## Hyperdome

Design Guidelines

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## Hyperdome

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#### Sustainability

Help us support and empower resilient, sustainable and healthy communities for future prosperity.

Consider how the design could minimise water use, energy use, and carbon emissions, and avoid waste generation during construction, operation and defit.

Think about the suppliers of services, materials and products and how the procurement related to the design could avoid supply chains that present significant modern slavery risks while also engaging businesses that support diversity, inclusion and traditionally marginalised groups, such as social enterprises and Indigenous owned businesses.

Refer to the Tenant Fitout Guidelines for specific ESG requirements.





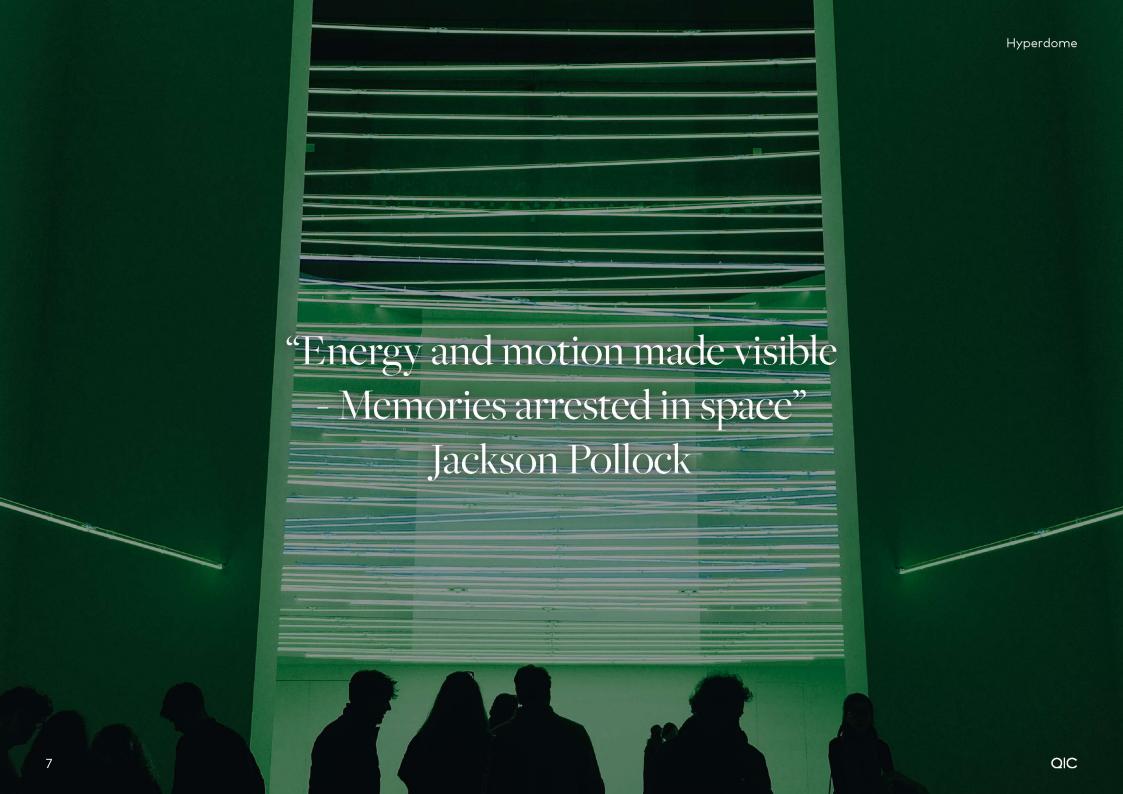


ANZ Breathe, nationwide

<sup>2</sup> L'Occitane fill fountain, nationwide

<sup>3</sup> Iron Grill, Sydney





## Energy and Motion / Arrested Memories

Activity and discovery underpin today's retail landscape.

Every store, food outlet or kiosk should promote energy and motion to motivate a connection between you and your customer.

To enhance this connection, arrested memories are created by theatre and brand narrative that in turn fuel a fully immersive shopping and dining experience.



AER China, designed and photographed by Coordination Asia

# Energy and Motion

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## Energy and Motion Place-making

Overhead sculptural design statements and a well-executed lighting scheme can be used to create varying zones of display and social connection.

Feature ceilings can be implemented through a variety of colour, texture, tone and 3D form to influence the flow and rhythm of your environment.

Bespoke light fittings can add form and enhance directional illumination, while recessed pelmets highlight perimeter product displays and creative statements.

Provide varying ceiling finishes, a feature lighting statement and engage the services of a lighting consultant to exploit the full place-making potential of form and light.

<sup>1</sup> Puma London, designed by Plajer Franzi, photographed by Manuel Schluter

## Energy and Motion Navigation

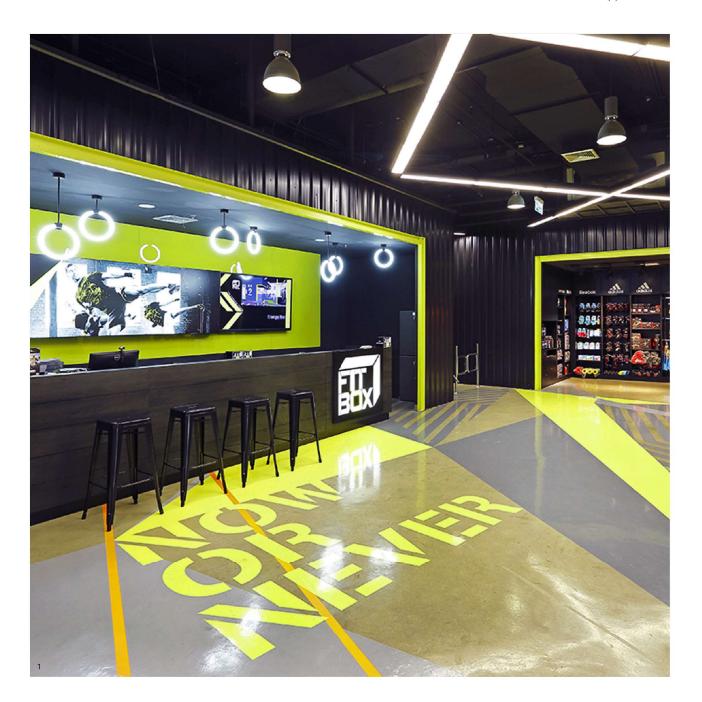
Creative floor solutions and feature wall displays play a pivotal role in influencing customer flow.

A composition of durable floor finishes, patterns and brand messaging can promote movement, wayfinding and zoning within your store.

Feature wall applications offer moments of pause, delineation and framing to product, seating and areas of transaction.

Provide a floor solution that offers more than one change in texture, colour or pattern.

Consider how your perimeter walls can assist in customer navigation and moments of intrigue, dwell and relaxation.



<sup>1</sup> Fitbox, Bangkok, designed by Whitespace Co, Image by Fitbox

## Energy and Motion Perspective

Artistic focal points at the sides or rear of the store can create depth, provide a backdrop and help to orientate your customer on entry.

