



**LINA**  
Design Studio

## Marketing Package

L13 & L14 210 George street,  
Sydney

6 November 2024

[www.lalina.com.au](http://www.lalina.com.au)

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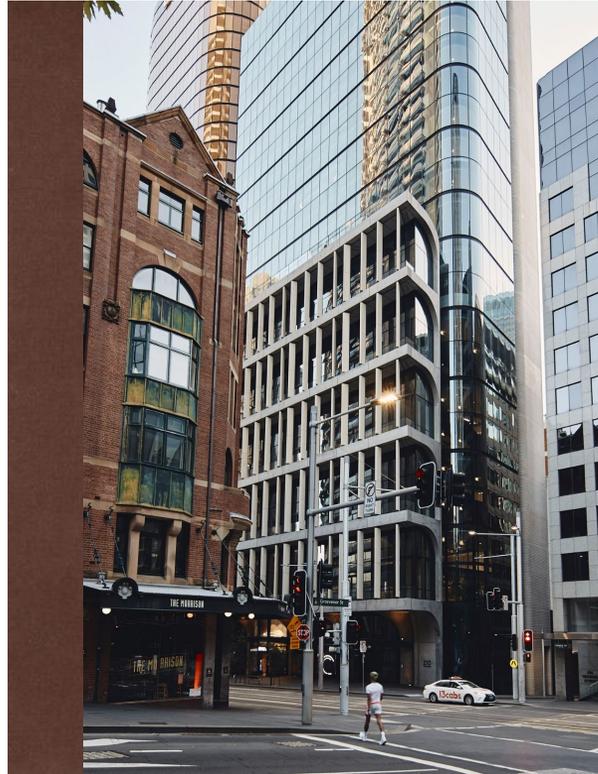
# LOCATION



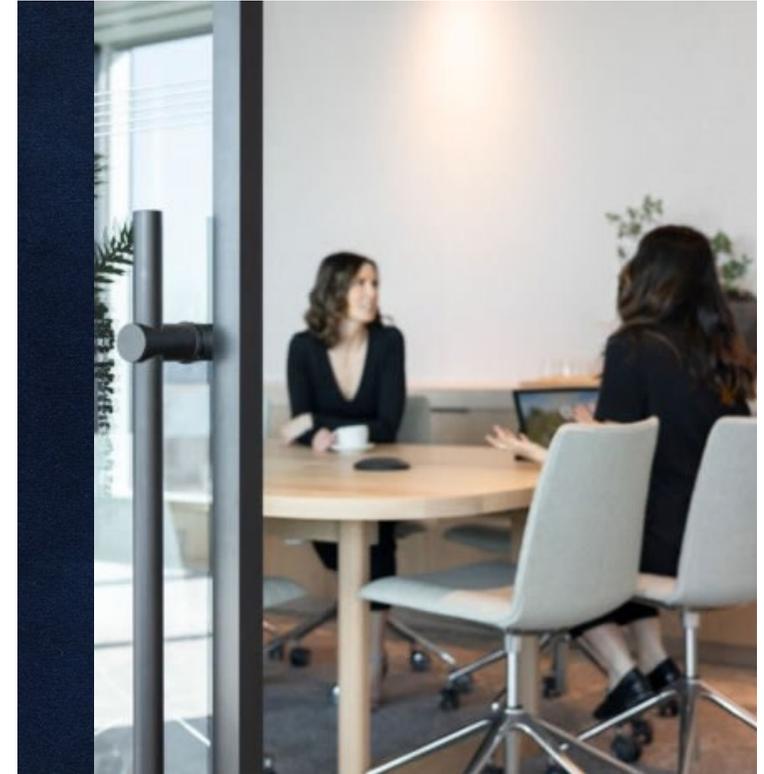
Flexible



Connected



Functional



Levels 13 & 14 offer a unique opportunity to create Flexible, Connected and Functional Spaces for Poly Centre.

