

Qualia[®]

CAPABILITY
DOCUMENT

Connecting people and places by design[™]

QUALIACREATIVE.COM.AU

2023

PLACE BRANDING & MARKETING

Connecting people and places by design™

Qualia is a premium Australian marketing agency, offering fully integrated services for property, tourism, and hospitality sectors.

With over 20 years experience working with some of the world's largest development companies and institutions we have the experience to understand and recognise your goals, transferring them into value-focused solutions that meet your marketing and shareholder expectations.

Our global team is inspired by the identities of places and destinations which informs our creative strategy. We capitalise on the characteristics of each project to create truly unique solutions that resonate with the defined audience.

Our result focused strategies are combined with the latest marketing techniques to ensure you obtain maximum return on your investment.



Place branding

PLACE BRANDING AND MARKETING

Qualia is experienced in creating and developing brand narratives that distill the meaning and value of places—from residential to commercial, from hospitality to locales.

Every successful Identity has a project narrative with a visual character that communicates the spirit of place and its connection to location, and emotional response. This builds a clear distinction to your competitors.

SELECT CLIENTS

ACMI	JLL
ANZ	Madison Quay
Auriton	Malthouse Theatre
Australia Post	Marshall White
A&A Property Developers	Melbourne Fashion Festival
CBRE	NAB
City of Melbourne	Nestlé
Colliers	Poly Global
Collins Square	Public Transport Victoria
Dept Primary Industries	State Library Victoria
Goldfield Group	Tourism Victoria
Heritage Council Victoria	University of Melbourne
Housing Choices Australia	Urban

“We start all projects by diving deeply into what the location has to offer. This allows us to find aspects that are distinct, meaningful, unique and appealing.”



Capabilities

Our promise is to collaborate with you and your team to develop a branding and marketing strategy with a competitive edge that will transcend competitor offerings.

Working together, with our design and marketing advice, sales strategies and market experience we will realise a distinguished identity, complete with a marketing narrative that will engage and resonate with your audience from project commencement to completion.

PROPERTY MARKETING & PLACE BRANDING

Appealing brands for built or digital spaces require a visual character that communicates the spirit of a place and its connection to identity, experience, and emotion. Our experience in creating design assets for marketing property and land extends to developing stories and designs that add meaning and value to all kinds of places—from homes and offices to landscapes and locales.

BRAND MARKETING & SERVICES

A brand that communicates quality and evokes cherished emotions adds measurable value to your organisation. We're adept at crafting appealing visual identities and the messages that go with them, and in working to give form and voice to established brands. Across clients in a range of industries, we have particular strengths in working on the presentation and marketing of fast-moving consumer goods, commercial and residential property, and land development.

EVENT EXPERIENCES & PLACE NARRATIVE

Galleries, theatres, catwalks, and events all gain a sense of occasion from great design that imbues them with a memorable and skilfully executed visual idea. We conceive and implement design concepts for these settings along with retail and hospitality spaces and even wayfinding and environmental graphics for events, venues and public spaces.

Methodology

Qualia is a place branding and marketing agency that deliver distinct and effective strategies in budget and on time.

We offer fully integrated specialist services to ensure that all touchpoints are aligned to the marketing strategy. We apply value adding techniques to ensure that your project obtains maximum sales at maximum value.

Our responsiveness and understanding see us well placed to lead and advise on the right marketing for your unique property offering.

We have established and highly efficient subcontracting relationships with a dedicated suite of architects, builders, renderers, copy writers, photographers, and production houses to successfully execute a broad range of marketing solutions.



Residential

Qualia have years of experience servicing the local property place branding market.

From the growing local and investor markets of Box Hill and Doncaster, to the house and land boom extending from the north in Tarnait and west into Geelong. Services also include inner city luxury apartments to mixed-use vertical villages, in Melbourne as well as Brisbane and Gold Coast.

Property marketing is highly competitive. The challenge lies in a strong sense of identity, a genuine understanding of the location as well as insight and respect for the demographic and buyer's needs.

HIGH-RISE APARTMENTS
MIXED-USE
TOWNHOUSES
BOUTIQUE RESIDENCES
HOUSE AND LAND
GREEN FIELDS
BROWN FIELDS

Connecting people
and places by design™

Rivea

SURFERS PARADISE

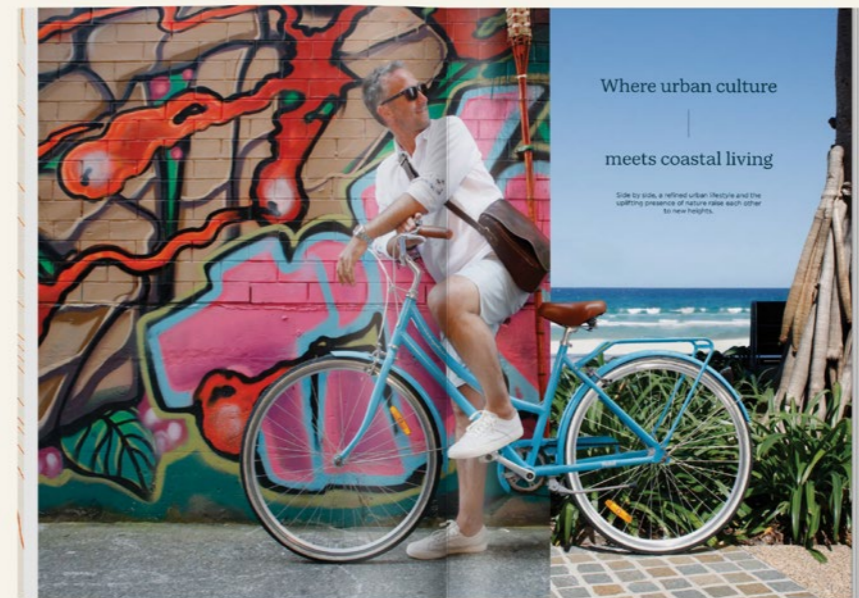


Best developer - Auriton Group
 Best waterfront development
 Best architectural design development

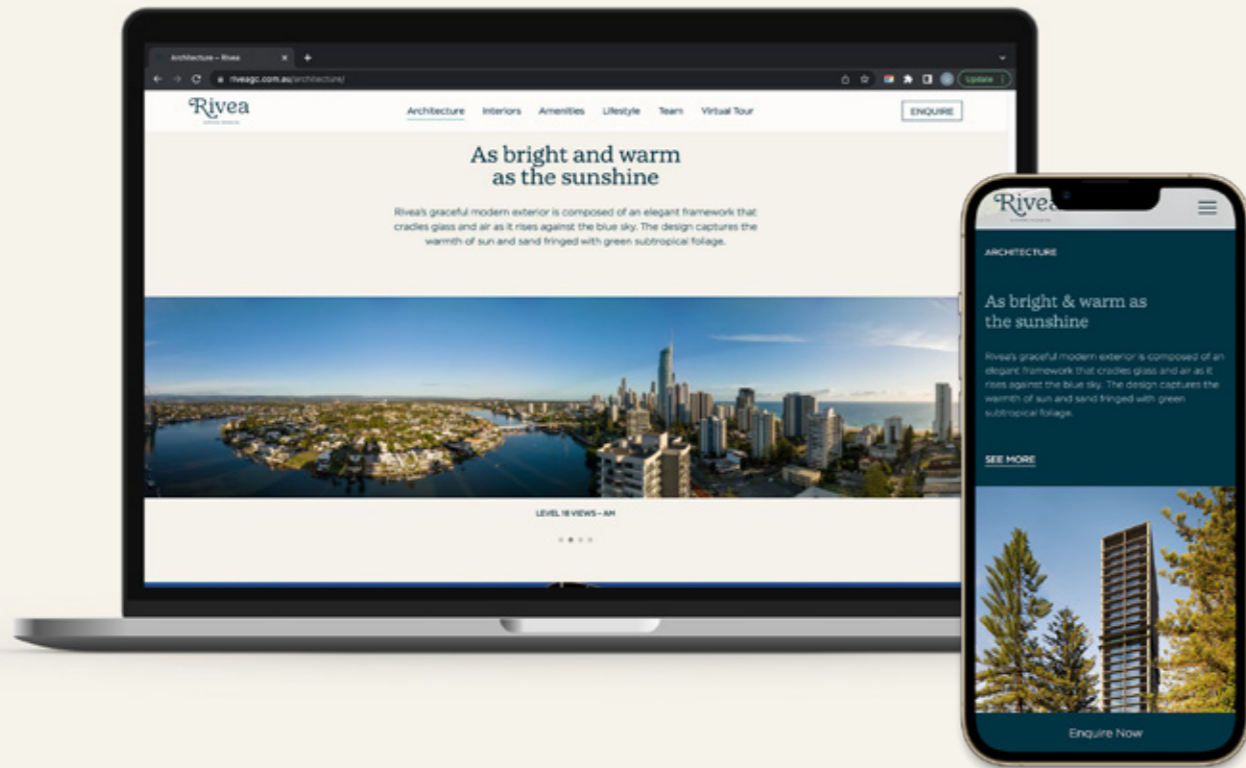


High-rise apartments in the Gold Coast

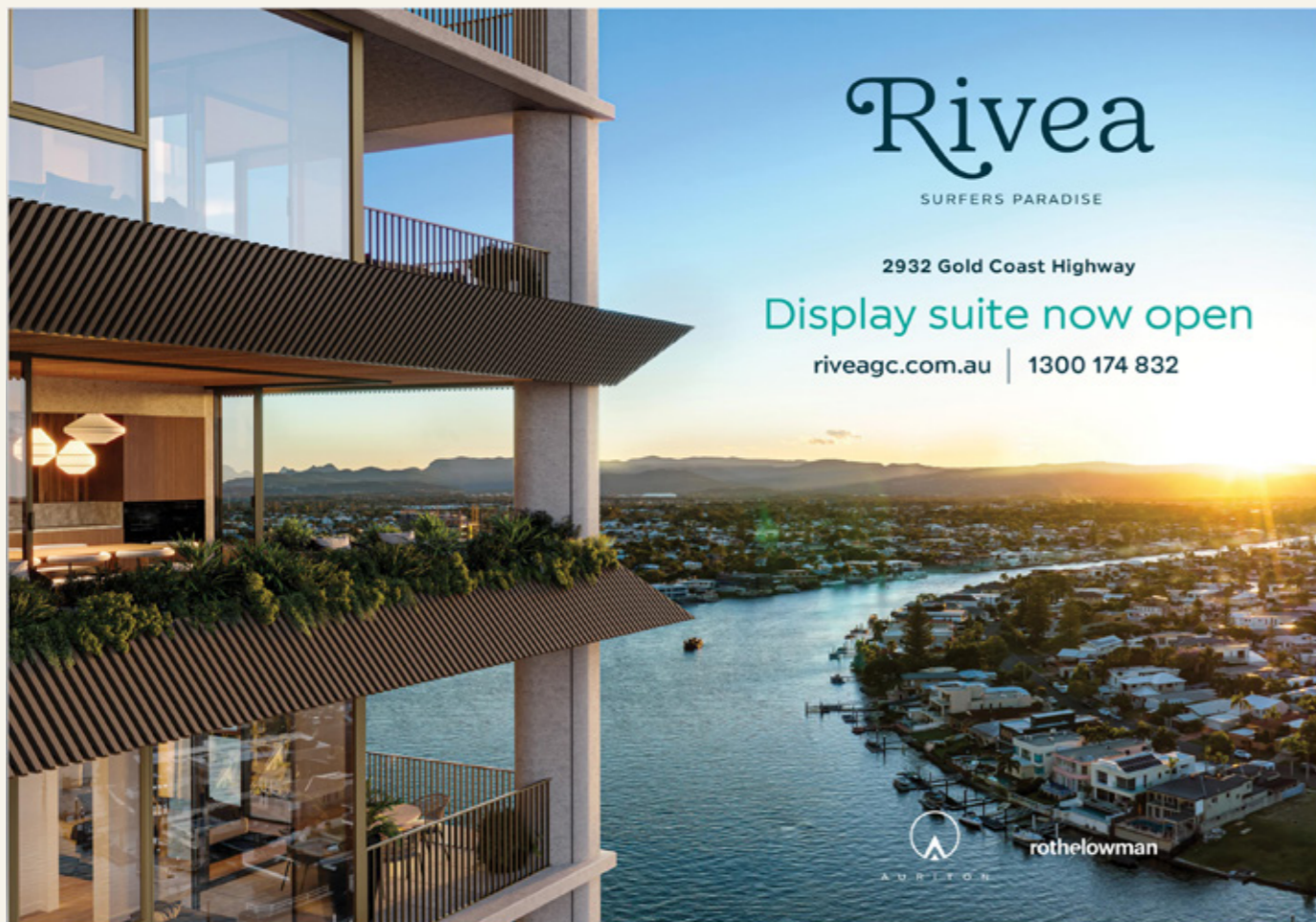
The name, Rivea, is a wordplay that joins river and sea, reflecting the building location itself – one of the narrowest points between the riverbank and the coastline in Surfers Paradise. This is a location that combines the possibilities of living by the river and the sea, on the banks of the Nerang River, south of Surfers Paradise CBD, and just moments from the Gold Coast Beach.



