Formed in 2005 our multi-disciplinary studio has an extremely diverse range of design capabilities including Architecture, Interior design, Signage and Wayfinding, Environmental graphics, industrial design and Design Strategy. Through our network of associates we can also assist with branding, packaging and digital design.

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Introduction

David Smith Pty Ltd, established in 2005, is a Multi-disciplinary design consultancy. Our combination of skills and collaborative approach provides a comprehensive design service in a broad range of disciplines including:

Brand Environments
Building design
Exhibition design
Furniture design
Industrial design
Interior design
Project Management
Signage and wayfinding systems

Our Design Director David Smith personally has over 25 years of experience in the design industry. After completing studies in Interior Design he went on to work with various design and manufacturing companies until launching his own studio in 2005. In both 2000 and 2001 he won first place in the national Universal Design competition. Winning entries have since been exhibited both nationally and internationally. David has also received awards for his work from both the PADC and DIA.

Signage projects are a major part of our activities and projects have been completed for LandCorp, Dale Alcock, Webb & Brown-Neaves, APG Homes among others. We have been part of Murdoch University’s signage and way finding since its inception in 2006. The project began with the development of entry statements and has continued on to the implementation of a complete way finding system throughout the campus. Plans are underway for continuing the system to Murdoch’s Mandurah and Rockingham campuses. This builds upon our strong experience in way finding projects for clients including City of Perth, Hartleys, CALM Regional Parks and Burswood Resort Casino (now Crown).

Retail design has been our strongest area of growth. Since 2005 we have designed or redesigned over 100 stores for Cash Converters in Australia, a relationship that has grown to include the rebrand of, and now store design for, the New Zealand network, a market that is expected to expand quickly over the next five years. We have also completed rebrand and retail design projects for HBF and numerous ‘retail’ spaces for land developments. We have completed large commercial interior projects for for St John Ambulance, redesigning 2 levels of their Belmont Head Office, Marketforce, 303 Lowe and numerous small commercial spaces.

Architectural projects have become part of our practice with both residential and small commercial projects completed in most years since 2000.

Furniture and product design has always been a passion of ours and in 2009 we created our own agency representing products from Italy, Japan, Switzerland and most recently New Zealand. We have also created several of our own products in this time. We work extensively with local and national manufacturers on the creation of furniture and joinery specifically for our projects.
Client List

303 Lowe
ABN Group
Amano
APG Homes
Bellcourt Strata Management
BGC Group
Bruce and Debra Shorter
Bunnings Forest Products
Burswood Resort Casino
C Restaurant
CALM Regional Parks
Cash Converters Australia
Cash Converters New Zealand
City of Joondalup
City of Perth
Coffeefresh
Dale Alcock Homes
Dorsogna
Ecco Pizza
Ellenbrook
Estates Development Company
Formex
GESB
Gull Petroleum
Hamilton Family
Hartleys
Heath Developments
Home Building Society
Homebuyers Centre
Issey Sun Shade Systems
Joe’s Fish Shack
LandCorp
Lifestyle Homes
Linneys
LotterywestMarketforce
Melsom Family
Metropolitan Cemeteries Board
Mirvac
Morrissey Family

Murdoch University
NWSV / Australia LNG
Office of Road Safety
Oxley Family
Peet
Perth Advertising and Design Club
Police and Nurses Credit Society
Property Gallery
RAC
Rare
Ravensthorpe Historical Society
Red Rooster
Rheem
Royal Family of Brunei
Satterley Property Group
Since I Found You
Solver Paints
Spotless Airport Services
St John Ambulance
Summit Homes Group
Swan Valley
Swancare Group
The Shorter Group
Tourism WA
Transperth
Transwa
University Theatres
Webb & Brown-Neaves
Western Cellars
Woodside Energy
Watercorp
Our Approach

One of the things that makes our studio a little different is that we don’t see boundaries between various design disciplines. Unlike our strictly specialised counterparts, we are quite comfortable moving between architecture, industrial, interior and graphic design. We believe this is our greatest advantage as we are able to create environments for our clients that are considered from many viewpoints. The rationalism of architectural planning and the emotive nature of graphics and colour are developed as part of the same process.