LEVEL 13 FULL FLOOR  
SPECULATIVE SUITE



# Connected...

## Modern Elegance & Rich Heritage.

Integrating Contemporary Design with Historic Charm

This design concept explores the striking contrast between this modern landmark and the surrounding rich heritage of George Street.

The interior concept is modern & quietly luxurious while seamlessly resonating historical echoes through the rich colour palette and finishes.



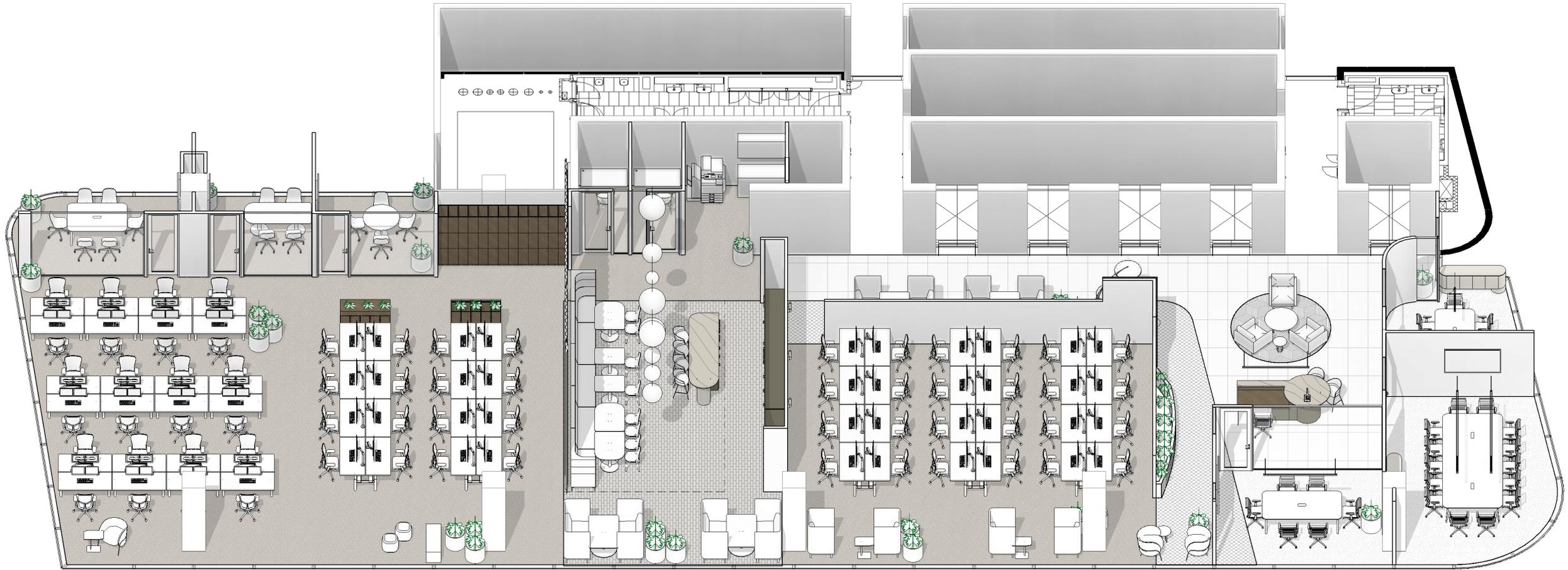
CONCEPTUAL MOOD



# SPACE PLAN

## LEVEL 13 SPECULATIVE SUITE





# AXONOMETRIC





RENDER — BREAK OUT



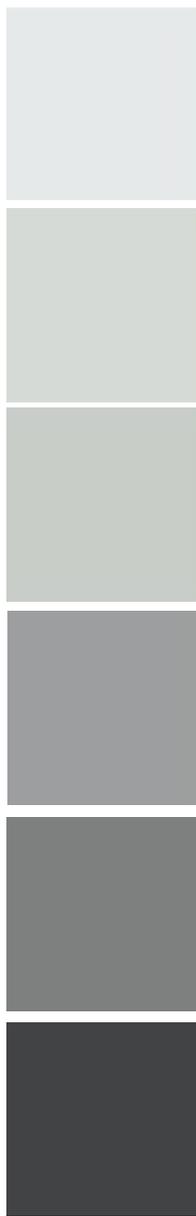
# MATERIALS

LEVEL 14 SHARED SPACE

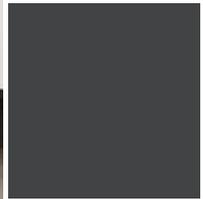
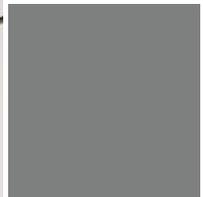
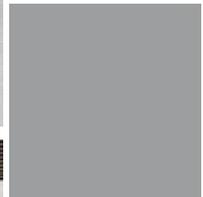
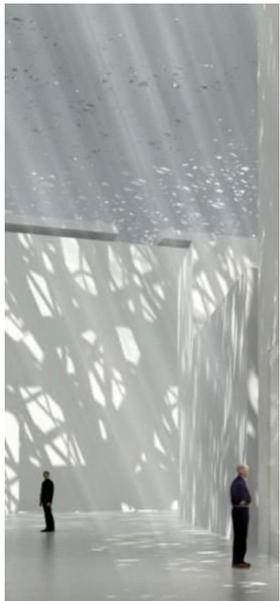
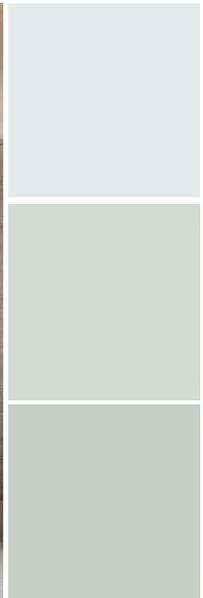


# Flexible

A flexible, connected, and functional shared work and meeting space is a dynamic environment. It offers adaptable layouts and modular furniture that can be easily reconfigured to accommodate various group sizes and activities, from solo work to collaborative projects and formal meetings. High-speed internet, state-of-the-art audiovisual equipment, and smart technology integration will ensure seamless connectivity and productivity. The space fosters a sense of community and collaboration, with common areas that encourage networking and informal interactions. Amenities like quiet zones, ergonomic workstations, and on-site refreshments enhance comfort and convenience, making it an ideal setting for both focused work and creative brainstorming sessions.