PROJECT TYPE Residential	DEVELOPER Auriton	ARCHITECT Rothelowman	DELIVERABLES Comprehensive marketing campaign
BUILDING High-rise	SIZE 102 Apartments	BUDGET \$30 million	© QUALIA CREATIVE



At its premium riverside location, Rivea offers stylish and convenient homes that bridge the natural pleasures of ocean living and the vibrancy of city life. Hinterland views line the horizon, providing a stunning backdrop for daily sunset views. Rivea's interiors create a soothing atmosphere with their breathtaking views. A subdued palette and understated natural finishes set the scene for you to unwind in quiet seclusion.



PARK AVE

MELBOURNE



PARK AVE MAKES A STRONG STATEMENT ABOUT MODERN LIVING WITHOUT RAISING THE VOLUME. THIS MANHATTAN-STYLE CONFIDENCE, WITH A TOUCH OF MELBOURNE UNDERSTATED PRIORITY.

EVERLASTING STYLE

Evoking sculptural beauty and the art of balanced design, Park Ave is seamlessly stitched into the fabric of South Melbourne's cultural district. Firm, urbane lines form the lower podium, softened and contrasted by the upper tower's soaring naves. Glazed with sleek glass surfaces combined with natural concrete, the façade is a sartorial union of clean-cut lines and artful forms.

Manhattan-style luxury apartments

Inspired by New York's Chelsea, Meatpacking and TriBeCa districts, Park Ave is a landmark development in South Melbourne comprising of 220 luxury residences over 19 levels. The flowing facade is designed by Elenberg Fraser, with interior design by CHT.



PROJECT TYPE Residential

DEVELOPER Milbex

ARCHITECT CHT Architects

DELIVERABLES Comprehensive marketing campaign

BUILDING High-rise

SIZE 131 Apartments

© QUALIA CREATIVE

Tunstall

VILLAGE



Redevelopment of a brickworks site

Tunstall Village is a beautifully landscaped community of smart homes in Nunawading, completed with a neighbourhood park fit for various outdoor activities and a future retail precinct for on-site shopping convenience. The developer has preserved the site's former Daniel Robertson brickworks chimney as a landmark and tribute to the history of the land. Slight traces of the land's industrial history can be seen in Tunstall Village's identity, especially in the brand video, stencil logotype, and lifestyle illustration.

PROJECT TYPE Residential

DEVELOPER Madison Quay

BUILDING Townhouses & Apartments

SIZE 353 Units

DELIVERABLES Comprehensive marketing campaign

© QUALIA CREATIVE

MODERNE *Ivanhoe*



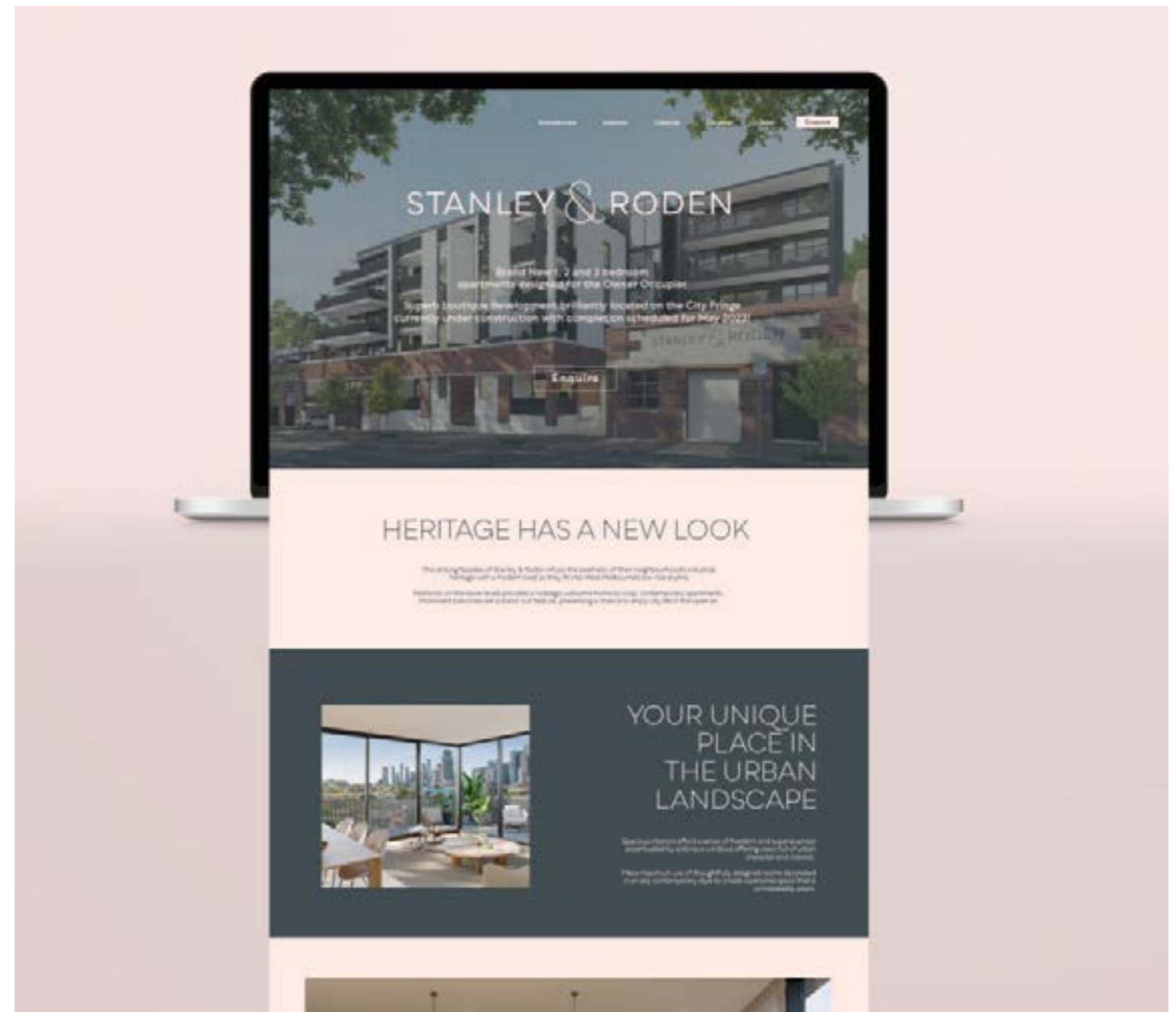
Art Deco inspired boutique homes

Nestled in the leafy suburb of Ivanhoe, Moderne is just minute's walk from luxuriant parklands, sporting grounds, and walking and cycling trails along the banks of the Yarra River. The architecture inspired by the Art Deco period uses a lively mix of forms to create residences of elegance and distinction.



PROJECT TYPE Residential	DEVELOPER Shepherd Development	ARCHITECT C. Kairouz Architects	DELIVERABLES Comprehensive marketing campaign
BUILDING Low-rise	SIZE Apartments		© QUALIA CREATIVE

STANLEY & RODEN



Heritage apartments in West Melbourne

The striking facades of Stanley & Roden infuse the aesthetic of their neighbourhood's industrial heritage with a modern twist as they fit into West Melbourne's low-rise skyline. The red bricks on the building provide a nostalgic welcome to the crisp, contemporary apartments.

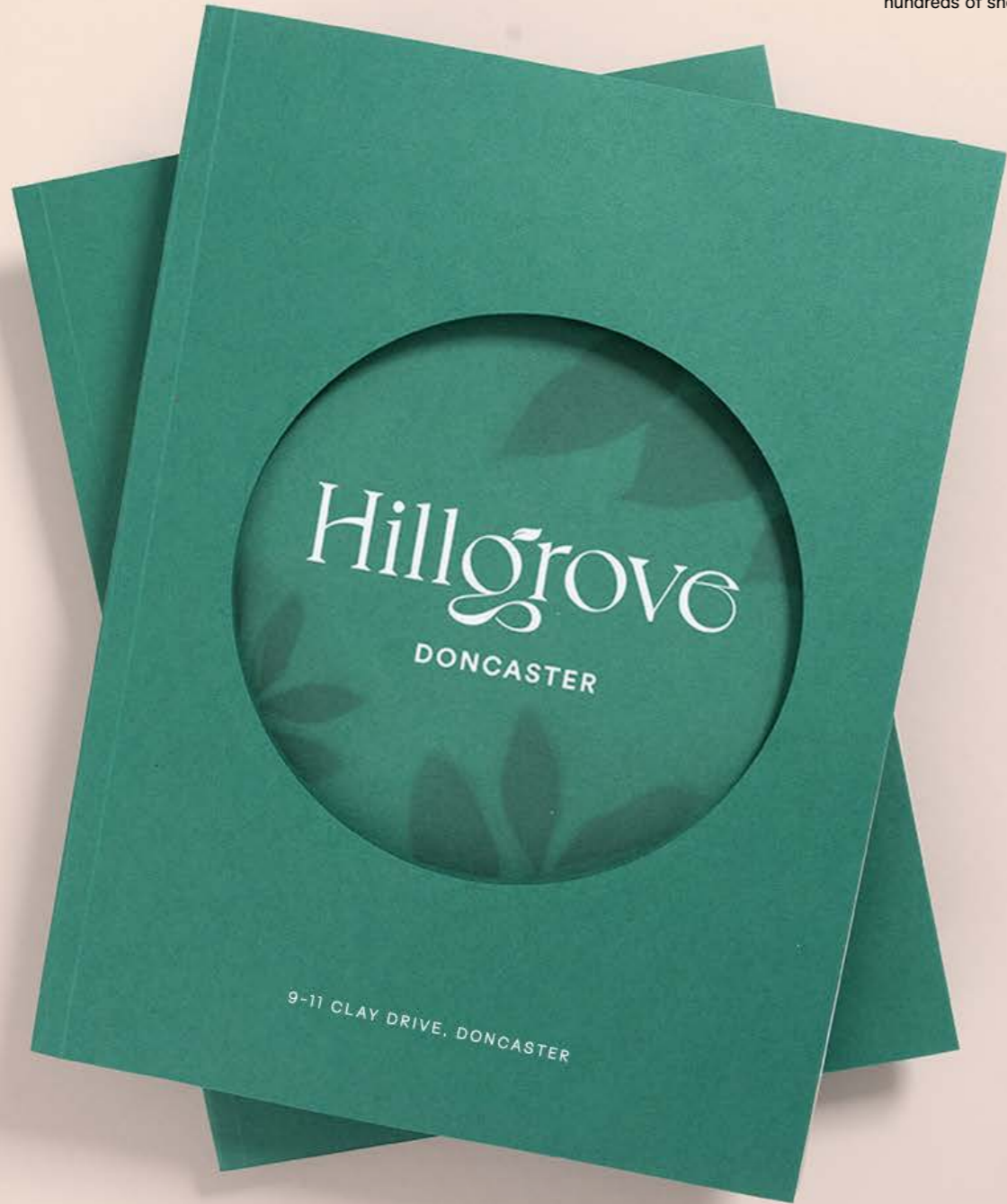
PROJECT TYPE Residential	DEVELOPER Valeo Construction	DELIVERABLES Comprehensive marketing campaign
BUILDING Mid-rise	SIZE 43 Apartments	© QUALIA CREATIVE

Hillgrove

DONCASTER

1, 2, and 3 bedroom apartments surrounded by Doncaster's abundant greenery.