This is an approach we apply to all projects whether they are architectural, signage, commercial or retail.

And we believe this approach, in the age of brands, is critical when what we are generally endeavouring to create is a ‘brand experience’ - whether that be for customers, staff or stakeholders. An understanding of brand strategy and brand personalities and how they can be expressed in tangible material ways in order to create an emotive response is central to our work philosophy.
Satterley Property Group

The sales offices we have created for Satterley have raised the bar for sales exhibition experiences in Western Australia.
Cash Converters

We have handled all store design work for Cash Converters since their rebrand in 2005. Our scope has gradually increased and we have now completed over 100 stores in Australia and are currently engaged in the rebrand and store redevelopment of Cash Converters in New Zealand.
Our relationship with Murdoch University began in 2006 with the creation of concepts for new entry statements around the campus. This project was finally realised in 2011. We worked with signage manufacturers, various consultants and the client’s own internal management to see the project through to completion. Additional entry statements will be installed in the coming years.

In 2013 we became Murdoch’s preferred signage design consultant. We are currently engaged in the creation of a new wayfinding signage program for their Library, events signage for the perimeter of the campus and the project management of the implementation of their newly completed wayfinding signage program for the entire Murdoch campus.
With the requirement to house a family of 5 while achieving a large outdoor living space and pool we approached the project as more of a vertical than horizontal composition of spaces. This allowed us to force part of the home underground which achieved improved thermal performance and intimacy while achieving the street appearance of a single level home - though it is the upper level that is read from the street. Covered outdoor space was also a requirement so the upper level was used as a shelter for the sunken outdoor living space. Internally the lower (public/living) level has a different treatment to the upper (private - bedrooms, bathrooms and study) level. The lower level is a mainly open space of exposed raw concrete structure mixed with American Oak panelling and storage walls. The upper level takes on a more enclosed, private feel with timber detailing and simple white plaster surfaces. Green views have been achieved from all areas.
Periscope (2012)

Periscope's William Street Northbridge store was given an innovative new shopfront awning and signage created initially in response to problems with Western sun entering the glass shopfront. This was also an opportunity to create some highly visible signage for the fashion store located in a Heritage listed building. Our response was a sculptural lightweight canvas awning installed over the existing awning so as to minimise interference with the heritage structure.
As part of WBN’s rebrand new exterior and interior signage was required for their prestigious display homes and head office. We were briefed on all aspects of their new brand strategy and developed a distinctive signage system that made a bold statement about the quality of their work. The project was awarded at both the WA DIA awards and the national signage manufacturing awards.
303 Lowe Offices
Ecco (2008)
A New Australian Venice Pavilion
Design Competition entry
In collaboration with Thom Perry
Calm Regional Parks (2000)

The creation of a comprehensive new signage system for CALM’s Regional Parks presented many challenges. The signs are placed in a mixture of urban and bush environments, are subject to the harshest elements and were unlikely to be replaced for around 20 years. We created a system manufactured from a single piece of mild steel that was simply folded to create a robust and distinctive structure. The upper (and less vulnerable) parts of the signs were painted in bright automotive paints providing a highly visible surface for graphics.
A comprehensive signage program was created for this major Mandurah development. Public art was ingeniously integrated into the way finding signage.
City of Perth Car Parks

A comprehensive branding and signage project created for the City’s Parking division set a new benchmark for signage and environmental graphics.
South Fremantle House

Positioned adjacent to a Heritage Listed Fremantle shop and located on a busy road this home is a discreet white box from the street. Inside is a series of interconnected courtyards filling the home with light and air.
In 2013 we were commissioned to redesign two levels of St John's Belmont offices including reception and meeting rooms. The space was transformed into a bright, open and contemporary space with the flexibility to accommodate St John's requirements for the future.
Aroma Cafe
Interior Concepts (with Block Branding)
Bayswater House

Located on a narrow block on an inner suburban street this house was an exercise in rationalist design and budget construction. We adopted industrial precast concrete panels for the side walls and suspended a floor and roof between them.