CONCEPTUAL MOOD

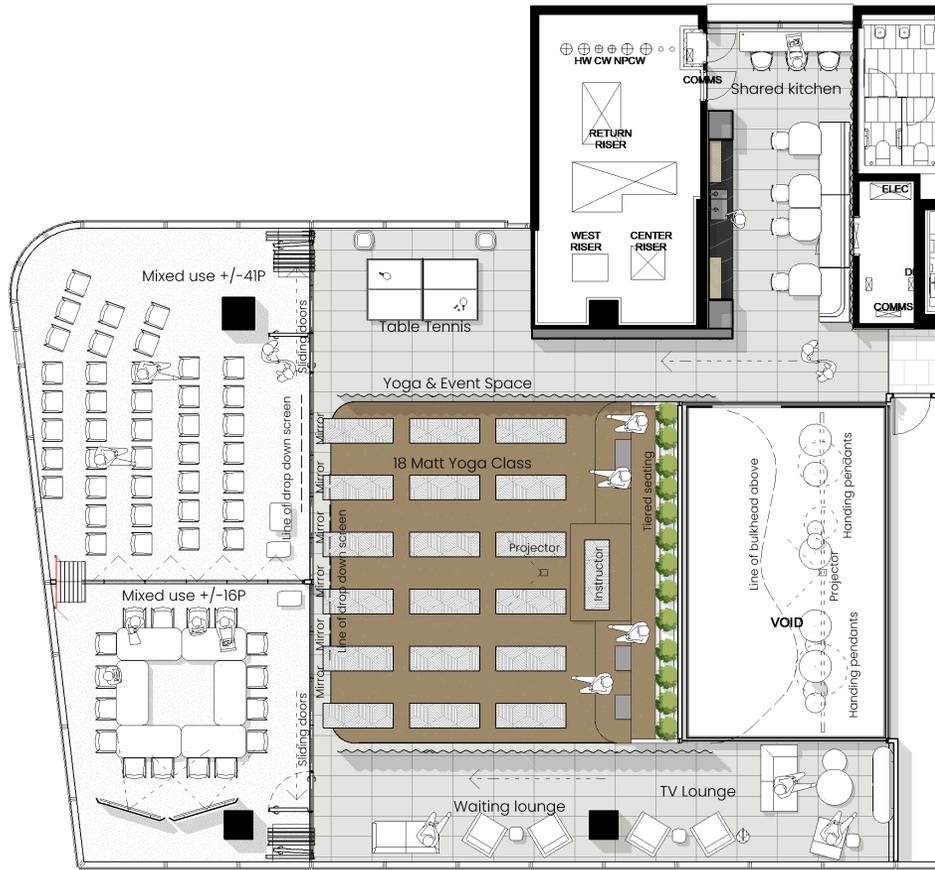


CONCEPTUAL MOOD

# SPACE PLAN - ± 285m<sup>2</sup> LEVEL 14 SHARED SPACE



# SPACE PLAN - ± 285m<sup>2</sup> LEVEL 14 SHARED SPACE



