

Capability Statement

As of January 2024

RIGHT ANGLE

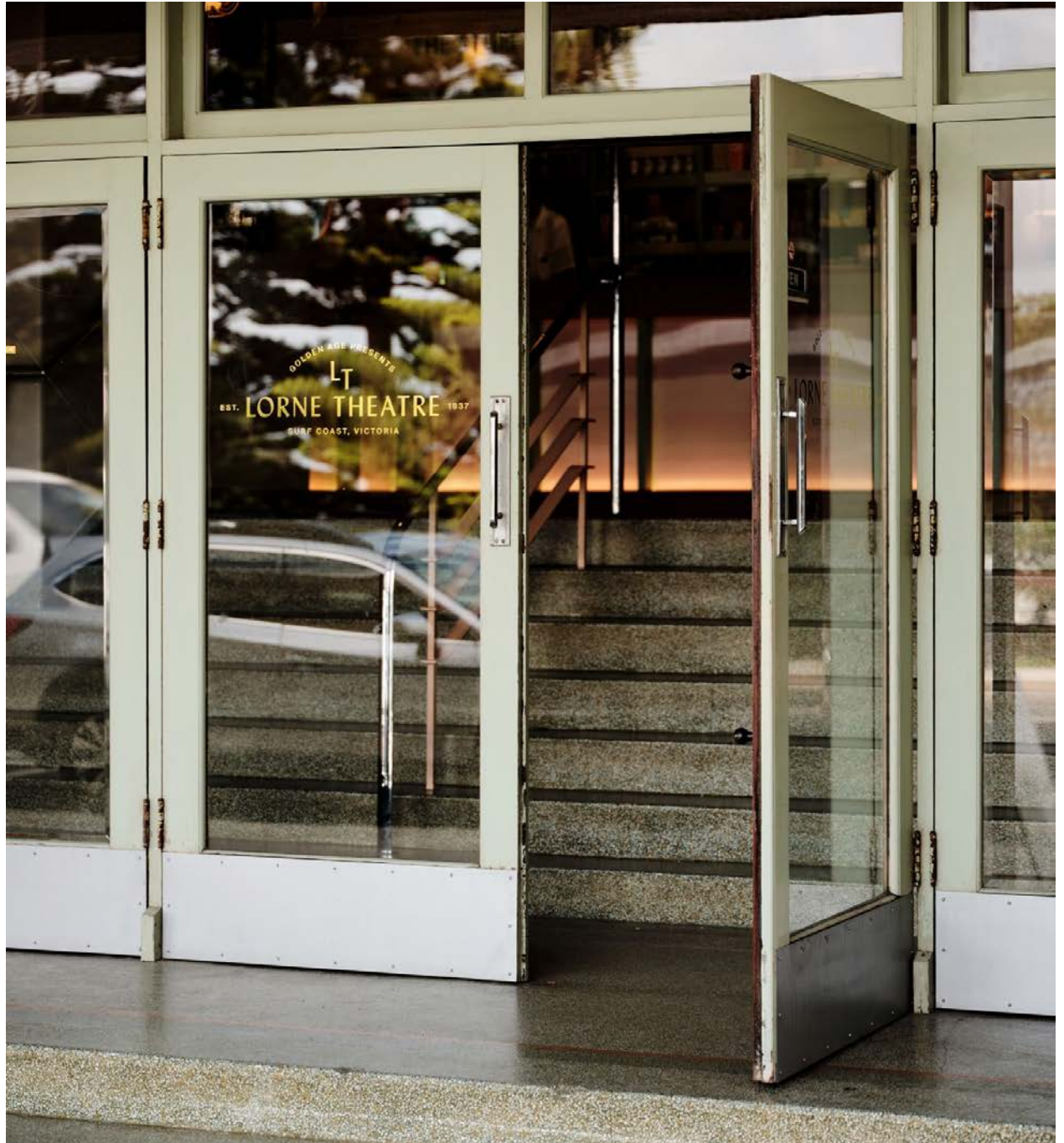
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In 2005 we started a company with an important ambition: to understand and improve life in our cities. For nearly two decades we have done exactly that, through a combination of consultancy services and launching multiple successful start-up businesses in publishing, entertainment and wellbeing.

