team of passionate creatives and craftsmen. A complex network of individuals from different background and standpoint working towards a common goal; a shared vision.



Photographed by Joel Barbitta (D-Max Photography)





Our Collaborative Platform

One of our greatest asset as designer and builder is the collaboration we made throughout the years; our human network.

A reliable network requires efficient communication. With that in mind, we created the collaborative platform to reflect our physical communication efficiency to our online communication platform; a network to communicate, share imagery and promote participatory culture.

For more info on how to join the platform send us an email at creative@urbane.net.au

Next issue due in March 2021







URBANE

design + build + live

www.urbane.net.au

info@urbane.net.au

(08)9329 9560