## CLOSED CONFIGURATION

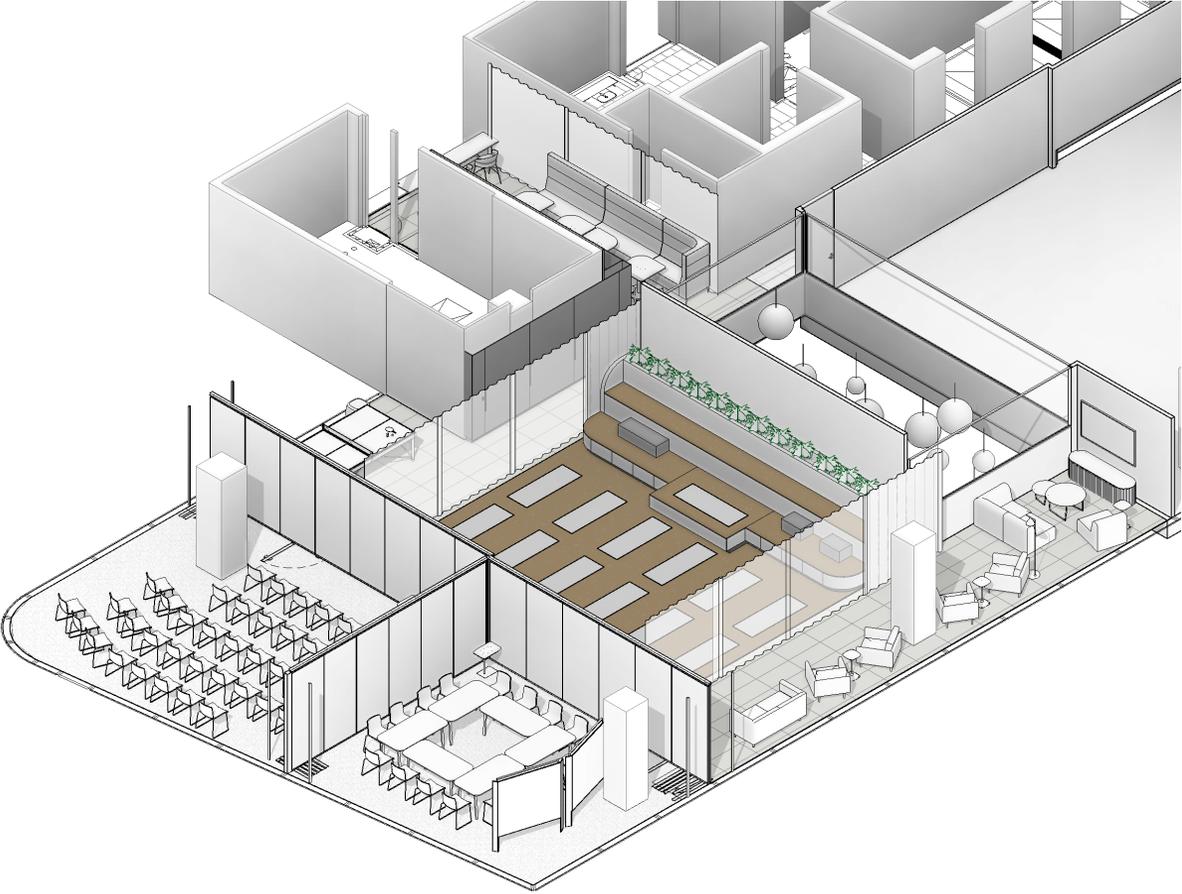
Shared Kitchen	01
Waiting lounge, TV Lounge & Table Tennis	01
Yoga 18 matt/ Event Space	01
Mixed use 16 – 41P	01
Mixed Use 16 – 30P	01