Colourful displays, engaging touch points and moments of storytelling and curiosity should be considered as a method for creating a fully immersible 360 degree experience.

Provide a key moment of creativity in a perimeter location that can be seen from the entry threshold of the store.



Farmacia Santa Cruz, designed by Marketing Jazz

## Energy and Motion Engagement

A customer's journey within your store is greatly enhanced by touch points. These are moments of intrigue, discovery and emotive reaction.

Aesthetic and textural podiums can be the decision-defining installation that facilitate your next sale.

Curate at least one feature statement area that showcases a product line or specific product feature. Be innovative, consider how you can draw focus to your brand ethos, manufacturing details and the quality of your product.



<sup>1</sup> Patrick Cox, designed by Chikaro Ohno | Sinato Inc, photographed by Toshiyuki Yano

### Energy and Motion Connection

The ergonomics of well designed and sourced fixtures and furniture can provide a meaningful platform to display merchandise and a place to unwind.

Focusing on the finer details can show that you appreciate the style and comfort of your customer, enhancing their experience at a sensory level and enriching their physical engagement with your store.

Your feature statement fixture and/or furniture piece can offer a moment of tactility for your customer, leaving them with a lasting impression of their transaction.



Gochi, designed by Mim Design, photographed by Shannon McGrath

## Arrested Memories

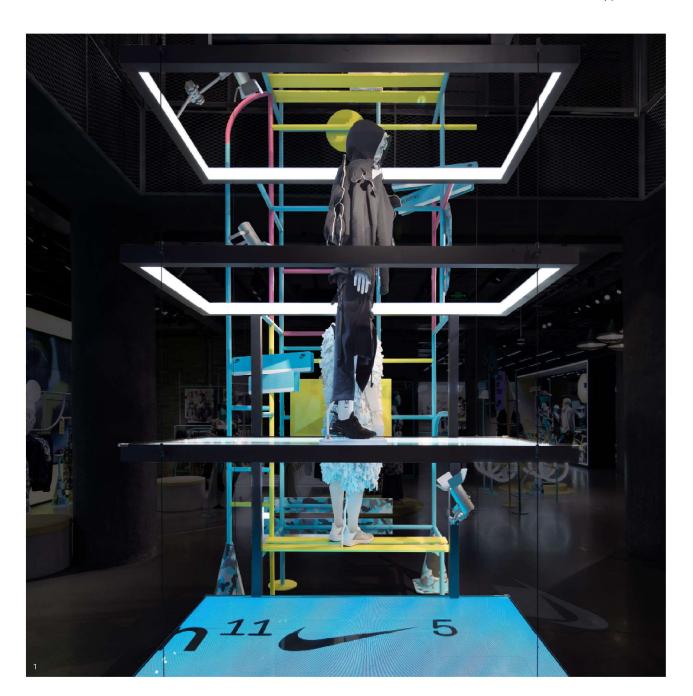
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#### Arrested Memories Colour and Light

Visual vibrancy and active moments of colour and light can give any store a point of difference to stand out from the crowd.

With a nod to the youthful energy of the local community, colour should be used in key areas to evoke a strong connection with feature displays and 'instagramable' opportunities of engagement.

Allow an opportunity to add an extra layer of illumination to your perimeter moment or feature statement.



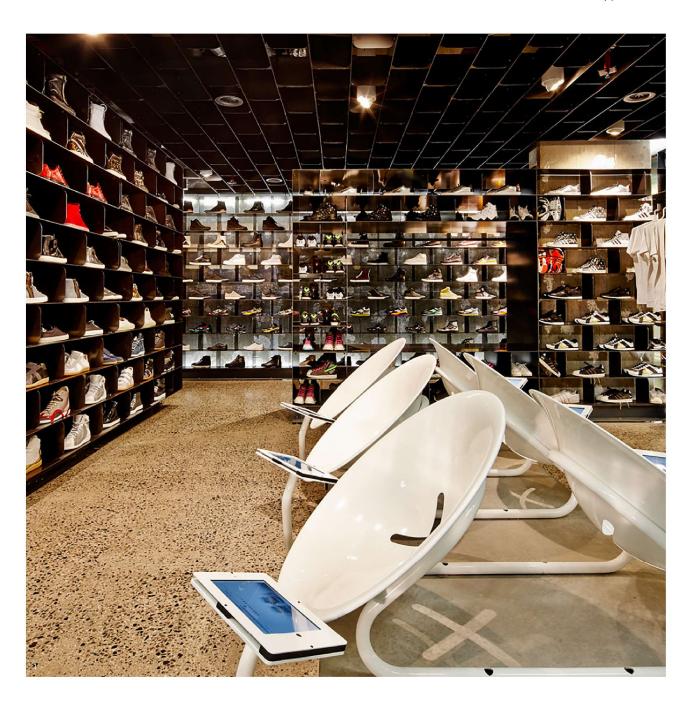
Nike Tech & Sport Pack, designed and photographed by Coordination Asia

#### Arrested Memories Technology

Digital innovation can play a significant role in influencing the mood and behaviour of an engaging younger audience. It represents innovation, convenience, and accessibility to information beyond the four walls of your store.

This can be in the form of promotional displays, interactive touch screens, virtual change rooms and tools to customise products in real time.

Consider digital touch points or tools of technology to enrich your retail environment. Incorporate this into your perimeter moment or feature statement.



<sup>1</sup> Sneaker Boy, designed by Russell & George

### Arrested Memories Theatre

Creating an immersive retail experience hinges on organic moments of discovery, education and delight.

Authentic experiences like product trials, on-thespot product personalisation, in-store tutorials and interactive digital displays enable a deeper understanding of your brand story and core values.

Allow your feature statement to be an interactive installation that encourages moments of pause and ignites the imagination of your customer. Through this, provide an uplifting memorable onbrand experience that is worthy of sharing with family and friends.



<sup>1</sup> T2 Shoreditch, designed by Landini Associates www.landiniassociates.com, photographed by Andrew Meredith

## Arrested Memories Telling Stories

Organic moments of community connection help to create brand affinity and loyalty with your customer, in turn enabling their positive experience to be broadcast to a wider external audience.

Authentic real-life stories such as local references, educational displays and product personalisation provide a deeper understanding of your brand story and core values. Consider using your perimeter moment or feature statement as a storytelling opportunity.







<sup>1</sup> Nike Shanghai Marathon Expo 2017, designed and photographed by Coordination Asia

# Space-specific Guides

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## Gallery - Specialty Threshold Framing

Pronounce your entry by capitalising on the height and depth available at your store's threshold. Frame the walls and soffit of your opening in a consistent finish and tone, marking the start of the customers connection to your space within.



Designed by Maca Estudio, photographed by Jaime Sicilia

## Gallery - Specialty Threshold Framing

A strong relationship between the welcoming entry and a focal point in your store also reinforces the statement that the seamless instore experience starts from the mall.

Raked bulkheads and angled flank walls can assist in drawing customers over the tenancy threshold.

Bands of light can also express these entry points. Use filtered LED strip lighting in varying colours to achieve this.