At Hillgrove you'll be surrounded not only by relaxed streetscapes, abundant parks and varied sporting facilities, but also by a vibrant dining and cafe scene, accessible high-quality schools, and hundreds of shops and services.



PROJECT TYPE Residential	DEVELOPER -	ARCHITECT -	DELIVERABLES Comprehensive marketing campaign
BUILDING Houses	SIZE -		

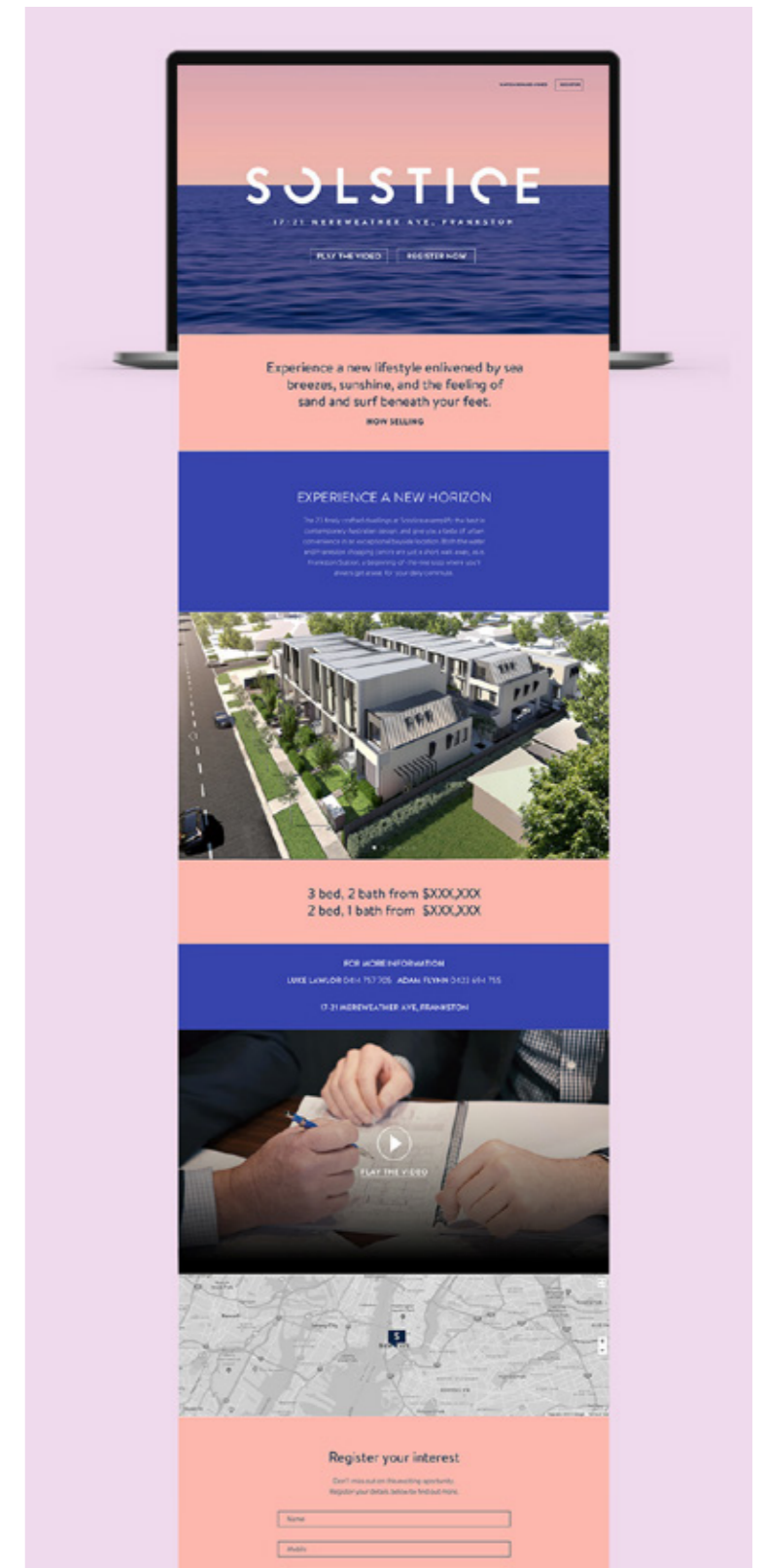
SOLSTICE



Experience a new horizon

With the feel of a small city, Frankston has everything you need and more. Solstice offers an unparalleled sense of space, with generously proportioned interiors and an open-plan design.

Together with the property developing company Eraclea, Qualia has designed the brand identity and applied its brand style from print to digital, across different multiple mediums, including a promotional video.



PROJECT TYPE Residential	DEVELOPER Eraclea	DELIVERABLES Comprehensive marketing campaign
BUILDING Mid-rise	SIZE 23 Townhouses	© QUALIA CREATIVE

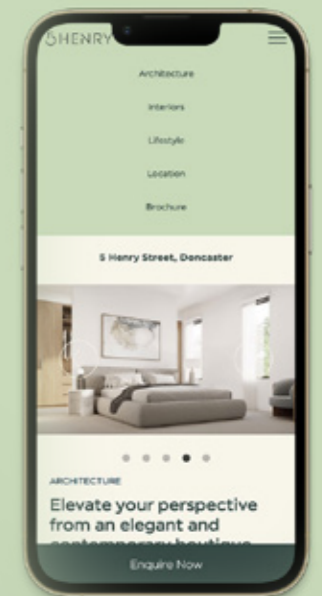
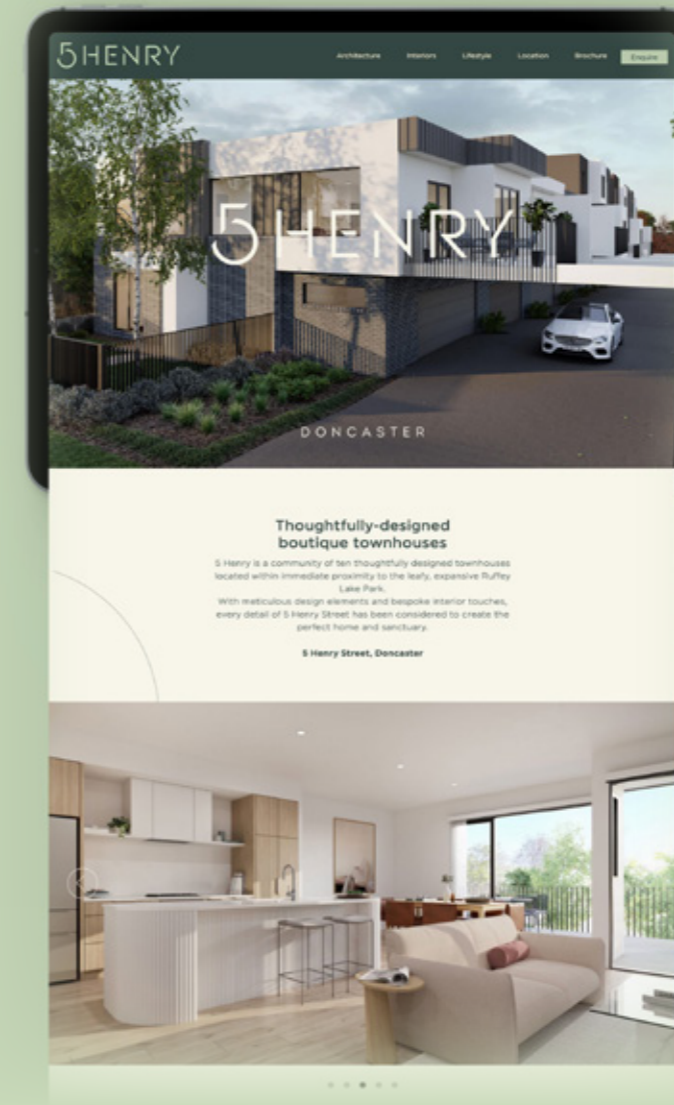
5 HENRY



Boutique townhouses in Doncaster

5 Henry is a community of ten thoughtfully designed townhouses located within immediate proximity to the leafy, expansive Ruffey Lake Park.

With meticulous design elements and bespoke interior touches, every detail of 5 Henry Street has been considered to create the perfect home and sanctuary.



PROJECT TYPE Residential	DEVELOPER Auriton	ARCHITECT Archestral Designs	DELIVERABLES Comprehensive marketing campaign
BUILDING Low-rise	SIZE 10 Townhouses	BUDGET \$12 million	© QUALIA CREATIVE



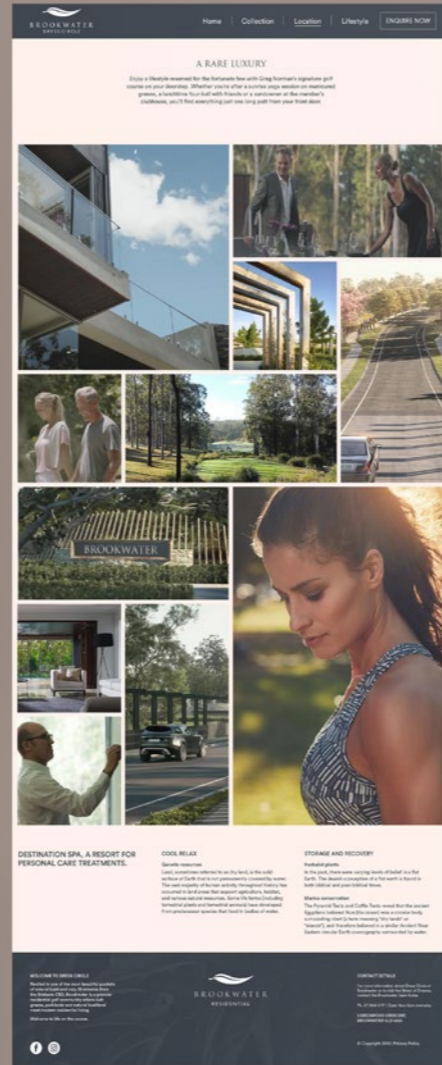
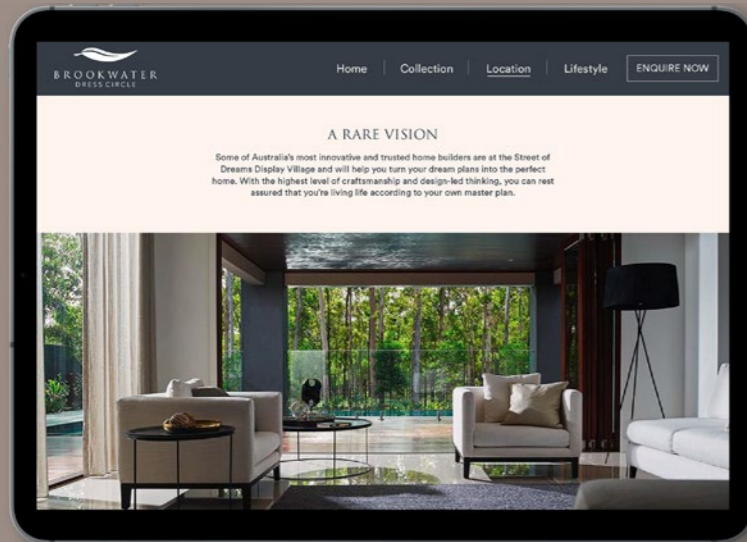
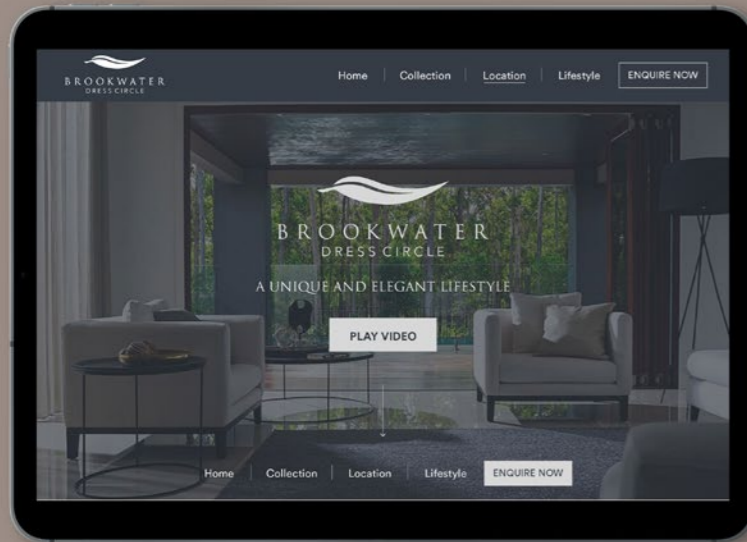

In the heart of hawthorn

Poised to make a statement in the vibrant suburb of Hawthorn comes Queens Avenue, designed by CHT Architects to deliver a life of style and convenience.