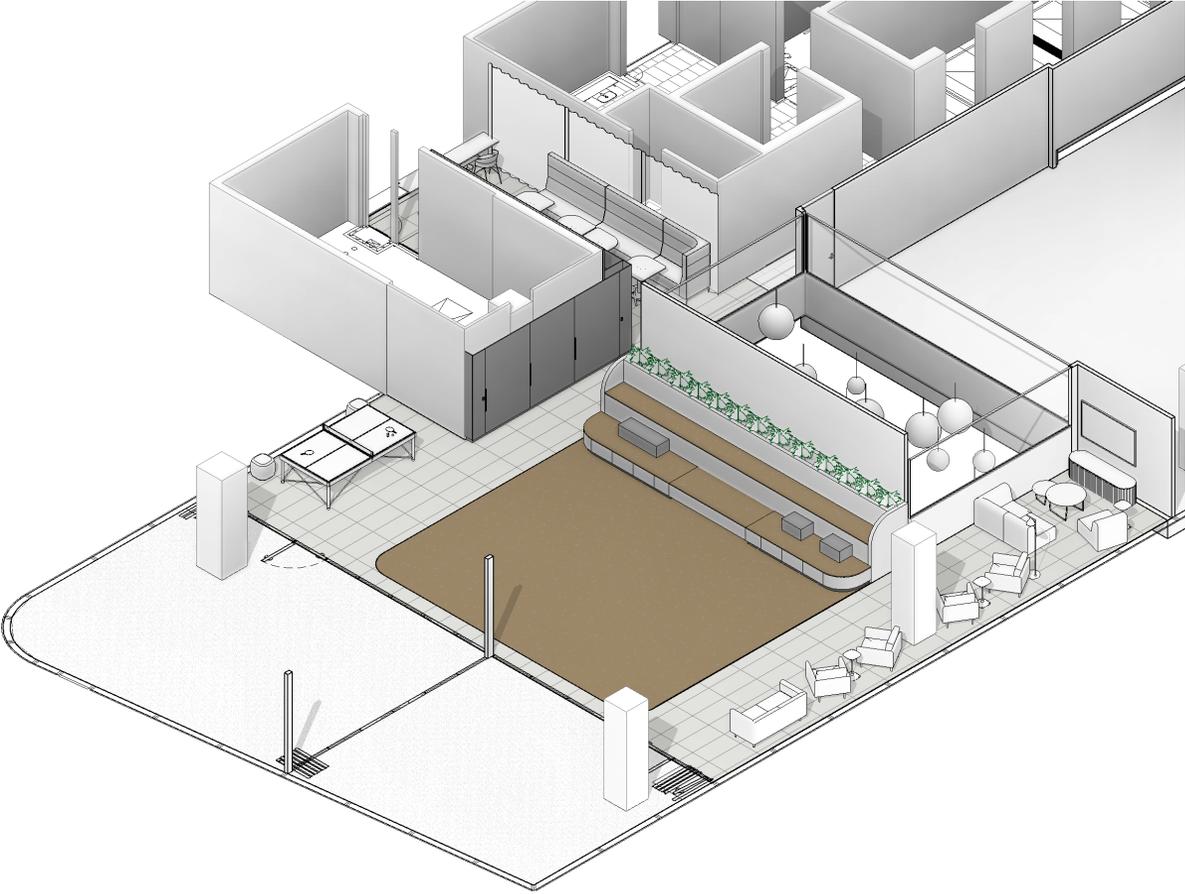
## OPEN CONFIGURATION

Shared Kitchen	01
Waiting lounge, TV Lounge & Table Tennis	01
Projector open space 80 – 150P	01
OR 3 separate spaces	

# AXONOMETRIC



C L O S E D   C O N F I G U R A T I O N



O P E N   C O N F I G U R A T I O N



RENDER — MIXED USE



RENDER — SHARED SPACE



