iiNet Contact Centre

This creative and dynamic working environment, designed by dhk, successfully creates a zany taste of Australia in the heart of Cape Town.

INTERIOR DESIGN: DHK
PHOTOGRAPHY BY: WIELAND GLEICH

Designed for leading business process outsourcing provider Merchants, the new iiNet contact centre is located in a former industrial building and heritage site, the landmark Rex Trueform building in Salt River, Cape Town.

The existing building was built in 1948 for Rex Trueform, once the largest clothing manufacturer in Southern Africa, and sustained a vibrant community. When the factory closed down as a result of economic pressures faced by the textile industry, the surrounding area also suffered.

The new contact centre for Merchants services the Australian internet service provider, iiNet, and the development has been key to unlocking the potential of this exceptional site. The refurbishment of the building and its new use as a commercial office development has brought people back to the area and an injection of new energy into Salt River.

The designers created the concept iiNet Raw as a reference to the industrial context and original function of the historic building. A stimulating and flexible working environment references the Australian brand’s values and provides geographical connection to the continent.

The centre currently takes up three floors of the building, and each floor comprises open plan office space, with breakaway
KEVIN BATES
ALBERT CARPETS FLOORING
Cape Town: 021 464 4320
Johannesburg: 011 608 4270
E-mail: info@kbacflooring.co.za
Web: www.kbacflooring.co.za

Kevin Bates and Albert Carpets, leading suppliers and installers of the country’s most expansive range of interior flooring, are two entities with a synergy of style and quality. We have a proven track record of supplying and servicing commercial, both large and small residential homes with top quality products.

Over the years we have built a strong reputation based on the delivery of high quality service, workmanship by trained sales and installation personnel, along with excellent aftercare.
The play zone is filled with energising entertainment, such as a punching bag, table tennis, pool table and even a mini-cinema. It’s a high-energy environment that gives the centre’s agents time out for active breaks.

Playful Australian symbols identify the space along one wall length, and comic book heroes along another wall. It’s a space that keeps youthful minds entertained and active, and ensures the iINet centre stays ahead of the pack.

Custom designed furniture in the meeting rooms has also creatively interpreted the factory aesthetic, with sewing table bases, steel frame window walls, exposed brickwork and rough timber tabletops. On each level, one-on-one meeting pods are themed to reflect Australian landmarks, such as Shark Island, Sydney Harbour Bridge, and Ayers Rock, each with custom seating, lighting and table to match the theme.

Linking contact centre agents with the brand’s country of origin through the design of the working environment helps to provide staff with an instant connection to their customers. The brand language and values are brought to life through the creative use of corporate colours, forms and identity resulting in a fun and functional space, and most importantly productive environment for this market leader.
Belgotex Floors: The X-Factor in Customised Flooring

Give your interiors that intangible X-factor with Custom-X flooring solutions from Belgotex Floors (Nexus)

Designers are increasingly turning to customised carpets to add personality, colour and texture to interiors that are perfectly matched to a corporate identity. The playful interior of the IINET offices in Cape Town designed by dhlk Architects is a perfect example.

Custom-X from Belgotex Floors is a flexible design solution for commercial interiors offering modular carpet tiles that can be tailor-made to your specifications. By manipulating either or both the design and technical aspects of your carpet tile, Custom-X allows you the freedom to modify or develop a range that brings your vision to life, matches any corporate identity and adds that intangible X-factor.

The Custom-X catalogue is designed to guide and inspire you to develop your own unique carpet range, ideally suited to the particular performance requirements of each specific application.

dhlk opted for the textured shading of Custom-X book pattern XT18 for the reception and office areas. The mottled grey undertones provide a versatile foundation that offsets the use of raw materials such as wood and glass whilst complementing the bright colours used in certain areas.

THE DESIGN PROCESS
Your first decision will be a technical one – requiring you to select one of three types of carpet constructions best suited to your project. Factors to consider include critical wear characteristics affecting performance such as where the carpet is to be used, the amount of traffic anticipated, comfort levels required and any budgetary constraints.

CARPET CONSTRUCTION
The catalogue is organised into three different types of carpet constructions including multi-level loop-pile, cut-pile and loop-pile tufted ranges that offer varying degrees of design flexibility and wear characteristics. Your Belgotex Floors representative will work with you to select the ideal construction for your particular project.
1. Multi-Level Loop Pile
This category offers the largest selection of patterned textured graphics that will add interesting texture to heavy commercial floors. From traditional stripes to graduated shading, mottled marks or water imprints to elegant filigree, dramatic ‘Matrix’ barcode lines to geometric circles and squares that hide soiling, multi-level loop pile carpets allow you to play with different pile heights within 23 different ranges to create the pattern and texture of your choice.

Various contemporary colourways, made from 100% Stainproof SDX allow you to alter the appearance of your carpet by selecting different patterns, pile heights and lay directions.

2. Tufted Cut-Pile
Plush velours add cushioned luxury with their blunt upright fibres which are sometimes affected by ‘shading’ when light reflects on the pile lying in different directions.

From bold stripes to softly speckled ‘salt ‘n pepper’ duotone combinations, cut-pile tiles are ideal for boardrooms and executive offices, hotel suites and audio-visual centres for their underfoot warmth and comfort.

Five different ranges with versatile colour combinations can be tweaked to your personal preference.

3. Tufted Loop-Pile
These ranges offer durable, hardwearing floors with a dense, tightly-knit surface that retain their appearance and withstand excessive wear and tear.

Five subtle designs including thick or thin stripes in contrasting colours that can be changed according to brief, scratched or scored pin-stripes, solid and speckled colours, individual loop pile tufted tiles are ideal for high traffic areas such as hallways, reception areas, and open-plan offices where damaged or worn tiles can easily be replaced.

MIX ‘N MATCH PATTERNS AND COLOURS
Each different category offers a number of patterns and designs that can be adapted to particular colour schemes or décor concepts in the latest contemporary shades.

Using multi-scroll loop piles, add texture or add an accent colour in that twist to pick up certain accessories, accentuate step-and-repeat patterns with hi-low or level-cut-loop variations to hide soiling in high traffic areas, or play with monochromatic shades for sophisticated simplicity.

LAY DIRECTIONS FOR DESIGN EFFECTS
Different lay patterns can be used to dramatic effect by placing tiles in different directions to one another including monolithic (single direction), tessellated (at right angles to each other) and ashlar (bricklay formation), depending on the design chosen.

STRIKE OFF
Once we’ve agreed on your particular design, you will be shown the overall appearance of the design applied digitally to a large area to demonstrate the effect of the pattern repeat, different installation directions and colour matching and texture ‘in situ’ through various digital visualisations of the carpet. Then we will produce a ‘strike off’ sample for final approval. Following this approval, production will be planned and delivery dates and minimum quantities will be ordered. Bear in mind, minimum quantities apply as follows: 500m² for loop pile and multi-level loop pile tiles and 750m² for cut-pile tiles. Also discuss overages and stock to ensure you have stock for replacements.

CONTACT
033 897 7500 - Head Office
021 763 6900 - Cape Town
011 380 9300 - Johannesburg
www.belgotexfloors.co.za