Lorne Theatre →

Owned and operated by Right Angle on the Great Ocean Road, Victoria



Company Dashboard

Corporation Details

Incorporated 2005
Right Angle Communication Pty Ltd
ABN: 63 115 061 768
ANC: 115 061 768

Executive Team

Barrie Barton
Chief Executive Officer

Chris Barton
Group Creative Director

Kristy Pettifer
Chief Operating Officer

Studio Locations

Sydney (Warrang)

Paramount House,
55 Brisbane Street,
Surry Hills NSW 2010

Melbourne (Naarm)

The Commons,
Level 4, 54 Wellington Street,
Collingwood VIC 3066

Client List

KOKUYO, Sydney Metro, Lendlease, Fiveight, Pontiac Land Group, Dexus, Google Development Ventures, Frasers Property Australia, Asahi Premium Beverages, Transport for NSW, Sydney Airport, Create NSW, GPT Group, Museum of Applied Arts & Science, The University of NSW, Entertainment Quarter, Central Place Sydney, Suburban Land Agency (ACT), Cross River Rail Development Authority, Geelong Grammar School, Jewish Arts Quarter, URBNSURF, Cross Yarra Partnership, Naomi Milgrom Foundation, Glenvill, City of Melbourne, Cadence, Coronation Property, W.T. Malouf, Worksmith, Andrew Burns Architecture, Cross Yarra Partnership, Sydney Olympic Park Authority, Black Hearts & Sparrows and Development Victoria.

Project Locations



A Right Angle Primer

Our Backstory

Right Angle began as a publishing company, producing Australia's first national online city guide to connect inner-urban people with experiences that a) they would enjoy and b) would improve their city. What could have been a hobby became a business, expanding to include guides for Tokyo, London, Berlin and Bangkok, and to being engaged by governments and developers keen for our unique perspective on what inner-urban people want and how to create it.

Over time, our work helping clients shape places became more impactful than our publishing enterprise and the company evolved into an urban innovation business providing research, strategy, design and delivery services on many of the world's most significant acts of urban renewal.