MATERIALS

LEVEL 14  
SPECULATIVE SUITE



# Functional

## Balanced, Calming and Grounded

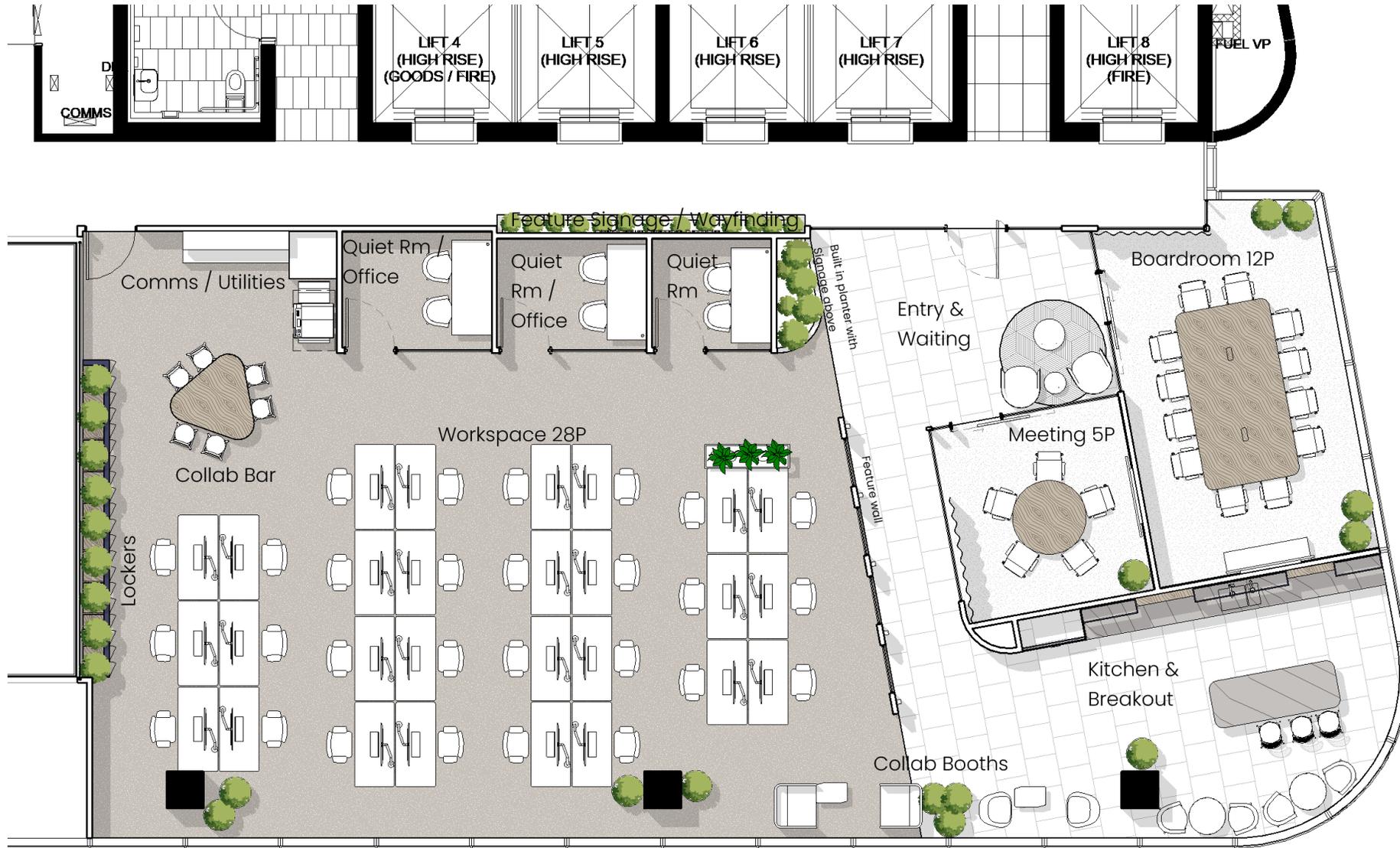
This design incorporates rich blue accents which has a calming influence and can help occupants stay engaged and focused, minimizing distractions and enhancing overall productivity.