Comprising 72 residences spread across eight floors, this mid-rise features a bold facade characterised by an abundance of textures, from timber through to latticework and brick. The exterior incorporates three separate street frontages in neutral tones of white to dark grey. While the ground level features timber-like fabrics, the middle section is defined by white orthogonal forms, and the upper levels are decked out in striking black lattice sheets.

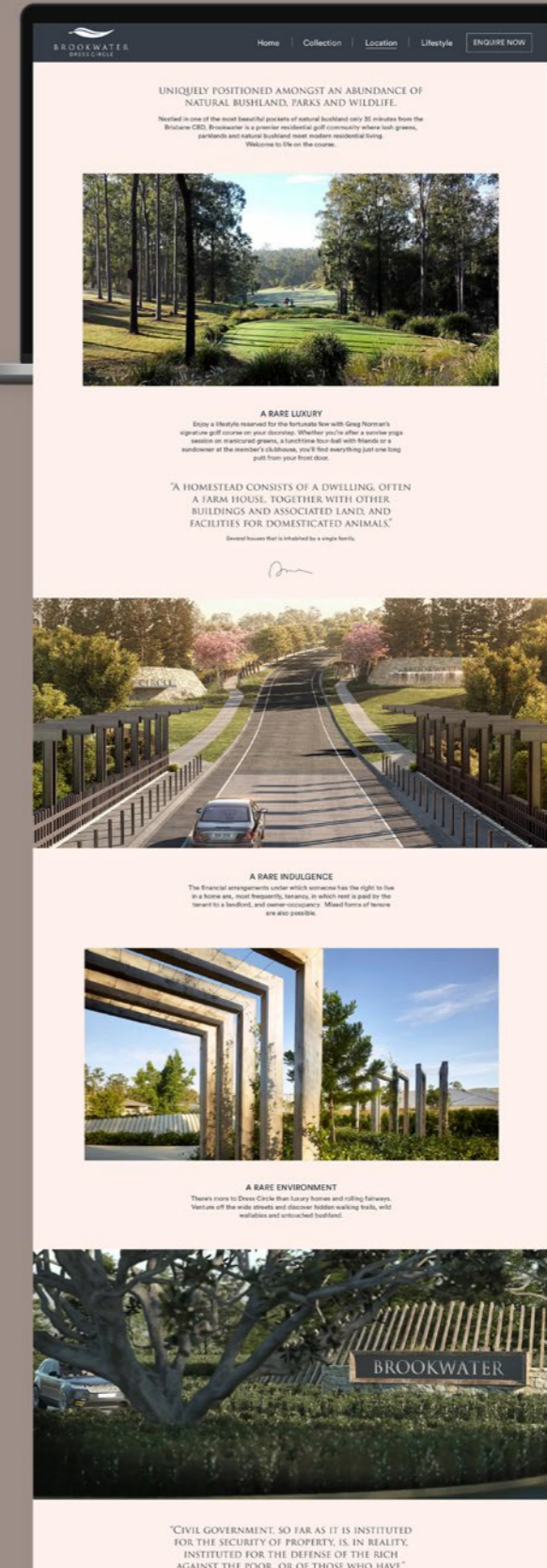
PROJECT TYPE Residential	DEVELOPER Urban	ARCHITECT CHT Architects	DELIVERABLES Comprehensive marketing campaign
BUILDING Mid-rise	SIZE 72 Apartments		© QUALIA CREATIVE

BROOKWATER
DRESS CIRCLE
GOLD COAST



Premium residential golf community in Queensland

Nestled in one of the most beautiful pockets of natural bushland only 35 minutes from the Brisbane CBD, Brookwater is a premier residential golf community where lush greens, parklands and natural bushland meet modern residential living.



PROJECT TYPE Residential

DEVELOPER Universal Corporation

DELIVERABLES Comprehensive marketing campaign

BUILDING House & Land

ARCHITECT Alexandra Buchanan Architecture

© QUALIA CREATIVE

Mayfair Garden

RICHMOND HILL



Inspired by the heritage of Richmond

Mayfair Garden in Richmond Hill merges the area's cultural history with modern elegance. Set back on Bridge Road through a secluded garden, an elevated living experience awaits.

Qualia has worked on the brand identity and brand direction while directing the photography and videography in partnership with VevaTV.



PROJECT TYPE Residential	DEVELOPER Poly Group	ARCHITECT Peddle Thorp
BUILDING Mid-rise	SIZE Apartments	DELIVERABLES Comprehensive marketing campaign

THE FAIRLIGHT BONDI



Exclusive houses in Bondi

The Fairlight, Bondi, offers four exquisite townhouses and one exclusive stand-alone house at a remarkable location next to Sydney Harbour. The development was developed by Arc Homes and built by Prescott Architects.



PROJECT TYPE Residential

DEVELOPER Arc Homes

ARCHITECT Prescott Architects

DELIVERABLES Comprehensive marketing campaign

BUILDING Houses

SIZE 5 Townhouses, 1 House

© QUALIA CREATIVE

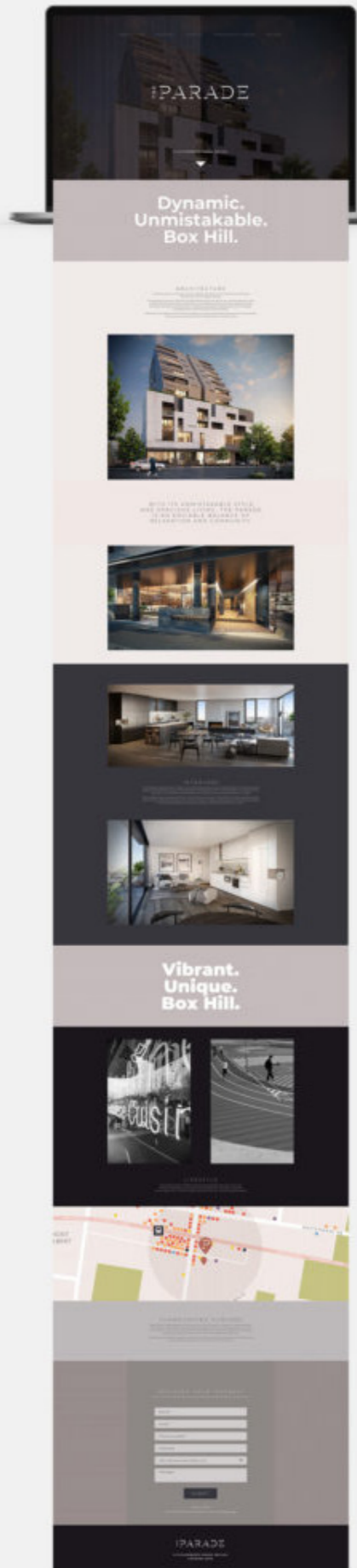
THE PARADE



A dynamic, unique apartment in Box Hill

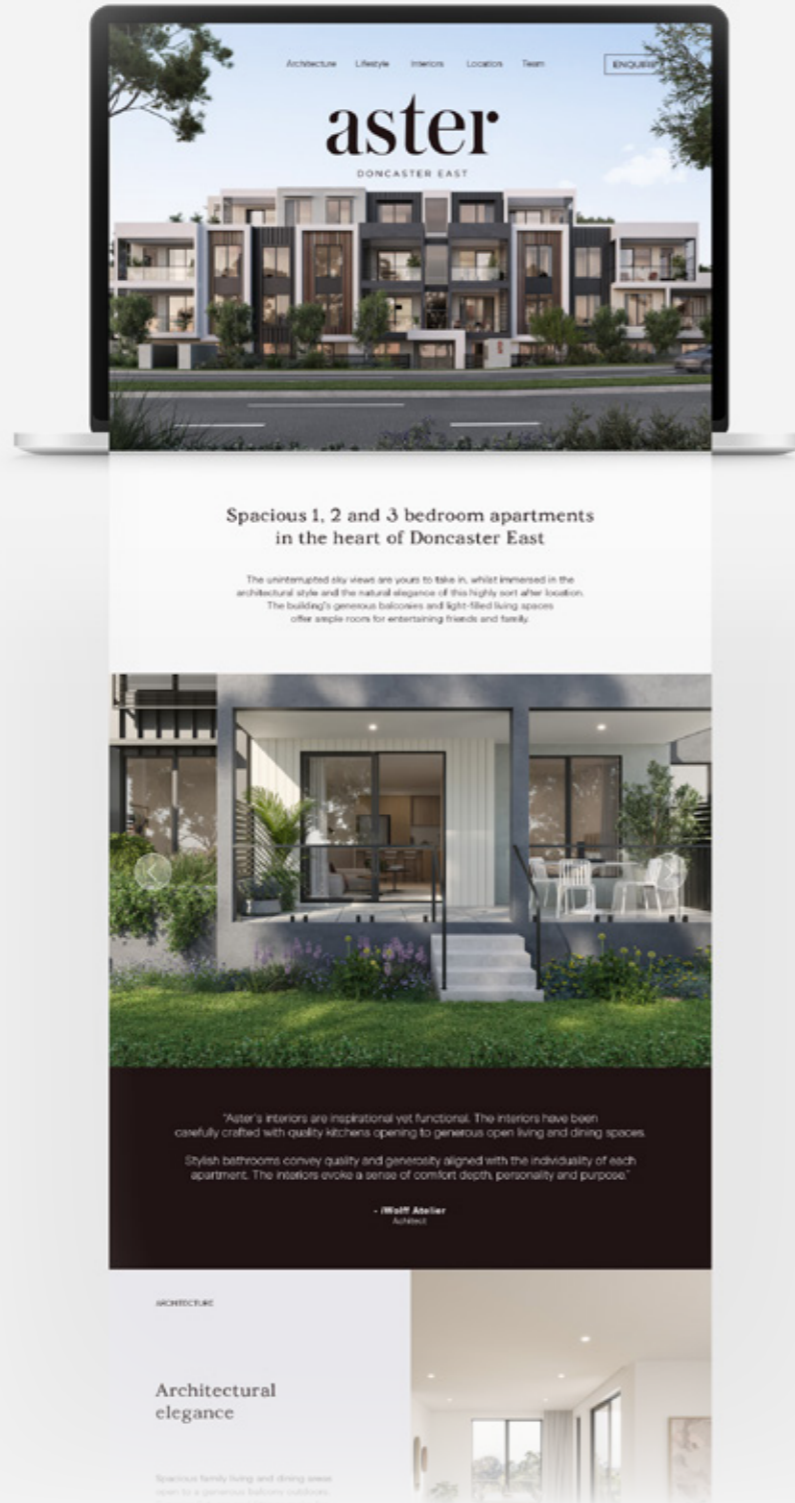
Designed by Hayball Architects, The Parade is a mid-rise apartment located in the heart of Box Hill. The campaign was designed to appeal to the local owner-occupier market and to reflect the industrial tones of the building's material finishes.