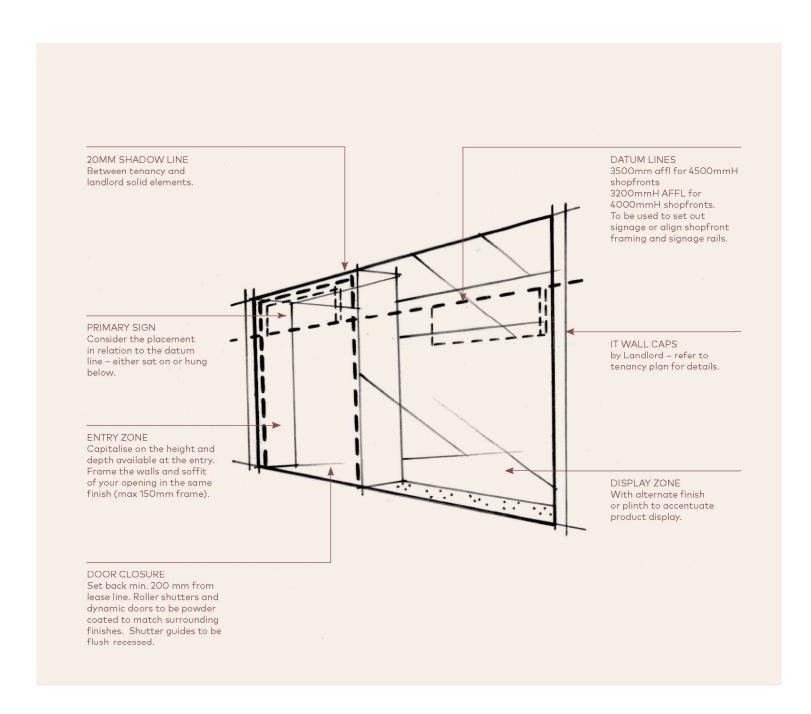






Bupa Bondi Junction, designed by e2, photographed by James Green

Hairhouse Warehouse Eastland, photographed by Nicolina Iuliano
 The Athlete's Foot Melbourne Central, photographed by John Grinham

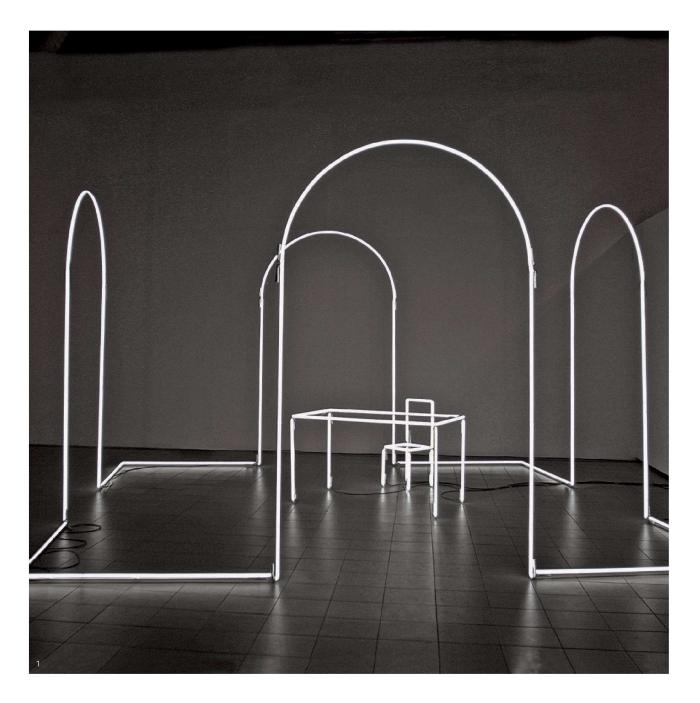


## Gallery - Specialty Diagram

- Frame the walls and soffit of your opening in the same finish (max 150mm frame). This could also extend across the full extent of glazing or shopfront width if applicable.
- Main sign maximum height of 400mm.
- Provide stone, glass, solid timbers, quality metals and tiles to any solid section of shopfront.
- Minimum 20x20mm reverse angle shadow-line between tenant and landlord solid finishes.
- Refer to tenancy plan for additional tenancy specific details.

#### Gallery - Kiosks Engaging Thresholds

Enhance the customer experience with a welcoming entry statement that accentuates display features or moments of transaction.



Senza Fine, designed and photographed by Massimo Uberti

### Gallery - Kiosks Product Connection

Celebrate your brand story by including engaging display/serving counters that allow for a framed statement to welcome your customer to your kiosk.

Add a focal display unit to complement your product merchandising strategy and offer a specific touch point and moment of engagement or theatre.

Consider your primary kiosk structure as a piece of furniture and consider the tactile human interface to represent quality and comfort when connecting with your customer.

Create your welcoming entry statement by linking your focal display unit and primary structure.





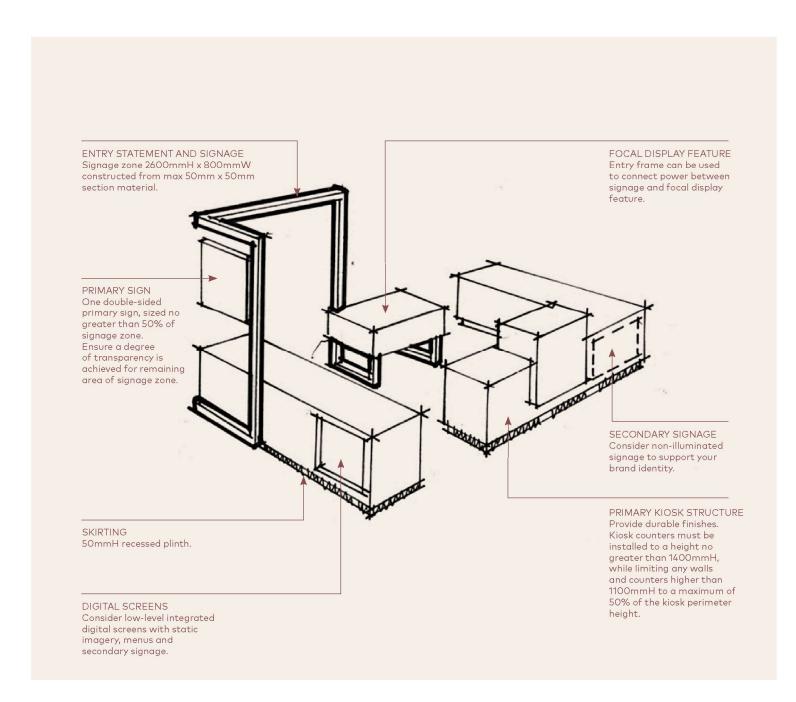




Le Mille Creperie, designed by Colab Design Studio

Los Vida Barangaroo, designed by Tom Mark Henry Aesop KLCC, designed by Russell & George, photographed by Iz Mady and Elaine Yuen

<sup>4</sup> Mobile Experts, designed by Studio SKM



#### Gallery - Kiosks Diagram

- Accepted material considerations include solid timbers, vitrified tiles, natural or reconstituted stone, masonry, solid surface or resin-based finishes, quality metals and concrete.
- · All internal cupboards and surfaces are to be single blocked colour.
- Imagery may only be applied to digital screens within the allocated signage area or set back to a minimum 50mm from face of counter.
- Food Kiosks provide a menu as card at the point of sale, a digital screen set into the counter top or second sign.