The colour blue is also associated with reliability and professionalism. Incorporating blue accents into the space reinforces these qualities, fostering a sense of trust and confidence.

This design concept merges practicality with a calming aesthetic, utilizing blue tones to enhance both productivity and well-being in the workplace.



SPACE PLAN LEVEL 14 SPECULATIVE SUITE



Area	±278m <sup>2</sup>
Total Work-points	28
Density	1:10 p/m <sup>2</sup>
Sign in / Waiting	01
Boardroom 12P	01
Meeting 5P	01
Quiet Rm	01
Quiet Rm/ Office	02
Collab Booths	02
Sit to Stand Workstations	28
Kitchen/Breakout	01
Comms & Utilities	01
Lockers	28

# SPACE PLAN LEVEL 14 SPECULATIVE SUITE

# AXONOMETRIC





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RENDER — ENTRY



LINA  
Design Studio

RENDER — BREAKOUT



MATERIALS



## Lara Pollastrini - Design Director

BSc. Interior Architecture

Lara, one of our co-founders, has been deeply passionate about sustainability and human-conscious design from a young age. Her extensive volunteer experience in South Africa, Kenya, and Scotland has instilled a commitment to both **environmentally and socially responsible design** in our studio's DNA. Lara's client communication skills and collaborative approach to design ensure that these passions underlie every project we undertake.

As a senior lead designer on a wide range of workplace design projects, from 80sqm to 18,000sqm, Lara brings a wealth of experience to every project, ensuring that our clients benefit from designs that are not only functional and beautiful but also aligned with their sustainability and human-centric goals

### Work Experience

Creo Design Group – Senior Interior Designer

Custance – Interior Designer

Paragon Interiors – Senior Designer

EcoCentric – Interior Sustainability Consultant and Designer

Infinity Design – Interior Designer

## Simone Linossi-Grove - Design Director

Nat Dipl. Interior Design

Simone, one of our co-founders, brings over 24 years of diverse design experience to our studio. She is widely recognised as a **creative leader**, known for her calm and positive outlook. As a strong designer, Simone curates' projects with an inclusive and strategic approach, ensuring that every aspect of design is thoughtfully considered.

Simone's extensive experience includes successful management of national design studios and a commitment to pushing creative boundaries. She adopts a global view of design progression and incorporates best practices and innovation in sustainable design. She is also dedicated to celebrating First Nation's culture in her work. Her excellent **business strategies** and workplace design skills ensure that our clients receive not only aesthetically pleasing designs but also highly functional and sustainable solutions.

### Work Experience

CREO Design Group – National Principal

DECAM Design – Design Director and Shareholder

DECAM Projects – Lead Designer and Project Manager

DHK THINKSPACE – Senior Interior Designer



LEADERSHIP TEAM

# LINA

Design Studio

**Simone Linossi-Grove**

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