PROJECT TYPE Residential	DEVELOPER A&A Property Developers	ARCHITECT Hayball	DELIVERABLES Comprehensive marketing campaign
BUILDING High-rise	SIZE 58 Apartments		© QUALIA CREATIVE



aster

DONCASTER EAST



Spacious 1, 2 and 3 bedroom townhouses in Doncaster East

The name, Aster, originates from the lilac plant and also translates to "Star" in Greek. This indicates the project's surrounding parklands and highlights the apartment as a star offering within the neighbourhood.

The plant inspired the lilac colour palette while the floral watercolour hints at the surrounding natural elements.



PROJECT TYPE Residential	ARCHITECT iWolff Atelier	DELIVERABLES Comprehensive marketing campaign
BUILDING Mid-rise	SIZE Apartments	© QUALIA CREATIVE

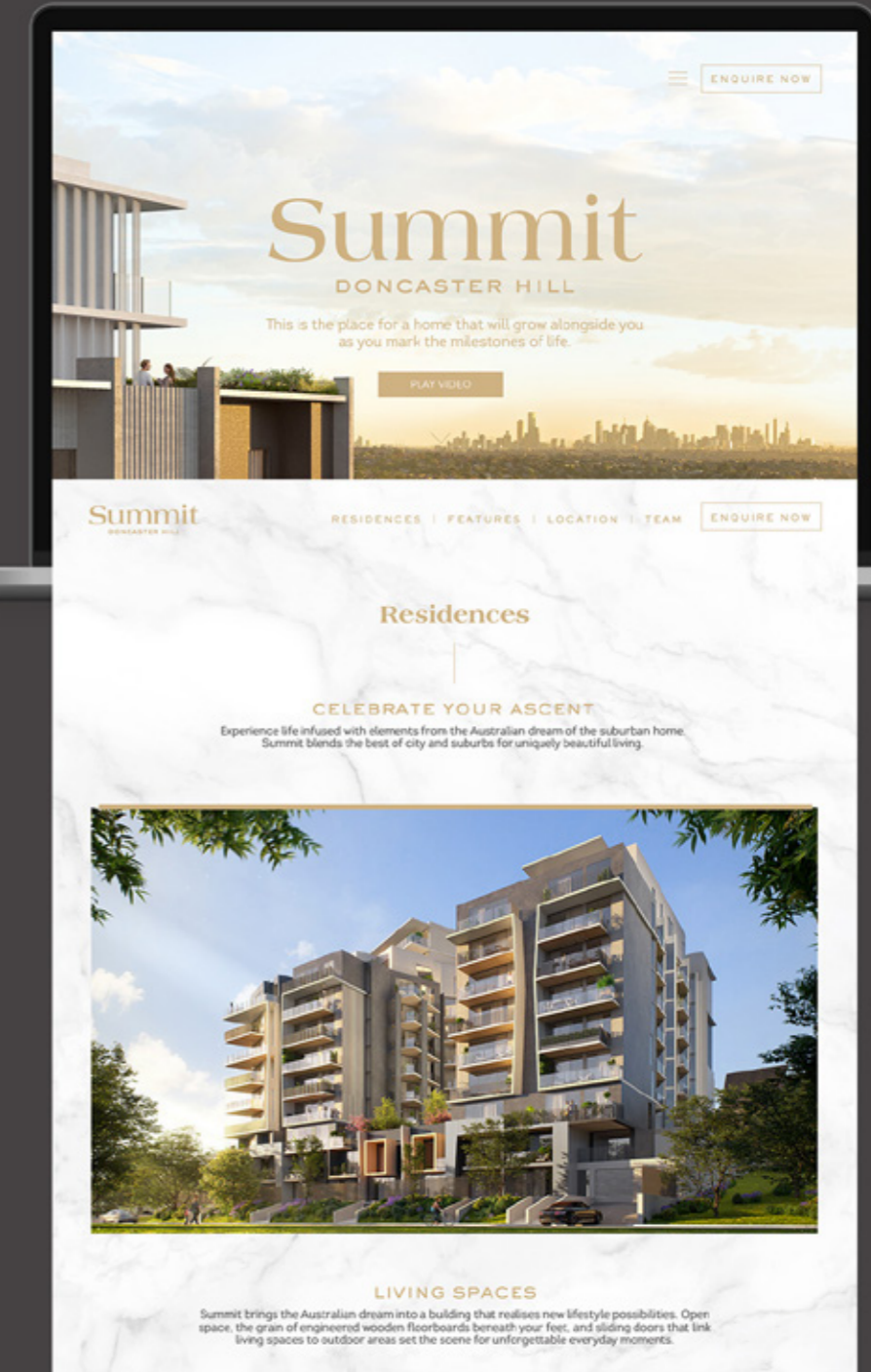
Summit

DONCASTER HILL



Rise to your summit

Perched atop Doncaster Hill, Summit is infused with elements from the Australia dream of a suburban home, overlooking the suburb's best city views. It offers a range of lifestyle choices—apartments, lofts, townhouses, and penthouses— in a single location with a community feel that extends to the surrounding neighbourhood.



PROJECT TYPE Residential

DEVELOPER Poly Global

ARCHITECT Bruce Henderson Architects

DELIVERABLES Comprehensive marketing campaign

BUILDING Mid-rise

SIZE 108 Apartments

© QUALIA CREATIVE

Commercial & Retail

Office leasing has opened up new challenges post-Covid; defining and presenting appealing, office environments that offer the work-life balance that the market now expects. Qualia have proven experience working with Melbourne's leading leasing agencies on reimagining the working space.

Hospitality and retail have also started to redefine their values & services, finding new ways of re-connecting people back to their city.

COMMERCIAL OFFICES AND BUILDINGS
LEASING
FOOD AND BEVERAGE
RETAIL
RESORT AND HOTELS
ACTIVATION



**Connecting people
and places by design™**

390

St Kilda Road

Elevate your work life balance

390, one of the tallest buildings on St Kilda Road. This commercial leasing project boasts views that extend out towards the CBD, Royal Botanic Gardens and Albert park.



PROJECT TYPE Commercial Leasing

BUILDING Offices & Retail

SIZE High-rise

DELIVERABLES Comprehensive marketing campaign, including photography and image development.

© QUALIA CREATIVE

390 RECREATION

Prime location with uninterrupted views

390 is one of St.Kilda Road's tallest leasing opportunities, offering a range of leasing possibilities for your business structure.

Every available suite offers open-plan kitchens, with third space areas overlooking sunlit vistas.

Views of the Royal Botanic Gardens, CBD and Shrine of Remembrance

Views of Albert Park & Port Phillip Bay

Dimensions on drawing are approximations

390 LEASING OVERVIEW

Level 3.01A

- Views of Royal Botanic Gardens and Shrine of Remembrance
- Outstanding natural light from St Kilda Road and CBD
- Industrial palettes with neutral tones and timber paired with black detailing

390 TEAM

Our leasing team

JLL

JLL Real estate helps people buy, build, occupy and invest in a variety of assets including industrial, commercial, retail, residential and hotel real estate.

From tech startups to global firms, our clients span industries including banking, energy, healthcare, law, life sciences, manufacturing, and technology.

Shane Keogh
0447 713 499

Matt Szakiel
0439 757 370

Colliers

Colliers is a leading classified professional services and investment management company.

With operations in 65 countries, our 38,000 enterprising professionals work collaboratively to provide expert real estate and investment advice to clients.

Lachlan Fitzpatrick
0418 156 323

Matt Cosgrove
0409 511 684

390 LEASING OVERVIEW

3.01A

Lettable area	173m ²
Density ratio	1:11m ²
Workspace	15
Boardroom	1
Meeting room	1
Office	1
Breakout	1
Focus room	1
Utilities	1
Comms cupboard	1
Sign in station	1
Waiting area	1

BOARDROOM

WORKSPACE

ST KILDA RD

FEATURE WALL

FLUTED GLASS FILM

173m² 1:11m²

15 work spaces

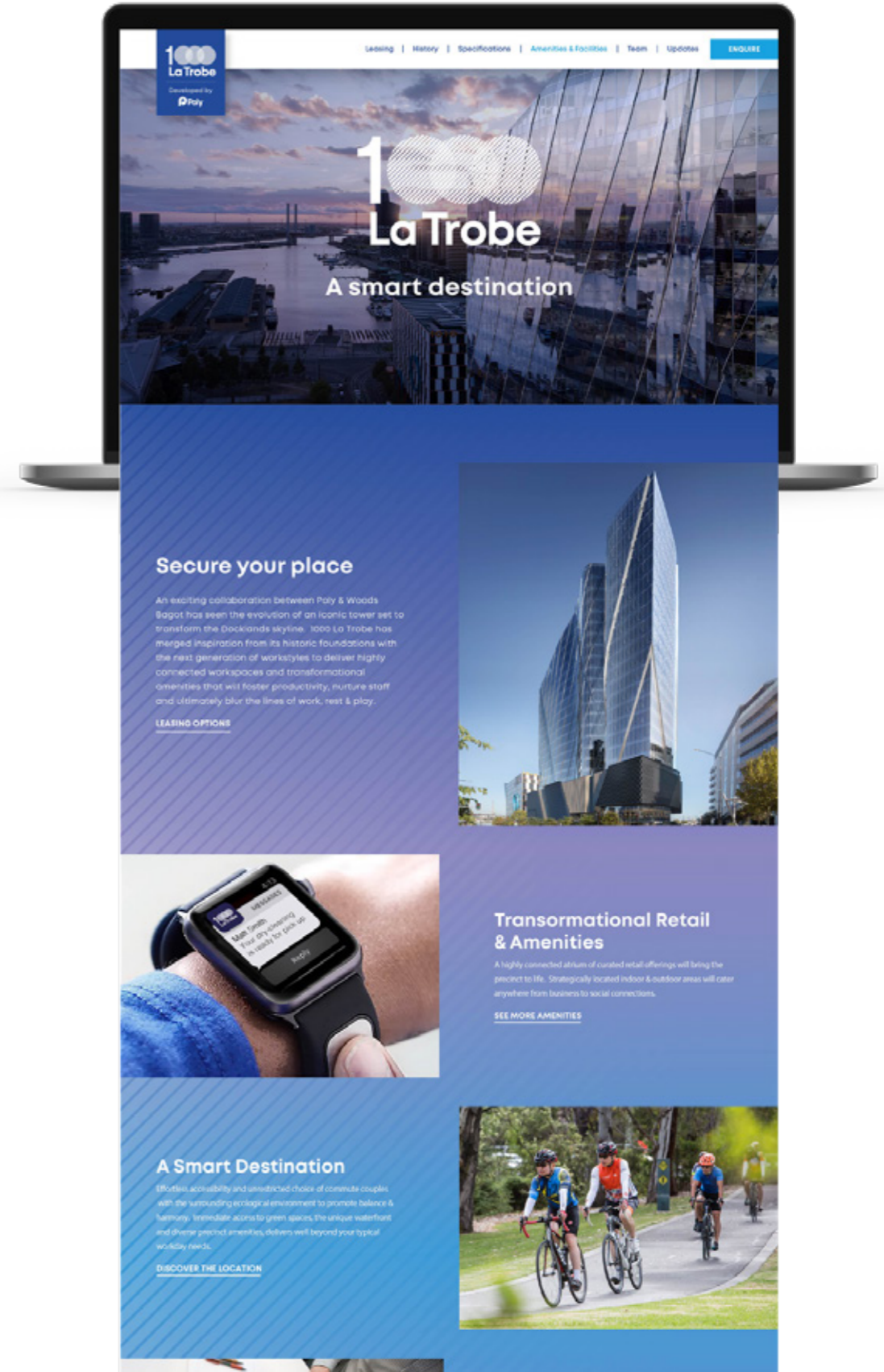
1 meeting room

1 office space



A smart destination

Situated in the Digital Harbour Precinct of Melbourne's Docklands, this commercial high-rise development offers the next generation of office design and amenities.