#### Magnets Retail Landmarks

A magnet, or retail landmark, is a tenancy that activates the customer's long-sighted vision.

It's an opportunity to send a powerful, intriguing message using scale, colour, light and digital innovation on your façade.



Rainbow Chapel Shanghai, designed and photographed by Coordination Asia

#### Magnets

#### Captivating with colour and scale

Engaging signage and colourful, well-lit window displays can highlight and elevate the perception of your brand, making it an 'instagramable' memorable landmark and point of reference within the customer's journey through the mall.

Include one over-sized technological sculpture or signage element that is bold, colourful and playful to energise and connect customers with your brand.

Bands and frames of light can accentuate entry points or displays. Use filtered LED strip lighting in various colours to achieve this.



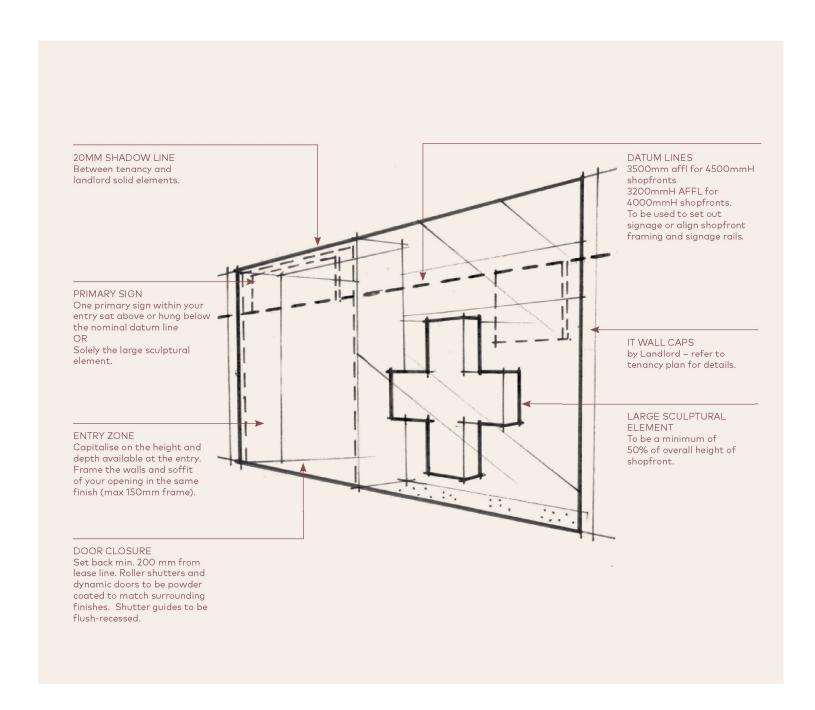




Loft, designed by JDN Japan

Uniqlo, designed by Curiosity

Nike Tech & Sport Pack, designed and photographed by Coordination Asia



#### Magnets Diagram

- Frame the walls and soffit of your opening in the same finish (max 150mm frame). This could also extend across the full extent of glazing or shopfront width if applicable.
- · Main sign maximum height of 400mm.
- · Large sculptural element to be minimum 50% of shopfront height.
- Provide stone, glass, solid timbers, quality metals and tiles to any solid section of shopfront.
- Minimum 20x20mm reverse angle shadow-line between tenant and landlord solid finishes.
- Refer to tenancy plan for additional tenancy specific details.

#### **Magnet Kiosks** Place-making with light

A perimeter halo that reflects the demise shape of your kiosk can influence rhythm, pace, and placemaking to add variety to the family of kiosks in the mall.

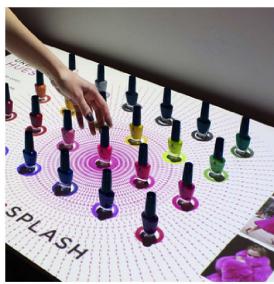
Consider elements of connection and storytelling that attract from afar and increase dwell time when up close:

- · Artistic permeable signage statements.
- · Over-sized yet subtle low-level brand logos.
- · Interactive touch points.
- · Demo and trialling stations.
- · Visible windows through to theatrical prep and technical areas.





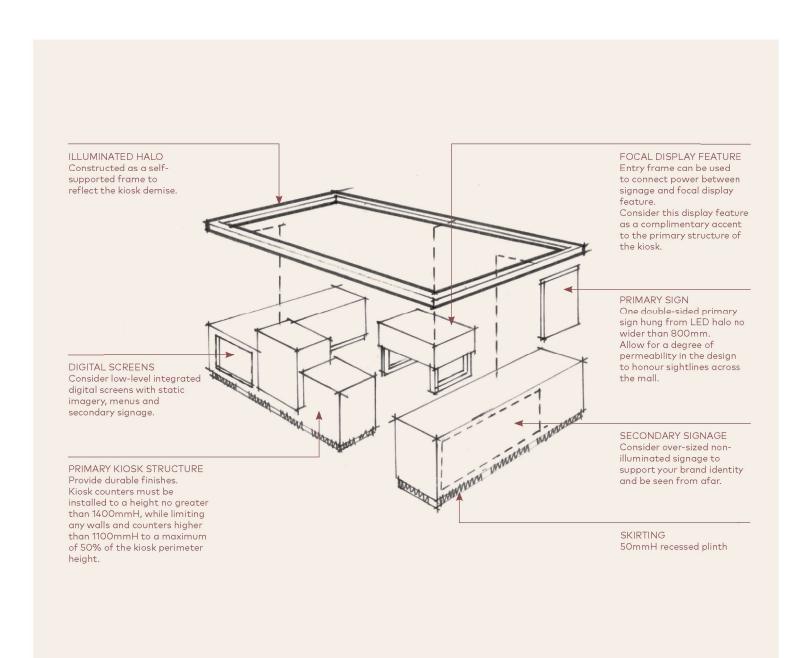




Designed and photographed by Mahno Jamie Oliver, Recipease, designed by Williams Murray Hamm

Jac and Jack, Emporium, photographed by Dian McLeod

Perch Interactive Inc. Copyright 2014, www.perchinteractive.com



#### Magnet Kiosks Diagram

- Provide a perimeter LED halo that reflects the demise outline of your kiosk. From this halo. hang your primary sign being sure to offer permeability.
- Accepted material considerations include solid timbers, vitrified tiles, natural or reconstituted stone, masonry, solid surface or resin-based finishes, quality metals and concrete.
- · All internal cupboards and surfaces are to be single blocked colour.
- Imagery may only be applied to digital screens within the allocated signage area or set back to a minimum 50mm from face of counter.
- Food Kiosks provide a menu as card at the point of sale, a digital screen set into the counter top or second sign.