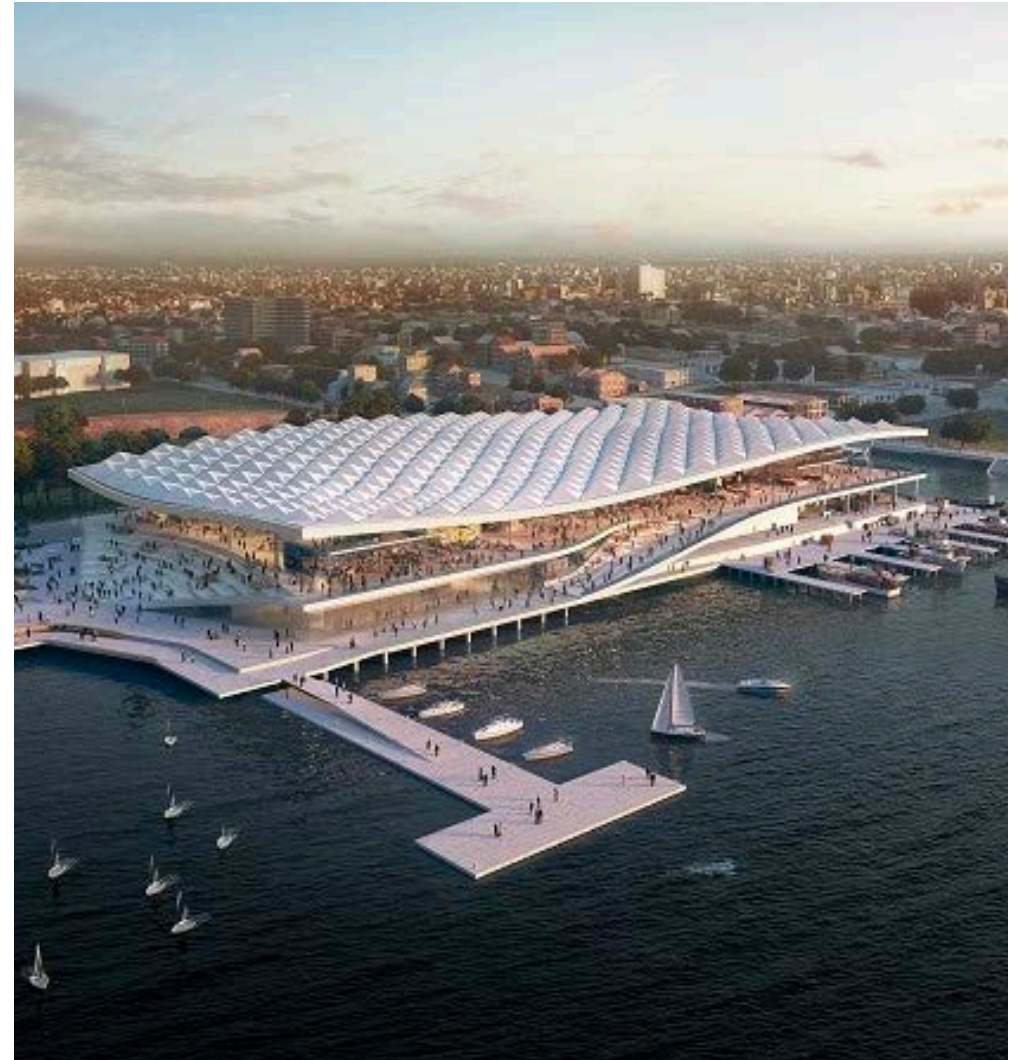
Covid-19 amplified the importance of Right Angle's work as governments, property developers, businesses and citizens around the world made known their intent to "do things differently" in the future. Our ability to turn that intent into a vision, then strategy, then place, has helped turn this unique time of creative potential into real-world outcomes.

Our Forestory

As of January 2024 Right Angle is re-balancing its efforts with a greater focus on owned projects and higher value consultancy work. While it is nice to be needed and growing, Right Angle will always be a niche and focused business, specialising in high-impact urban innovation. We select clients for their ability to positively impact the places in which they operate, and to improve the lives of people who will inhabit those places far into the future.

The New Sydney Fish Market with 3XN Architects, 2018 →

“Right Angle is an urban innovation company, headquartered in Sydney and operating globally on projects in Australia, Asia, America, Africa and Europe. We believe that cities are habitats for humans.”



Services Overview



↑ Future Home Insights Report for CommBank

Research

Good decision-making is often harder when information and opinions are abundant, and our style of research tackles this fundamental challenge of our times. Fluent in both quantitative and qualitative research, we specialise in compressing vast amounts of information into simple insights. We also communicate research in a way that is both comprehensible and compelling, making it widely understood and used within projects.

What we do

- People
- Industry
- Topic
- Trend

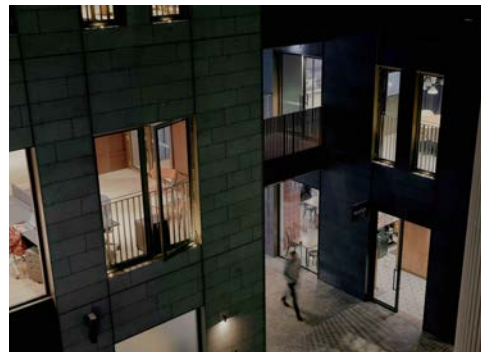
Strategy

We define strategy to mean a logical plan for achieving a clearly defined outcome... easily said but less easily done. Right Angle has strategic expertise in placemaking, retail, branding and competitive property bids. While each of those business areas has its nuance, the basic ingredients of good research, strong vision and clear instruction remain the same for all. What defines our strategic work is an ability to first think beyond the obvious to see bigger opportunities, and then to ensure our clients know everything and everyone they need to bring a vision to life.