PROJECT TYPE Commercial Leasing

DEVELOPER Poly Global

ARCHITECT Woods Bagot

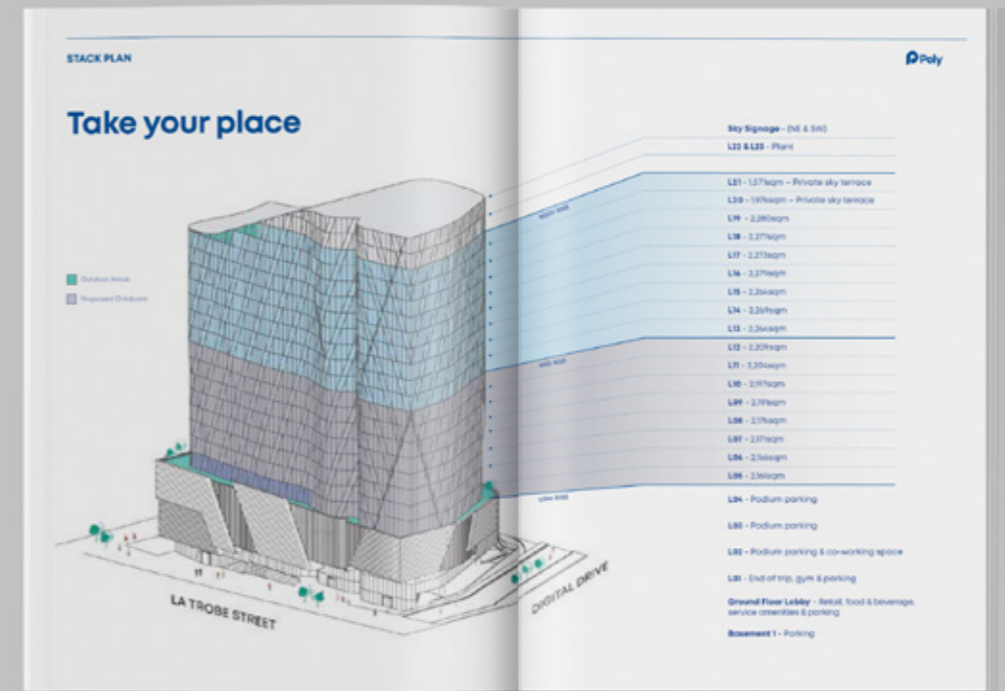
DELIVERABLES Comprehensive marketing campaign

BUILDING Offices & Retail

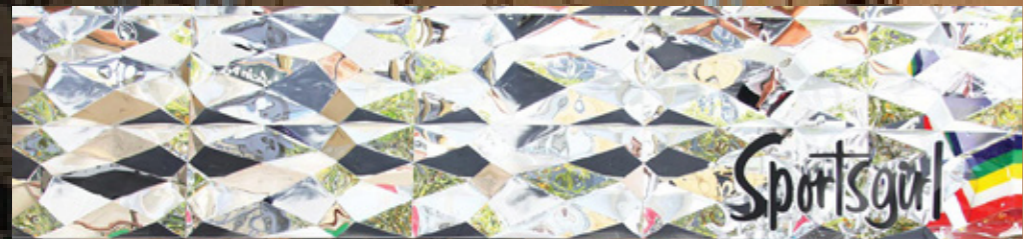
SIZE High-rise

BUILDER Probuild

© QUALIA CREATIVE



Sportsgirl



Store and window installation for Sportsgirl

Qualia has worked with Sportsgirl on their Christmas Windows for the Bourke Street store in Melbourne. An intricately layered three-dimensional construct celebrating the target demographic lifestyle.

The themes of outdoor music festivals were represented to go along with the Summer window period.



Ballarat government office building

The Ballarat GovHub will be home to up to 1000 Victorian Government employees, including up to 600 public sector positions relocated from Melbourne, helping to revitalise a major part of the Ballarat CBD, generate long-term jobs growth, increase business confidence and further private sector investment.

The 'Civic Hall Site', which sits on Crown land, will be developed in partnership with the City of Ballarat. Construction of the Ballarat GovHub will commence in early 2019 and will be completed by the end of 2020. The project will create up to 500 jobs during construction.



PROJECT TYPE Commercial Leasing	DEVELOPER Development Victoria	ARCHITECT John Wardle Architects	DELIVERABLES Comprehensive marketing campaign
BUILDING Offices & Retail	SIZE Mid-rise	BUDGET \$47.8 million	© QUALIA CREATIVE

INVESTMENT HIGHLIGHTS

30 YEAR LEASE TO THE STATE GOVERNMENT OF VICTORIA

The property is 100% pre-committed to the State Government of Victoria (the Assistant Treasurer) for an initial term of 20 years (plus 2 x 5 year options). The State Government enjoys a AAA credit rating from the ratings agencies Standard & Poor's and Moody's being only one of two Australian states to achieve the highest investment grade rating. Investment opportunities with a limited covenant of this nature and duration are extremely rare and highly sought after by investors.

BRAND NEW 'A' GRADE OFFICE BUILDING

The Ballarat GovHub will be constructed to a Property Council of Australia 'A' Grade standard and has been purpose designed to meet the State Government of Victoria's requirements. The specification of the brand new building coupled with Government's significant capital expenditure on its fit out will result in a quality project. The GovHub includes innovative design and allows integration of the building with the adjoining existing Civic Buildings and master planned landscaping for the overall site. The development also provides 200 basement car parking spaces.

SUSTAINABILITY & WELLNESS FEATURES

The Ballarat GovHub design shall be constructed using Blue Laminated and Cross Laminated Timber. Mass timber of this scale will ensure the development reaches a strong sustainability outcome for Ballarat GovHub and will ensure the building has a high aesthetic finished form. The use of timber aligns with the fundamentals of wellness requirements and provides health benefits to occupants through feelings of natural warmth and comfort which the material elicits in people. The benefits of timber also extend to improved building insulation, lowering the carbon footprint and reduction in associated energy costs. The development is targeting a maximum 5 Star Green Star Rating for the base building and fit out.

INVESTMENT OPPORTUNITY

The end-to-end turnkey structure provides the incoming purchaser with an attractive investment proposition, with Development Victoria assuming the delivery risk as part of its role as the project developer. The project team assembled for this build has been selected for their expertise and reputation for delivering similar projects. From an investment and leasing perspective, the initial 20 year lease to the State Government of Victoria provides a secure income stream.

EXCEPTIONAL PROJECT DELIVERY TEAM

Development Victoria has partnered with a first class and experienced consultancy and project delivery team who will lead the design and delivery of the GovHub.

- Development Victoria (Developer)
- John Wardle Architect
- AECOM (Engineering)
- Redinger Jeffs (Project Manager)
- Urban Planning Consultants
- Stone and Nicholson Joint Venture (Builder)

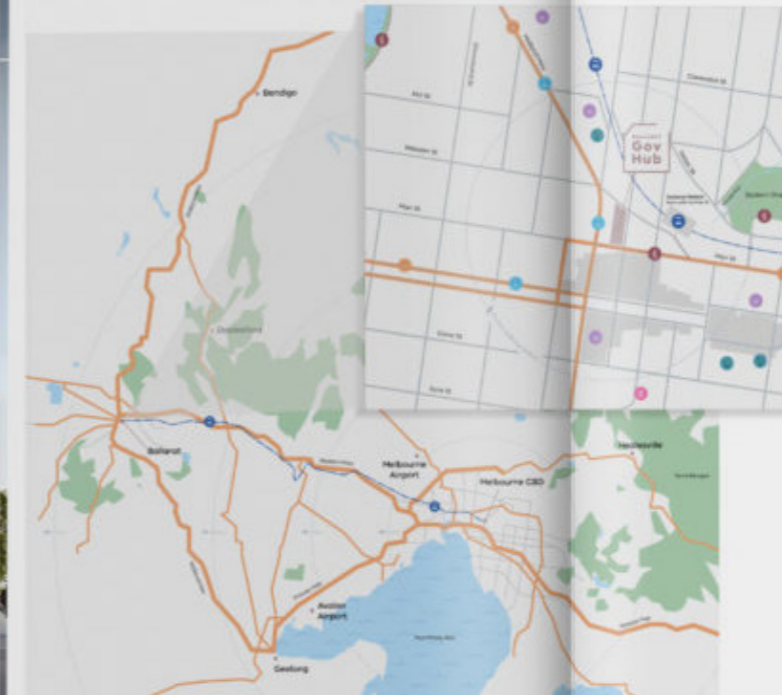


INTRODUCTION

Due for practical completion in Dec 2023, this is a rare opportunity to acquire a brand new office building with a 100% precommitment by the Assistant Treasurer on behalf of the State Government of Victoria for an initial term of 20 years. Ballarat GovHub will be a quality multifunctional grade commercial asset comprising ground floor lobby and four upper levels of office accommodation featuring approximately 10,000 square metres of office Net Lettable Area.

The purpose-built Government office will be situated at the redeveloped Ballarat Civic Hall precinct and has been designed to accommodate up to 1000 Victorian Government employees, including announced State Government plans for up to 600 public sector positions relocating from Melbourne to replicate one of Victoria's fastest growing regional cities.

Ballarat GovHub is offered for sale by International Expressions of Interest closing Wednesday 17th September 2018 at 4pm (AEST).



LOCATION

BOOMING REGIONAL VICTORIAN TOWN

The Ballarat GovHub will be located in Ballarat which is approximately 70 kilometres north-west of Melbourne. Ballarat is Victoria's third largest city and a key pillar in the State Government's strategy to promote regional decentralisation and growth. Population growth has been strong and employment rates are high relative to other Australian regional centres. The continued upgrades to regional rail infrastructure support the ongoing growth of the area and strengthens the location as an attractive investment destination.

The project will be located at 300-004 Moor Street on a site adjoining the Ballarat Civic Hall, City of Ballarat public library and 300 metres to Ballarat Central train station. The project has been designed to integrate with the Civic Hall and Library to create a precinct to be shared by commercial and community users.

Ballarat is the second largest regional city in Victoria, fastest growing, and has experienced 20% population growth over the past seven years. Ballarat is the key regional service centre for western Victoria with 20,000 new jobs forecast within the next 20 years. This growth is forecast to drive demand for additional retail and commercial floor space, with an estimated demand for 250,000sqm by 2032.

Ballarat is a beneficiary of the \$175 billion Regional Rail Revival Program, jointly funded by the State Government of Victoria and the Commonwealth which is upgrading rail infrastructure to enable faster trains from Ballarat to Melbourne and Geelong.

POPULATION GROWTH

1.5% ↑
annually

EMPLOYMENT GROWTH

5.7% ↑

Source: State Government of Victoria and the Commonwealth
South West and Southern Infrastructure Plan

717

BOURKE STREET



A convenient location for work and play

Atticus is a beautiful new estate on the banks of Darebin Creek, with a mix of vacant lots and ready-built house and land packages that will spring to life as a peaceful bushland neighbourhood.



PROJECT TYPE Commercial Leasing

CLIENT CBRE

BUILDING Offices & Retail

SIZE High-rise

DELIVERABLES Comprehensive marketing campaign

© QUALIA CREATIVE

Tourism & Events

Fashion runways, business seminars and visual marketing occupy a place branding niche where art and commerce overlap.

Exhibition messaging and communication within public places involves an understanding of space functionality at varying times of engagement. Also identifying site lines for users at multiple engagement points as well as compositional consideration for event documentation for broadcasting is also fundamental to affective place branding experiences.