### North Mall Aesthetics

The North Mall precinct's interior is arranged as a series of vibrant, playful experiences set within a cool, lush and relaxed setting.

The mall environment is decluttered and restrained, while space, volume and light are emphasized.

Pergola like ceilings recall the outdoors, accompanied by overhead planting and high vaults touching the sky.

Simple, colourful masses in adventurous forms invite interest and engagement.









<sup>1</sup> Kookai Pacific Fair, designed by Cavill Architects, photographed by Christopher Frederick Jones

The Stores, designed by Cavill Architects, photographed by Christopher Frederick Jones

Tintagel House, designed by Universal Design Studio, photographed by Charles Hosea Flores y Prats, Vatican Chapel, photographed by Adria Goula

#### North Mall - Specialty Lanterns of Colour

Exploit the cool and light public environment by creating installations of singular colour visible from the mall.

Use differing textures and tones to create playful and defining statements of identity within your store.

Provide a framed threshold formed from the flanking walls and soffit to create illuminated depth, colour and texture with a welcoming transition zone

Create your lantern of colour by expressing any shopfront windows with expressed light and neutral framing.







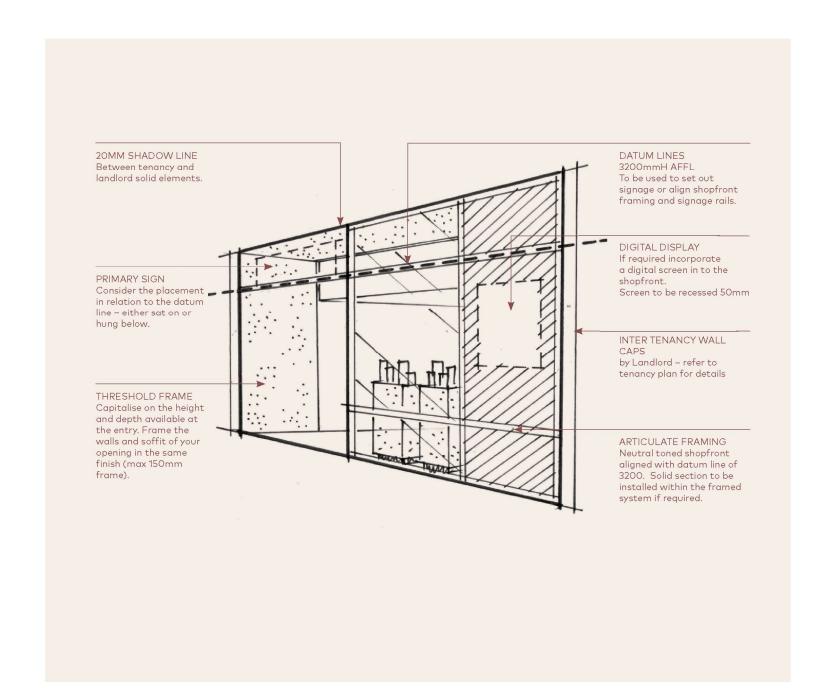


Hi-Pop Tea Concept Store, designed by Construction Union

Ports 1961, Shanghai, designed by Yabu Pushelberg

<sup>3</sup> At Fonda Bondi, designed by Studio Esteta

<sup>4</sup> The Cold Pressed Juicery, Amsterdam, designed by Standard Studio



## North Mall - Specialty Diagram

- Construct your shopfront from a neutral toned articulated framing that responds to the palette of the North Mall and allows the colour within the store to pop.
- Frame the walls and soffit of your opening in the same finish (max 150mm frame). This could also extend across the full extent of glazing or shopfront width if applicable.
- Main sign maximum height of 400mm.
- Provide stone, glass, solid timbers, quality metals and tiles to any solid section of shopfront.
- Minimum 20x20mm reverse angle shadow-line between tenant and landlord solid finishes.
- Refer to tenancy plan for additional tenancy specific details.

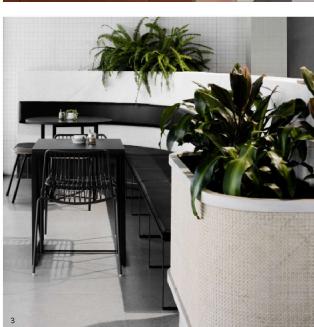
#### North Mall - Kiosks Greenery and Colourful Accents

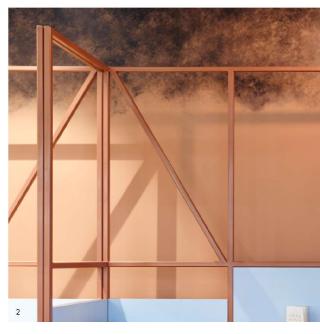
Tessellated singular statements of colour can be applied to your kiosk to compliment the tones of the North Mall.

Express your engaging threshold with refined geometric framing and add an additional splash of colour by providing a considered planting installation.

Also utilise LED technology to subtly articulate feature patterns by recessing into your primary kiosk structure.





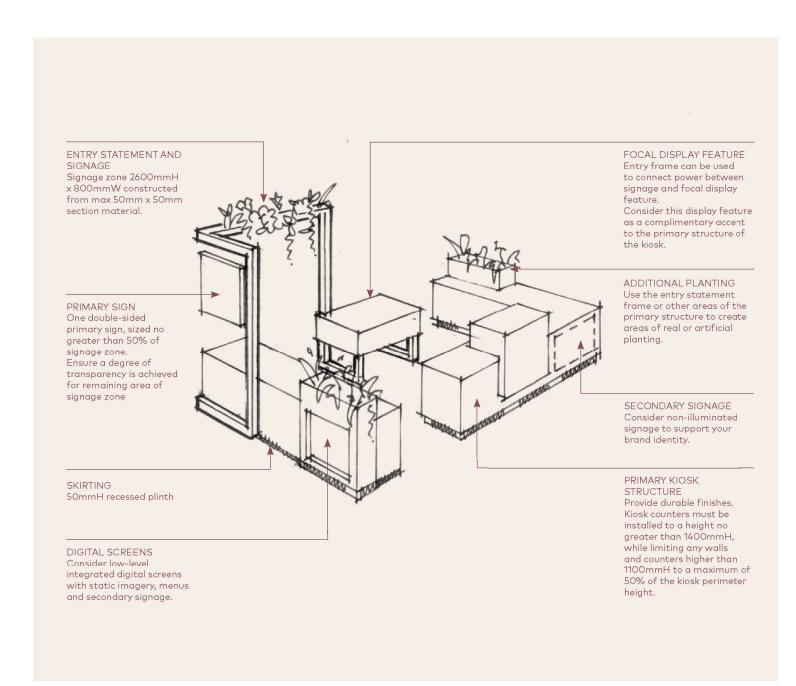




<sup>1</sup> Fancy Nance by Adriano Zumbo, designed by Studio Tate, photographed by Peter Clarke Photography

Koko Black Brisbane, designed by Russell & George, photographed by Scott Burrows Poacher & Hound, designed by Techne Architecture, photographed by Tom Blachford

<sup>4</sup> Passiontree Velvet, designed by Studio MKZ



#### North Mall - Kiosks Diagram

- Use an abundance of greenery and planting to compliment the surrounding textures and finishes in the North Mall.
- Accepted material considerations include solid timbers, vitrified tiles, natural or reconstituted stone, masonry, solid surface or resin-based finishes, quality metals and concrete.
- · All internal cupboards and surfaces are to be single blocked colour.
- Imagery may only be applied to digital screens within the allocated signage area or set back to a minimum 50mm from face of counter.
- Food Kiosks provide a menu as card at the point of sale, a digital screen set into the counter top or second sign.