What we do

- Place
- Retail
- Brand
- Bid

↓ Queen & Collins Retail Strategy



↑ Architecture AND Brand Identity

Design

Continuity is the key to quality. Design is a natural extension of Right Angle's research and strategic services. Our team of experienced and talented designers, art directors, writers and architects provide a unique combination of skills to help execute the strategic vision. For our own businesses and for our clients, we love seeing ideas brought to life and collaborating with others to build worlds that people want to be part of.

What we do

- Branding
- Wayfinding
- Communications
- Built environment

Delivery

Bringing different ideas to life is what we do. Right Angle's consultancy business was born from our own experience starting up successful cinemas, a wellbeing business and a publishing platform. We know what it takes to get an idea to happen, what it's like to stare down your own Profit and Loss and how difficult it can be when you are the client. Our delivery services take projects from concept to completion, using whatever we know and whatever it will take. We love to explore partnerships and projects where we can be meaningfully involved in the end delivery and ongoing management.

What we do

- Business start-ups
- Property partnerships
- Leasing advisory
- Place activation
- Design management

↓ Lorne Theatre



Case Studies by Service Research



↑ [A 2020 Census Vision](#)

A 2020 Census Vision

Client: Propertyu

Location: Johannesburg

What kind of place can this become? Following a week-long immersion in Johannesburg, Right Angle developed a census research-led 2020 Vision document for the Maboneng, helping the developer understand their current people and how to achieve the necessary scale to become a truly remarkable neighbourhood. Drawing upon our experience as urbanists, retail strategists and business owners, we developed a document that spoke to investors, owner-occupiers and businesses, not just about our client's past success, but about their ambition and core values of balancing social impact and profitability. Titled The Unfinished City, it was part prospectus, part rally-cry to work together to bring the city back.



↑ [Asian Study Tour](#)

Asian Study Tour

Client: GPT Group

Location: Tokyo, Shanghai, Hong Kong and Bangkok

What does Australian retail look like in the Asian Century? To help our client understand the retail audiences and trends that present the greatest commercial opportunities in Melbourne we planned, hosted, documented and translated an Asian Study Tour. Starting with an in-depth analysis of their retail asset and current shopping audiences our team identified the types of retail experiences and destinations that were most relevant. We then built a bespoke itinerary that traversed four of the continent's great retail destinations.

↓ [BTR Audience Profiling](#)



↓ [Placemaking 101 Presentation](#)



BTR Audience Profiling

Client: Undisclosed

Location: Sydney

Who is this for and what will they need? At a time when the Built to Rent model was still finding its feet in Australia, Right Angle worked with a global institutional provider to provide foresight around the audiences that were most likely to engage with the product as it entered the market. Our approach was to blend quantitative and qualitative insights, creating a single set of psychographic profiles that vividly explained the types of customers they could target and what would drive their decisions around lifestyle, accommodation and spending. We then translated the needs of future users into a design brief for the architects that defined amenity experiences, set out a high-level retail zone plan and outlined a materiality palette to turn insights into design outcomes.

Placemaking 101 Presentation

Client: Placemaking NSW

Location: Sydney

What does placemaking mean anyway? It's nearly 50 years old as an industry, but still behaves like a start-up: people struggle to define what it is, lots of money is being spent on it, nobody really knows how to value it, nor whether it will work. Our CEO Barrie Barton made a series of presentations to Placemaking NSW as part of a purpose, vision and values exercise. Titled The Past, Present and Future of Placemaking, the 20-minute presentations tracked the evolution of the industry, its emerging trends and illustrated why Covid-19 is really the shot in the arm for a discipline that is of increasing importance.

Case Studies by Service Strategy

↓ One Bangkok Place Strategy



One Bangkok Place Strategy

Client: Frasers

Location: Bangkok

How does an outsider become an insider? In what tends to be a parochial industry, Right Angle is one of only a few placemaking specialists that operates around the world. Our methodology closes local knowledge gaps and leverages our clients' understanding so that we can bring a global perspective to the essentially local question of what is best for a place. For One Bangkok we assembled a bespoke local research crew to work alongside our core team, spent time on client soil ourselves and skilfully tapped into the collective knowledge of the project's designers, developers, marketers and managers. The result: a fresh and respectful approach grounded in the three themes of civic spaces, creative capital and civic brand building.