Changing lighting and material selection considerations need to come in under budget as well as seamlessly merge into the existing interior and architectural sensibilities. Qualia work with a reliable team of production houses and installation teams to bring these projects to life

GALLERIES
EXHIBITIONS
EVENTS
TOURISM
LANDMARK

Connecting people
and places by design™

MYER

SYDNEY

Myer season launch

A set design that exploded with colour and celebrated the seasonal shift in mood, palette and style. The focal point was Jennifer Hawkins — the face of Myer — framing the catwalk entrance on a 23x9x30 metre stage of colour and light. The launch was held at the Carriage Works, Sydney.

PROJECT TYPE Tourism & Events

CLIENT Myer

SCOPE Set Design

© QUALIA CREATIVE

acmi

Car culture

It would be hard to keep a continent as large as Australia connected without cars. From the suburbs to the Outback, cars have become essential to Australian identity, especially in cinema, where they represent independence, freedom and status. They also often symbolise Australian ideals of masculinity. Under the armoured death machines and shiny chrome, George Miller's *Mad Max* series interrogates the undercurrent of toxic machismo and violence tied to Australia's isolation and obsession with cars. *Bush Mechanics* similarly embodies Australian ideals of masculinity but reinterprets car culture to represent the ingenuity, adaptability and innovation of Aboriginal Central Australia.

Mad Max V8 Interceptor replica
2019
Cameron Manewell, b. Australia
Fibreglass, steel, aluminium, plastic, glass, epoxy resin, automotive paint, vinyl, leather, nylon carpet
Commissioned by ACMI

Bush Mechanics car replica
2019
Thomas Jangala Rice, Warlpiri, and Francis Jupurrula Kelly, Warlpiri
Steel, aluminium, plastic, mulga branch, fencing wire, automotive paint, acrylic paint
Produced by Rebel Films and commissioned by ACMI



ACMI Re/new

In 2019 ACMI embarked on a \$40million redevelopment project to reimagine the museum, enhance the learning spaces and showcase new innovations in moving image technology.

When the 10-year old exhibition Screen Worlds needed to be upgraded, ACMI's design team and curators engaged Qualia in pre-press and print consultation, design & finished art of artworks, didactic labels and wall texts throughout the space. The renewed gallery opened February 2021.



PROJECT TYPE Tourism & Events

CLIENT ACMI

SCOPE Wayfinding, labels

BUDGET \$40 million

DELIVERABLES Didactic labels, wayfinding, wall texts

© QUALIA CREATIVE

Spectacle

The moving image has captured some of history's biggest moments. In the early 20th century, Australians received much of their information from newsreel shorts in cinemas before the main feature. This shared viewing experience represented the way film, and the media, could turn current events into spectacles, and these shorts were an important predecessor to the nightly news that followed when television arrived in the 1950s.

As the century progressed, world events were broadcast directly into homes, helping accelerate social, political and cultural change. Today, technological advancements also fuel new formats, like the 24-hour news cycle and social media, which blur the lines between information and entertainment while reflecting the hope, tragedy and joy of human experience.



Tina Turner in Coober Pedy

2018
Kaylene Whiskey, Pijantjara
Acrylic on offset print
ACM Collection

"I love listening to music while I'm working, and the music gives me ideas for the pictures. I might be listening to Tina Turner and that reminds me of when Tina was in the movie Mad Max 3 in the sparkly silver dress. Mad Max is filmed in the Outback and looks just like Indulkana, so I start thinking about what it might be like if Tina came to my community."

- Kaylene Whiskey

Mad Max: Fury Road production still of Charlize Theron and Nicholas Hoult facsimile
Australia / USA, 2015
Courtesy Pictorial Press Ltd / Alamy

The Road Warrior publicity images facsimile
Australia, 1981
Courtesy Warner Bros. Entertainment Inc.

Mad Max: Fury Road production still facsimile
Australia / USA, 2015
Courtesy PictureLux / The Hollywood Archive / Alamy

Mad Max publicity image facsimile
Australia, 1979
Courtesy Roadshow Films Pty Ltd

Mad Max Beyond Thunderdome publicity image facsimile
Australia, 1985
Courtesy Kennedy Miller Mitchell Films Pty Ltd



MELBOURNE FASHION FESTIVAL

Australia's premier fashion festival

L'Oreal Melbourne Fashion Festival is one of the most attended forums on the Australian fashion calendar. From designer parades, pop-up shows, business seminars to cultural events and an array of glamorous after parties, the festival attracts global interest and growing media attention each year.





VELVET IRON ASHES

Exhibition identity and collateral

The Victoria Gallery opened in October 2019 as part of the Library's Vision 2020 redevelopment project, and was made possible by an \$8 million gift from the John and Myriam Wylie Foundation.

The stories and collection items presented in the Victoria Gallery change annually, providing an immersive and interactive experience for visitors and placing the best of Victoria's many great treasures on public display.



The inaugural exhibition, Velvet, Iron, Ashes ran from 24 October 2019 until 12 July 2020. It showcased how the armour of infamous bushranger Ned Kelly was connected to cricket's celebrated Ashes Urn, how fairy floss was connected to Victoria's Latrobe Valley electricity industry, and why the granddaughter of one of our prime ministers once wore a glittering velvet cloak that symbolised the Murray–Darling irrigation scheme.*

The project was developed in close collaboration with the SLV team led by curator Carolyn Fraser and interior designer Anita Gigi.

*Text source:
<https://www.slv.vic.gov.au/visit/our-magnificent-spaces/victoria-gallery>

PROJECT TYPE Tourism & Events

CLIENT State Library of Victoria

INTERIOR DESIGN Anita Gigi

DELIVERABLES Key guides, labels, wayfinding

SCOPE Exhibition identity, typographic selection and application to catalogue, wall texts and artwork didactics.

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SPRING FASHION WEEK



PROJECT TYPE Tourism & Events

CLIENT City of Melbourne, State Government Victoria

SCOPE Set Design

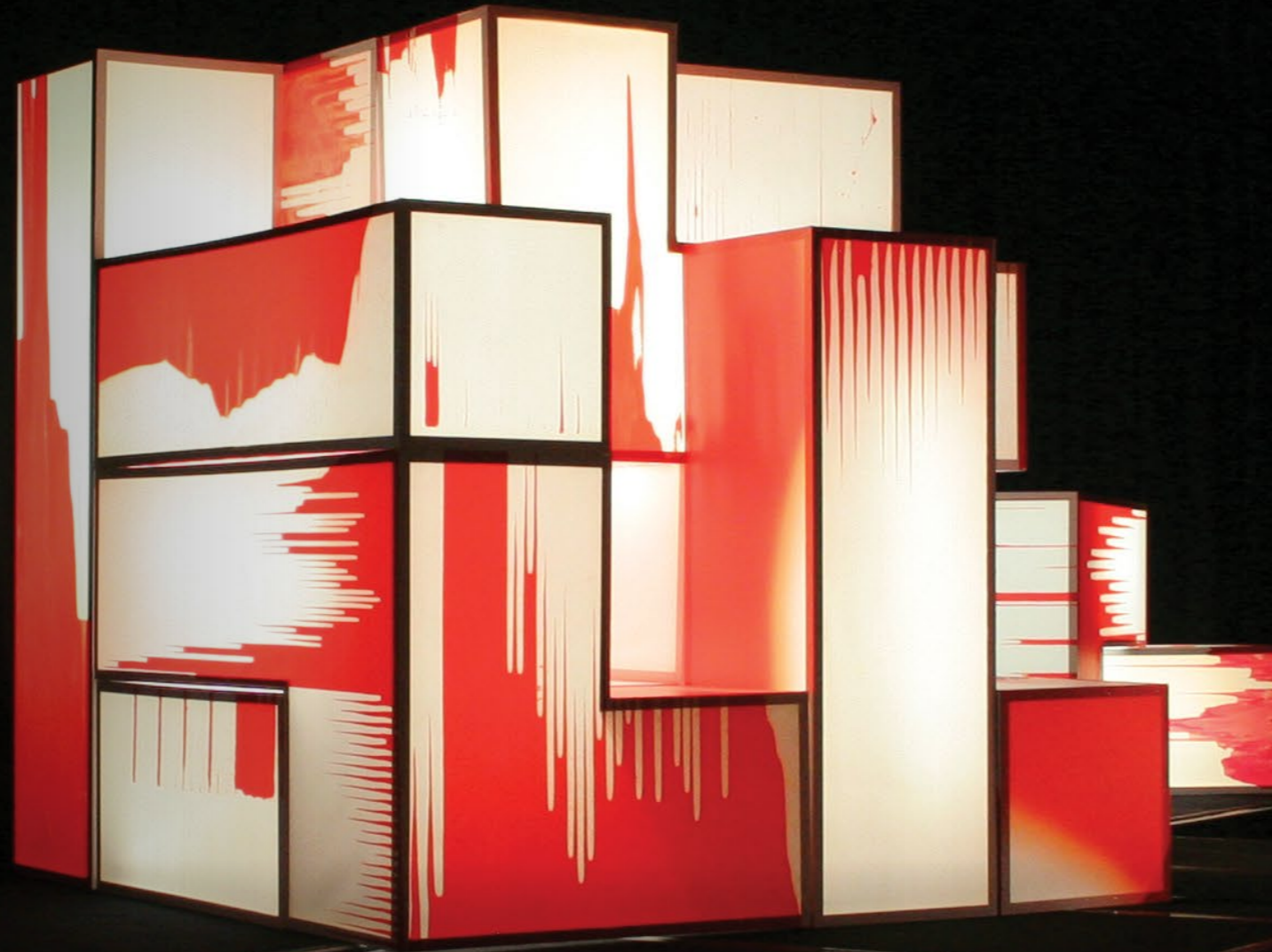
© QUALIA CREATIVE

SPRING FASHION WEEK

Spring fashion week business series set design

Themes of cross-pollination and spring's renewal were employed as signifiers of creative collaboration in fashion and lifestyle industries. Subsequent years extended on existing festival themes of clothing and tribal identity, as well as more abstract notions of connection and reconfiguration through an interlocking set of tetrominoes and polyominoes to make up a 3.2 metre cubic square.

In every iteration the staging elements were reconfigured over the course of the three-day seminar as more themes were raised, and new views shared.



MALTHOUSE THEATRE

Design for The Coopers Malthouse

Branding for a theatre that explores the world personally, socially, and politically; homed at The Coopers Malthouse in Melbourne.