#### Market Room Immersive Product Displays

The Market Room, known for its unique architecture and ambience, is a node that celebrates fresh produce and gourmet offerings.

A mix of fresh food, convenience stores and cafes gives your customer a chance to slow down and unwind. Here product is front and centre, showcased to awaken the senses and truly connect with good food.



<sup>1</sup> Sumo Salad MLC Centre, designed by Giant, photographed by Andrew Worssam

#### **Market Room Engaging Thresholds**

The architecture of The Market Room sets the tone though scale and design detail for curated welcoming spaces.

Shopfront entries, black steel-framed glazing and polished concrete form the architectural language of the precinct.

Truly connect with the Logan community with playful and spirited styling that stimulates the senses and leaves a lasting positive impression of your brand.

Provide a feature display at your entry threshold that plays host to a seasonal artistic installation.









<sup>1888</sup> Certified, designed by Tom Mark Henry Cotta, designed by Mim Design, photographd by Derrick Swalwell

Photographed by Louisa Brumble

Image source unknown.

#### **Market Room** Artistic Signage

Creative solutions for signage and branding can add a sense of fun and captivation in supporting your product and brand story.

Consider signage in three dimensions and with a variety of illumination techniques.





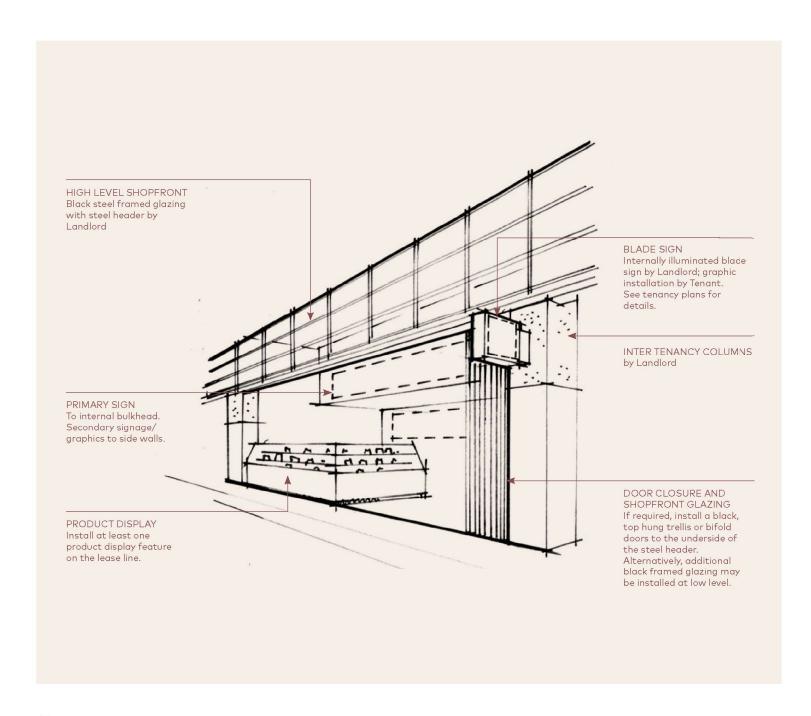




Image provided by PoD (Point of Difference)
Tank Emporium, designed by CoLab, photographed by Dian McLeod

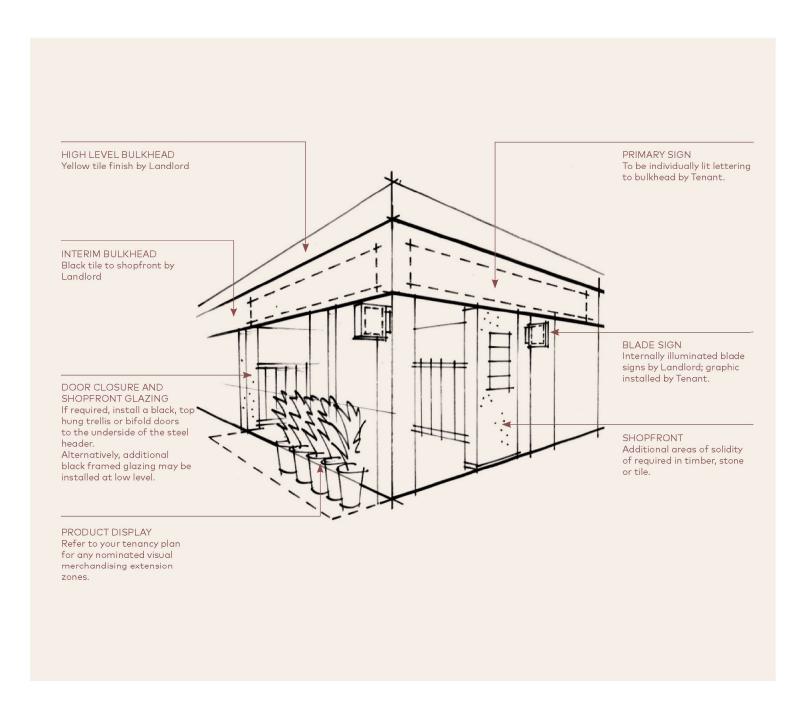
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<sup>4</sup> Little Tokyo, designed by Studio MKZ



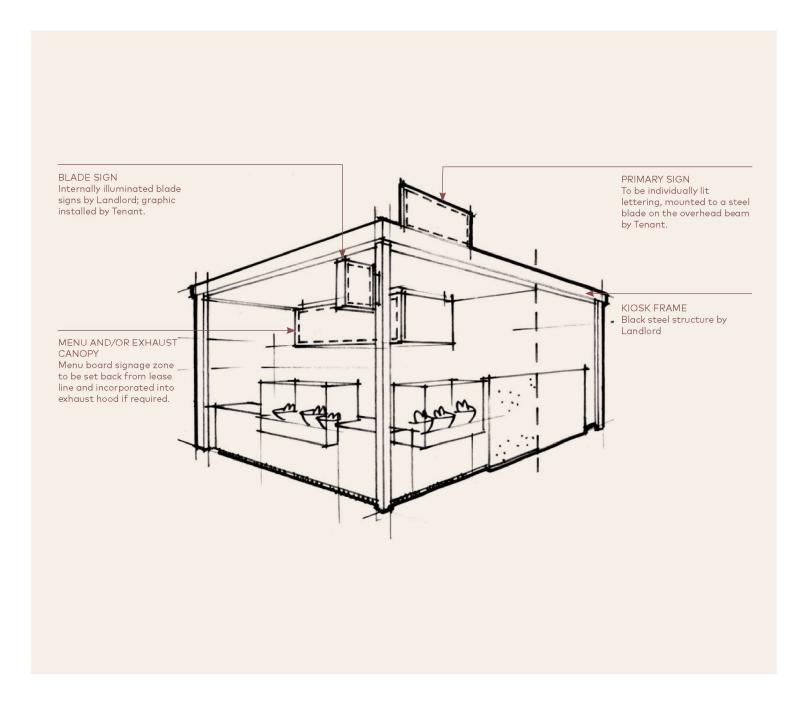
#### Market Room - Type 1 Diagram

- Type 1 features a high level steel beam with framed glazing above.
- Any structural design elements within the shopfront are to be in black steel to compliment the surrounding architecture.
- Provide stone, glass, solid timbers, quality metals and tiles to any solid section within the front of house.
- Refer to tenancy plan for additional tenancy specific details.