↓ Elephant Park Retail Vision & Strategy



Elephant Park Retail Vision & Strategy

Client: Lendlease, London

How can retail build community? The sorrows and joys of neighbourhood change tend to be unequally shared. This is why the process of gentrification has a bad stigma and why we help developers through an urban renewal project proceed with empathy and sensitivity. Our retail vision and strategy for Elephant Park ensured that a brand new mixed-use precinct respected and reflected the surrounding neighbourhood. This meant devising a retail offer that was compelling to a very broad market, didn't identify anyone as being of lower means and created viable space for local operators amongst the bigger chain brands that are an essential part of developments at this scale and market position.



↑ Sydney Metro West Place & Retail Vision

Sydney Metro West Place & Retail Vision

Client: Sydney Metro

Location: Sydney

How can a station offer more than transit? When Sydney Metro first approached Right Angle to look at a family of Place & Retail Visions for Sydney Metro West we thought of Melbourne. The simple truth Melbourne's City Loop points out is that urban success relies on access to lots of people, so naturally we signed up to help Sydney Metro understand how to connect people with place via Australia's largest public infrastructure project. Combining desktop and on-the-ground research, we developed a refined understanding of the neighbourhoods around the nine stations, then explored how they could provide not only public transit but a placemaking asset to define and serve the community for decades.



↑ Carillon Place Vision & Strategy

Carillon Place Vision & Strategy

Client: Fiveight

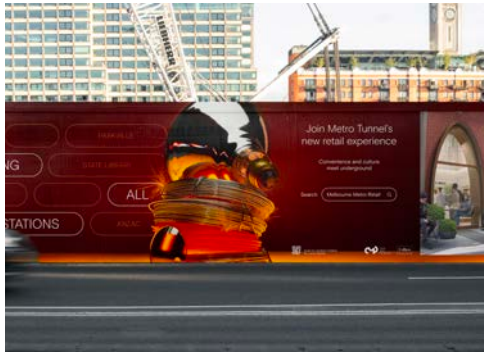
Location: Perth

How do you bring city back? Carillon has the potential and intent to change the economic, environmental, social and cultural life of Western Australia. We worked with Fiveight from acquisition of the faded retail icon in the Perth CBD to help shape its future as a mixed use "city within a city", where different cultures, commerce and communities combine in an imaginative and sustainably-minded way. Our Place Vision serves as the North Star for the client and consultants. In 2024, our seat at the table with the international design team will ensure this vision comes to life through the concept design phase. By creating a new experience-rich place, Carillon will change how people feel about the city.

Case Studies by Service Design



↑ EDDY Place Branding



↑ Melbourne Metro Tunnel Retail Campaign

EDDY Place Branding

Client: Transport for NSW

Location: Sydney

How do you change the perception of a place that's so well-known? Right Angle's creative department ensures that the ways our ideas are described and eventually brought to life are as clear as the strategy behind them. In this place activation for Transport for NSW, we were given a broad scope to reanimate dormant retail spaces in Central Railway Station by curating a mix of local retail and cultural experiences that speak directly to Sydneysiders. After a detailed research phase in which the place concept was refined by our strategy team, the creative department stepped in to help build an identity around the project.

Melbourne Metro Tunnel Retail Leasing Campaign

Client: Cross Yarra Partnership

Location: Melbourne

How do we shape Melbourne's retail future? Melbourne's Metro Tunnel is one of the most important infrastructure projects in the city's history, connecting millions of residents via twin 9km tunnels that run from South Yarra to North Melbourne. With five new stations for the city, it's going to change everything, including how Melbourne thinks about train station retail. We have been working on the project since 2019, first developing a Retail Vision & Strategy that would ensure each station became a retail destination as well as a place of transit. Our creative department then developed a set of retail campaign assets that would attract local and global operators worthy of Melbourne's newest retail precincts.

