

For immediate release:

The exceptional and diverse win highly contested Interior Fitout accolades

11 May 2012

From exquisite jewellery store displays, to a coffee house in a heritage building; from the cutting edge restaurant with to-die-for city views, to an interactive information centre in a remote town; the ASOFIA **2012 Interior Fitout Awards** celebrated the exceptional and diverse work of 22 shopfitters from all around the country. The awards are generously sponsored by National Major Sponsor, The Laminex Group and supported by The Interior Fitout Magazine.

The Awards, a program of the Australian Shop and Office Fitting Industry Association (ASOFIA) is the ultimate accolade for the shop and office fitting projects completed within Australia over the past 18 months. This year the Program received the highest number of entries across 26 categories.

In the midst of what has been a challenging two year period within the shop fitting industry, Gerard Ryan, CEO of ASOFIA, says it has come as a pleasant surprise to see the Association's program attract a record number of submissions of such quality.

"The significant increase in entries is reflective of a shift in the type of fitout work that members have completed over the past year. This shift includes an increase in restaurant and leisure related facilities, and a decline in the 'traditional' retail fitout.

"The breadth of this year's entries was astounding and very different from what we've seen over the past few years. The quality and quantity was phenomenal. We found it extremely difficult to pick one winner for each category," said Mr Ryan.

All the entries were closely examined and judged by two highly regarded shopfitters, and received a rating by the end client. Winners were announced at the ASOFIA 17th National Conference Gala Dinner in Fiji on the 28th April, 2012.

The winners were:

Category	Winning Project	Winning Company
Interior Fitout - Kiosks	Travelex Currency Exchange Kiosk	Transform Retail Projects
Interior Fitouts up to \$150,000	Beko Showroom (Beko A&NZ Pty Ltd)	RJR Shopfitting
Interior Fitouts between \$150,001 - \$300,000	Maurice Meade	Associated Shopfitters
Interior Fitouts between \$300,001 - \$500,000	Dreamtime Spirit (Souvenir World Group)	Ryder Shop & Office Fitting
Interior Fitouts between \$500,001-\$1M	Mecca Cosmetics	Alexander Interiors
Interior Fitouts over \$1Million	Chanel	Stag Shopfitters
Interior Fitout - Health & Beauty	Leichhardt Amcal Max Chemist	Dixon & Swanson
Interior Fitout -	Winport Executive Office	Easton Builders

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Commercial Fitouts under \$750,000		
Interior Fitout - Commercial Fitouts over \$750,001	Commonwealth Bank Flagship	Branch Better Build Constructions
Best Use of Major Sponsors Product - Laminex	McDonald's Restaurant	Associated Shopfitters
Best Use of Sponsors Product - Polyflor	Adidas Australia	Faculty Shopfitting
Interior Fitout - Food / Restaurant Fitouts up to \$250,000	Jamaica Blue	ONE Group Retail Experience
Interior Fitout - Food / Restaurant Fitouts \$250,001 - \$500K	85 Degrees Coffee Australia	MBBG Pty Ltd
Interior Fitout - Food / Restaurant Fitouts between \$500,001 - \$1M	Bondi Pizza Bar & Grill	Crosbie Projects
Interior Fitout - Food / Restaurants between \$1M - \$2.5M	T.G.I. Fridays	Krueger Shopfitters & Commercial Interiors
Interior Fitout - Food / Restaurants over \$2.5M	Vue De Monde at the Rialto	Liquid Lines
QLD Interior Fitout of the Year	Mitchell Olgilvie Menswear	TU Projects
WA Interior Fitout of the Year	McDonalds Restaurant	Associated Shopfitters
SA Interior Fitout of the Year	Southern Cross Care Oaklands Park	Comace
TAS Interior Fitout of the Year	Hudsons Coffee	VOS Construction & Joinery
NSW Interior Fitout of the Year	Versace	Sidgreaves Group
VIC Interior Fitout of the Year	Prada	Stag Shopfittings
National Fitout of the Year	Linneys	Clarke Interiors
Outstanding Base Building Works	Westfield Sydney Central Plaza	Prestige Joinery (NSW)
Outstanding Fitout within a Heritage Building	Starbucks Coffee Haymarket	Ryder Shop & Office Fitting
Unique Fitout in a Remote Area	Derby Visitors Centre	Masterplanners Interiors

For more information please visit www.asofia.com.au

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NOTE TO EDITORS:

The following are a selection of images from the winning groups, there are more images available upon request.



Image 1: Clarke Interiors won the **National Fitout of the Year** Award with their work on Linneys.



Image 2: Ryder Shop & Office Fitting won the **Outstanding Fitout within a Heritage Building** Award with their work on Starbucks Coffee Haymarket.



Image 3: Liquid Lines won the **Food/Restaurants over \$2.5 million** Award with their work on Vue De Monde at the Rialto.

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Image 4: Masterplanners Interiors won the **Unique Fitout in a Remote Area** Award with their work on the Derby Visitors Centre.



- The Australian Shop and Office Fitting Industry Association (ASOFIA) is made up of members who design and/or build retail and corporate interiors across Australia and New Zealand. This industry represents the specialist designed and purpose built environments for store owners, their customers, and their staff for thousands of businesses - from small retailers, franchise and corporate retail chains to supermarkets and offices. Industry professionals manage the complete process of implementing the interior fit out.
- More information on the Interior Fitout Awards is available online: <http://asofia.com.au/awards-recognition.aspx>
- Additional high-res images are available upon request.
- Please visit ASOFIA's website for more information on the association: www.asofia.com.au
- ASOFIA's Facebook page contains highlights and other information not available on the website: www.facebook.com/ASOFIANational
- Specific information on each individual applicant is available upon request. All the information is on hand, so can be provided quickly.
- A detailed editorial with photos on all winners will feature in the ASOFIA industry magazine, Interior Fitout.