#### Market Room - Type 2 Diagram

- Type 2 is characterised by a yellow tile to the mall bulkhead, with black tile finish to the shopfront and columns.
- Provide black steel framework, stone, glass, solid timbers, quality metals and tiles to any solid section within the shopfront and front of house.
- · Refer to tenancy plan for additional tenancy specific details.



#### Market Room - Kiosks Diagram

- Kiosks are located harmoniously within their surroundings, to activate circulation and mall browsing.
- Offer inspiring visual activation to all sides, while maintaining relevance to the base build architecture of the Market Room.
- Accepted material considerations include solid timbers, vitrified tiles, natural or reconstituted stone, masonry, solid surface or resin-based finishes, quality metals and concrete.
- · All internal cupboards and surfaces are to be single blocked colour.
- Refer to tenancy plan for additional tenancy specific details.

#### Piazza

## **Community Connection**

The Piazza is the outdoor dining arena that unites our community. A public room where customers connect with each other over quick bites, long lunches, family meals and date nights.

Where our customers dwell, consider what opportunities you have to connect with customers as they meander along, including giving character and meaning to your outdoor seating area.



Photography by Luisa Brimble

#### Piazza - West Streetscapes

Each shopfront structure along the Western gallery has its own architectural identity.

Be expressive and unique while contributing to the unified principle of using textured datum lines.

These will draw the customers eye down to the entry threshold and provide a complimentary contrast to the area above

These double-height tenancies provide an opportunity to express the character of your brand through the use of colour and scale.

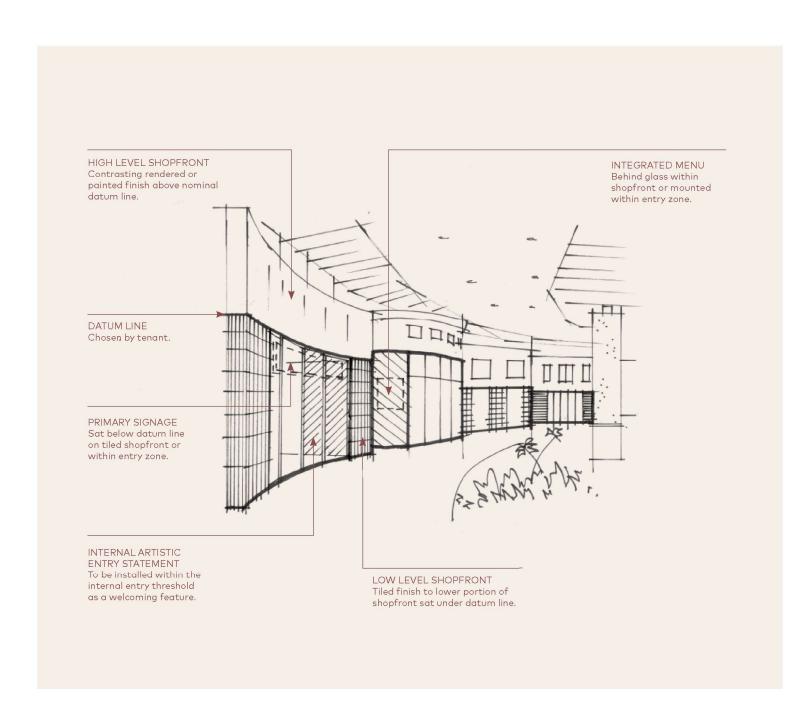






Ham & Sherry, designed by Neri and Hu Ghent house, designed by Dierendonck Blancke Architecten, photographd by Filip

<sup>3</sup> Guadalajara house, designed by Delfino Lozano, photographed by Cesar Bejar



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#### Piazza - West Diagram

- Choose a design datum line relevant to your location within the streetscape, and apply contrasting finishes, ensuring a tile to the lower portion, to pronounce this line.
- Your illuminated signage is to be positioned below the nominated datum, ensuring customers can see your brand from afar.
- Consider bifold and folding doors to express the full height and width of the entry if required.
- Refer to tenancy plan for additional tenancy specific details.

#### Piazza - East Playful and Creative Thresholds

Humour and creativity can appeal to the family audience.

Have fun with the shape and scale of your entry threshold and use interesting geometric shapes to engage and connect with your customer's sense of humour.

Express the character of your brand through an artistic statement immediately within the entry threshold.

Share your passion; let this authentic, artistic statement evoke a sense of connection to your culture and cuisine.

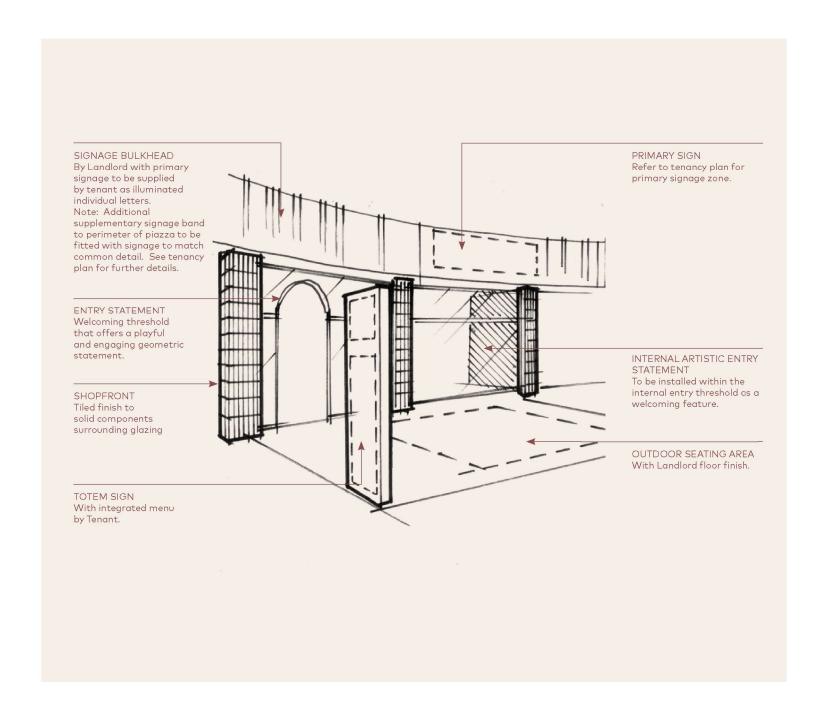






3 Jimmy Grants, designed by Techne Architects

Shinagawa Highball Bar, designed by Studio Crow Jimbo & Rex, designed by Mim Design, photographed by Shannon McGrath



#### Piazza - East Diagram

- Express the character of your brand through a crafted entry statement that evokes your customers' sense of fun and curiosity.
- Play with shapes to create spirited door and window apertures, with one material that wraps the opening.
- Use a tile finish to your shopfront, up to the underside of the Landlord bulkhead.
- Capture the attention of customers from your licenced area by integrating your menu into a sculptural totem, flanked by purposeful planting.
- Incorporate feature seating and/or tables within your outdoor seating area.
- Refer to tenancy plan for additional tenancy specific details.