↓ Verona Place Branding



↓ Perry's Refreshment Bar



Verona Place Branding

Client: W.T. Malouf

Location: Sydney

How do you rebirth an icon? When WT Malouf acquired the iconic Verona building on Oxford Street, we crafted a Place Vision for the next chapter of this storied Sydney building. Our work and early creative paved the way for development approval, received like a Christmas gift on the last working day of 2023. Now the fun begins, starting with the unveiling of Verona's full Place Brand and Identity and a subsequent on-market campaign. Building on the elegance of what has become an emblem of Paddington, we created an identity that feels timeless, sophisticated and speaks to the melding of culture and commerce that will happen within the eight mixed-use storeys of Verona 2.0.

Perry's Refreshment Bar Retail Branding & Signage

Client: Blackhearts & Sparrows

Location: Melbourne

How do you grow your brand and business while maintaining authenticity? To make more space for a growing team and create great conditions for their office crew, Blackhearts moved their headquarters to a former pub on Smith Street, Collingwood. As a place to host friends, not sell products, the Perry's brand identity and signage is deliberately discrete. The slightly hallucinatory illustrations of Vera Babida abstract and play with the concept of refreshment, encouraging guests to dive into whatever they are experiencing or about to experience. Importantly, inside the brand does not dominate, allowing the Blackhearts & Sparrows team to add and layer objects and memorabilia to make the venue feel homely.

Case Studies by Service Delivery

↓ A+ Insights Platform



A+ Insights Platform

Client: Asahi Premium Beverages

Location: National

How does insight sharing lead to selling more beer? Our relationship with Asahi Premium Beverages is a long and fruitful one, that in 2021 became immortalised in the development, launch and ongoing management of the A+ Insights Platform. The online resource provides editorial content written by experts who shed light on the things that matter in the hospitality industry, advisory services tailored to help business owners and operators, and events for the industry that don't feel like industry events. This dedicated resource helps position Asahi as a productivity partner for their customers – bars, pubs and restaurants – ensuring they stay abreast of developments in the industry and are able to tailor their product accordingly.

↓ Paramount House



Paramount House

Client: Citadin

Location: Sydney

What are the benefits of a business ecosystem? Located in the former Paramount Pictures building in Surry Hills, Paramount House is home to a new generation of businesses that are stronger than the sum of their parts. We have provided ongoing consultation to the building owner and made suggestions and introductions to tenants, ensuring there is a genuine ecosystem of uses that facilitate productivity, wellness and the growth of a social neighbourhood. Vacancy levels have remained non-existent in the process, and today the building is home to Paramount Coffee Project, AP Bakery, Heckler, Poly, The Office Space, Paramount House Hotel, our very own Golden Age Cinema & Bar and the Right Angle headquarters.



↑ Rooftop Cinema

Rooftop Cinema

Client: Right Angle and Curtin House

Location: Melbourne

How do you build an urban intervention with a legacy? While we don't own Rooftop Cinema any more, we did start it and it still holds a place in our hearts because of its ability to make people love Melbourne as a city. Located on the top of Curtin House, Rooftop Cinema was born from a lack in the local cinema offer at the time and our desire to create an experience as interesting as the films themselves. Still running after 11 years, one of the remarkable things about Rooftop Cinema is its talent for balancing different interests to create a win-win situation for film-goers, exhibitors, bar patrons, sponsors and the building owner.



↑ Lorne Theatre

Lorne Theatre

Client: Right Angle and Golden Age Cinema

Location: Lorne, Victoria

What can coastal culture mean? Right Angle's love for cinema and old buildings runs deep. The two loves have intersected twice already in our lifespan: for the past 10 years at Paramount House, where our Golden Age Cinema & Bar occupies the former Paramount Pictures screening room; and before that, when our Rooftop Cinema crowned the 1920s-era Curtin House in Melbourne. It feels fitting then that our cinematic ventures return to the state where it all began in 2023, as we take over an icon of Victoria's Surf Coast, Lorne Theatre. We threw the doors open for a summer season on 1 December, and as winter sets in for 2024 we will begin a six month restoration with Heritage Victoria to really make this old dame sing again. Watch this space.

Contact

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