PROJECT TYPE Tourism & Events

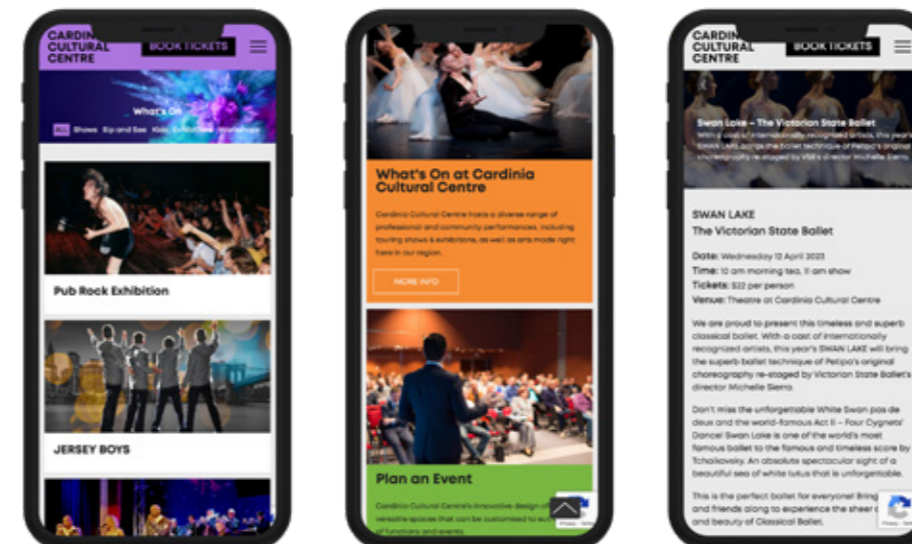
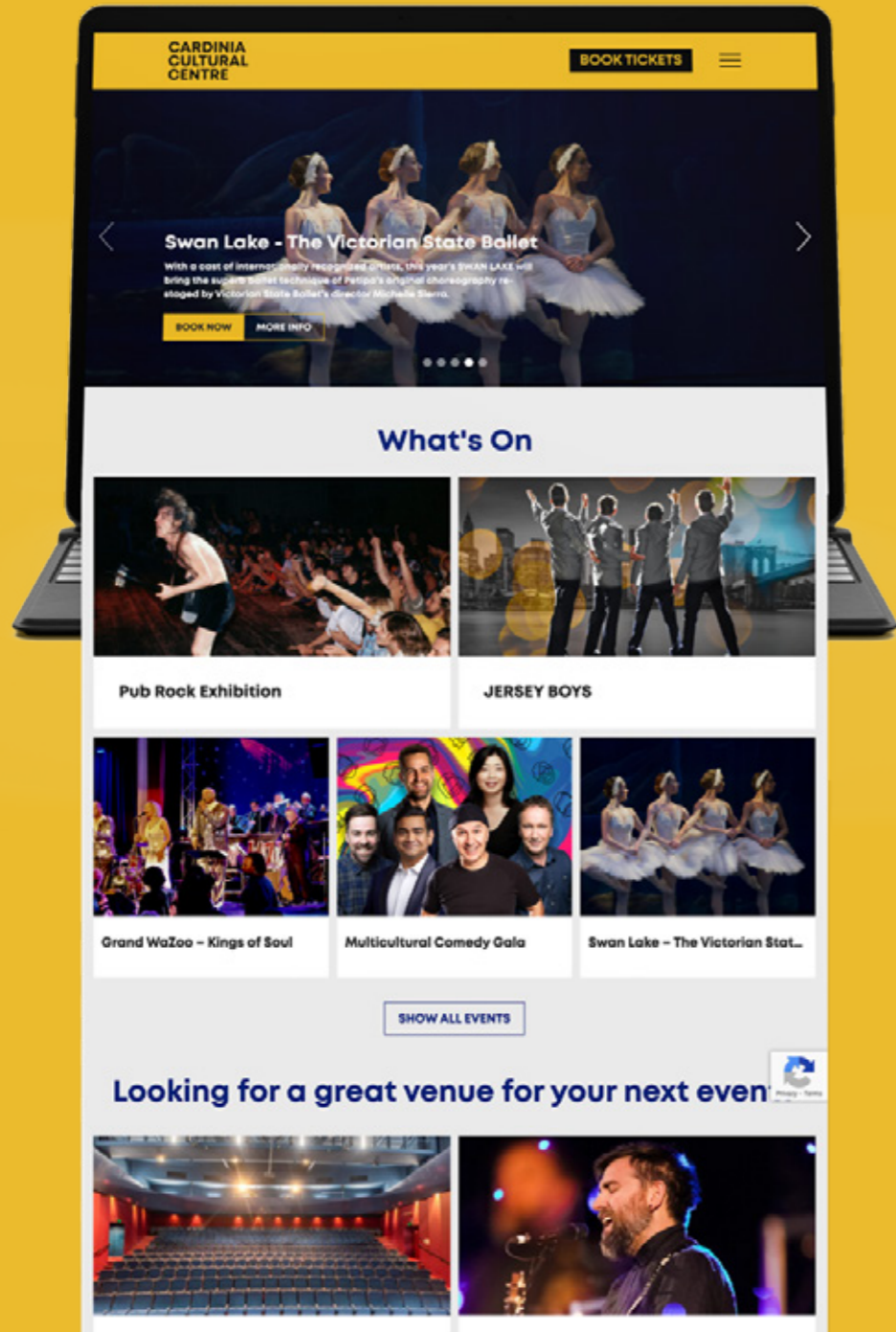
CLIENT Malthouse Theatre

SCOPE Branding

CARDINIA CULTURAL CENTRE

Website design for Cardinia Shire Council's Cultural Centre

Cardinia Cultural Centre is a vibrant and innovative arts and events centre located in Pakenham's Lakeside area in Melbourne's outer south-east. The cultural centre hosts a diverse range of professional and community performances, including touring shows & exhibitions, as well as arts made locally in the region.



CCC is fully-equipped with a performing arts theatre, digital and visual arts gallery, function rooms and a café.

The website has been designed to communicate such offerings, such as:

- Event and venue information
- Link to purchase event tickets
- Hire venue for functions and events
- Sign up for newsletter subscription

PROJECT TYPE Tourism & Events

CLIENT Cardinia Shire Council

DELIVERABLES Website

SCOPE Website design (including UX, UI)

© QUALIA CREATIVE

Studio Team

We are a fully integrated creative agency which is structured so that the directors will be your principal contacts. This ensure clear communication, agile responsiveness and quality assurance.

Our global team is inspired by the identities of places and destinations which informs our creative strategy. This team includes design and communication professionals, and full-stack developers.



David Gill
Managing Director and Head of Strategy

For over two decades David has worked across creative, production and management roles in commerce, the arts, event, lifestyle and property sectors. Experienced in conceiving and delivering value focused projects with complex stakeholder groups and delivery teams, he has the knowledge to bring the creative, operational and commercial realms together.



Dave Smith
Creative Director and Head of Design

Dave holds a Masters in Design at RMIT, with a focus on creative process and image making. Over the years his expertise has been across a broad client base of high-end fashion, arts and retail projects. Working closely with David on project creative this inclusive approach to visual sensibility is evident across the studio's output, and ingrained in the greater design and production team ensuring quality assurance on all deliverables.

Testimonials

“Qualia Creative have proven time and time again to be really cutting edge in the property marketing industry.

Their style of genuine artistic input into creative production was a real draw to us and our clients. We have engaged with them in over seven projects. The output has been of the highest quality. For all commissions, Qualia has proven to be nimble enough to appeal to the target audience and proposed the best strategies for successful cut-through into a heavily competitive market.”

Bart O’Callaghan
Urban – Director

“It’s an absolute pleasure to work with Qualia Creative who are creative and astute professionals with outstanding communication skills. Without fail they go the extra mile to deliver magnificent results under exceptional circumstances of pressure.

Their passion and devotion are reflected in not only their creative and marketing skill, but also within their production management, where quality control is of utmost importance.

Most notably, David and Dave take the time to understand the client and the company’s expectations and are always flexible in their approach. They are a great agency to work with!”

Suzana Mars
Poly Global – Marketing Manager

“We have had the absolute pleasure of working with the Qualia Team on our most recent project in Surfers Paradise. They are without doubt one of best creative and marketing groups we have ever collaborated with, and are like a breath of fresh air when it comes to bringing strategic thinking and innovative ideas to the table.

They have a collaborative style, taking time to understand the project and each stakeholder’s requirements. We are more than happy to speak with anyone who is considering engaging their services.”

Christopher Jones
Republik – Director

“I would like to take this opportunity in thanking David Smith, David Gill and Claudia Astbury and the entire team at Qualia for their ongoing contribution and continuous hard work to ensure that only the very best outcome is delivered to their clients. Their indepth market knowledge and many years of experience, they were able to provide us with great advice and delivered marketing strategies that are current and effective.

Their communication throughout the entire process was outstanding, always on standby to promptly respond to emails, attend face-to-face meetings and hours of phone conversations. A highly well organized, friendly and professional team and a pleasure to deal with.”

Lorenzo Centofanti
Marshall White – Sales Executive

“We have been working with Qualia Creative for over three years and have always been a satisfied customer.

In the past three years, Qualia Creative has been fully responsible for the marketing and branding of our property development projects including townhouses, apartments and mixed development, and they have done a fantastic job to assist us with the successful launch of those projects.

Their patience and dedication to work have impressed us and guaranteed that all marketing materials accurately reflect our concepts and effectively engage our target clients.

Their professional and friendly services, the ability to accurately identify the requirements of the client and being able to deliver the product with exceptional quality within limited timeframe and budget have proven that Qualia Creative is indeed one of the best marketing companies in Victoria.”

Orin Zhu
Goldfield Group – Sales & Marketing Manager

“The Festival team would like to express our sincere enthusiasm in providing a testimonial for Qualia Creative in relation to your work on the Virgin Australia Melbourne Fashion Festival.

The team at Qualia Creative are a delight to work with, and the creative outcomes are always on pointe to the brief, inspiring and relevant to the project and audience. Qualia Creative has provided set design services to the Festival for many years now and we have always valued their flexible and innovative approach, collaborative style in design development and high standards in the execution of the project. Above all else, Qualia Creative always bring a unique viewpoint and true artistic spirit to the creative process and top professionalism to the experience of working together.”

Yolanda Finch
Melbourne Fashion Festival – Director

“We couldn’t be happier with the design of our brochure, which contains a hint of oriental style through the touch of gold and artistic watercolor illustration. We believe our product stands out from others in this competitive industry through Qualia’s readiness to materialize our requirements. The hard-working team behind the scene never failed us when we requested changes big or small. All details were discussed professionally.

David and his team understand our brand as we do. This spirit of collaboration is visually represented in the creativity of their design. We would definitely like to continue working with Qualia for upcoming projects.”

Cynthia Chau
Asia One – Project Manager

“It only remains to say thank you from the bottom of our hearts for helping us to realise this project. It’s been an amazing and hopefully once in a lifetime process, but something that I’m so proud we can all say we’ve be a part of.”

Cody Buchanan
ACMI – Exhibition Project Coordinator

“Qualia has provided a quality of service well beyond my expectations. David and his team provided great insight both in market research and brainstorming sessions. Any changes that I have requested were promptly made and accurate to my description. Overall would recommend Qualia to all my friends.”

Hal Zhou
SE Asia Prospero Markets – Managing Director

Why Qualia

Our directors have over 20 years of industry experience and are involved first hand in project leadership, client liaison, creative development, and project delivery.

Qualia is Australia's premier place branding marketing agency, delivering distinct, memorable and effective marketing and branding strategies in budget and on time.

We apply value adding techniques to ensure that your project obtains maximum sales at maximum value.

We offer fully integrated specialist services to ensure that all touch-points are aligned to the marketing strategy.

Our directors have 20+ years of experience and are involved first-hand in project leadership, client liaison, creative development, and project delivery.

We recognise the demands of project stakeholders and work tirelessly to develop collaborative relationships across the broader project team to ensure seamless, timely delivery.

We have a strong understanding of the marketing processes and communication complexities of the Australian property market.

We conduct research into property location and history. We consider demographic priorities and trends to develop a unique selling proposition.

Our work ethic, responsiveness and understanding see us well placed to lead and advise on the right marketing for your unique property offering.

An astute understanding of the development issues that allow us to mitigate risk, drive projects faster and quality control the deliverables.

Our studio has extensive awareness in consumer purchasing patterns and psychology-across property, digital, fashion and FMCG.

Our extensive 20+ experience promise successful marketing campaigns for projects of all sizes and budget. We offer dedicated project planning tested strategies and agile timelines.

We have established and highly efficient subcontracting relationships with a dedicated suite of architects, builders, renderers, copy writers, photographers, and production houses to successfully execute a broad range of marketing solutions.

Let's chat

ENQUIRIES

For new business enquires and RFQs, please contact the Managing Director, David Gill on davidgill@qualiacreative.com.au or 0410 334 717

LOCATIONS

Qualia conducts business throughout Victoria and Queensland.

Melbourne

440 Clarendon Street, South Melbourne
Victoria

Gold Coast

88 The Esplanade, Surfers Paradise
Queensland

COME BY FOR A COFFEE OR A BEER

Come by and have a chat with the Daves over a brew.
We love to meet new people and discuss ideas.



Connecting people and places by design™

Qualia®

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