#### Food Court Horizontal Expression

The Food Court design concept is inspired by an external laneway and is designed to bring the customers eye down towards the fresh food on offer.

The introduction of textured bulkheads and overhead gantries provides a platform from which you can pronounce your brand, display and graphics. Use this as a canvas to tell your story through menu boards, imaginative signage and visual merchandising.

Full-width continuous solid monolithic statements to both the bulkhead and counter keep things simple and the customer's eye focused on the product.







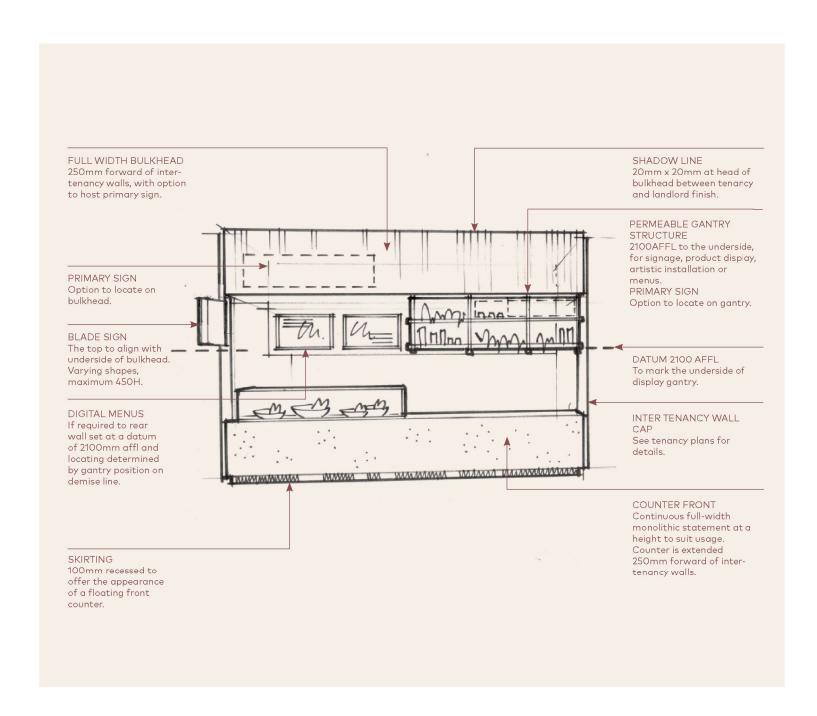


House Bar, designed by Studio Etic, photographed by Felix Forest

Lok Lok MLC, source unknown

<sup>3</sup> Tokkad, designed by Ruscio Studio

Cook House Palm Island Mall, Singapore



#### Food Court Diagram

- A full-width bulkhead is to be installed which can host a primary sign if required.
- A feature display gantry is to then be supported from the bulkhead to host product display, an artistic installation, menus - or signage if not utilising the bulkhead.
- All shopfront signage to be individual internally illuminated letters.
- A common datum line set at 2100mm affl marks the underside of the gantry.
- Install a full-width continuous counter with recessed skirting.
   Counter height to suit retail usage.
- Bulkhead and counter finishes
  must be solid timbers, vitrified
  tiles, natural or reconstituted
  stone, masonry, solid surface or
  resin-based finishes, quality metals
  or concrete.
- Refer to tenancy plan for additional tenancy specific details.

#### Home Centre Bursts of Colour

Be bold and colourful with your brand and design expression. Viewed from near or afar, every surface, finish and fitting visible to your customer is critical in representing your brand environment.

Engage a reputable Graphic Designer to create a holistic concept that incorporates the signage, building facade and glazed shopfront.







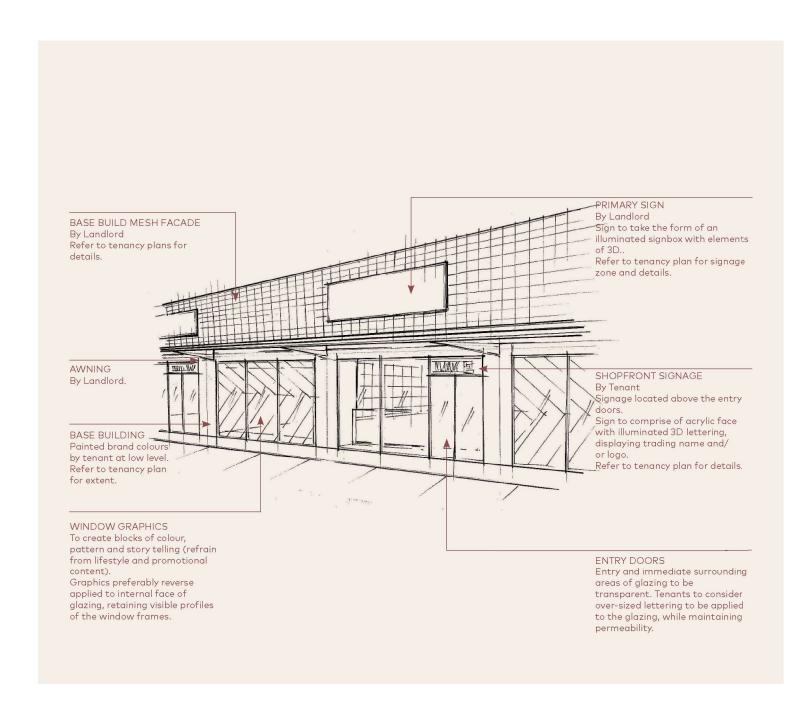


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The East Cut, San Francisco, designed by Collins

Playtype, Copenhagen, designed by e-Types Swatch sign, manufactured and photographed by BusinessSigns.net

<sup>4</sup> Paul Smith Dubail Mall, paulsmith.com



#### Home Centre Diagram

- Refer to tenancy plan for signage zones to confirm the application of signage to high-level areas of building.
- · Illuminated signage and/or logo set within Landlord-supplied signbox.
- Paint the low-level rendered blockwork in brand colours upto the line of the Landords awning.
- To entry window bays, apply translucent signage lettering and keep entry windows transparent to maintain views in-store.
- Reverse apply decals to inside face of glazing to shopfront windows (leaving window frames intact).

# Floor Plans

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## Floor Plan Hyperdome



#### HADEBDOWE

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