



18 October 2010

ZOO Testimonial

After 10 years of being a market leader in the Canberra advertising community, it was time to reinvent ZOO from the ground up. This comprehensive revamp included a new brand, new culture, new office look and feel and new way of working. More than just a new fitout, it was a totally new way of running our business. The challenge for us having come from such an impressive workspace was to better align ourselves more with government clients, showing constraint without looking as if we had taken a backward step.

Although significant thought had been put into the proposed space plan, the decision to move the business was made late in the year allowing only three months for all design, procurement of furniture and materials, construction and finishing. In addition to this, we had a fixed budget of only \$700k to accommodate 35 people.

Having worked with Monarch in the past on commercial projects, their enthusiasm and energy to create something different in a commercial environment was inspiring.

Marco from Monarch Building Solutions' attention to detail in particular and the emotional ownership he has with every project he gets involved with was also a huge factor.

The added challenge for Monarch was working with 'a creative client'.

Although there was on occasion, a 'creative friction' with us changing our minds and challenging both design recommendations and finishing methods, Marco's tolerance and respect for us and the project was always paramount.

Having been involved ourselves, with numerous retail, commercial and residential fitouts in the past, we had extremely high expectations for our own space.

Therefore, to say that this job was beyond our expectations is a big statement, but an accurate one. We would also like to make special note of the outstanding support and commitment Marco's team contributed to this project. Everybody involved seemed to care as if it was their own. Nothing was ever too much trouble.

Our new space is incredibly functional and productive and comments from our clients indicate that the tone and the feel is on the mark. Although we took a risk with this innovative work environment, it has once again put us ahead of our competition both in Canberra and interstate and should serve us well over the next ten years or more.

It gives me great pleasure in allowing Marco to use our project as an example of his outstanding work, dedication and drive. Please feel free to contact my office if you wish to inspect and/or photograph our property.

Kind regards

A handwritten signature in black ink, appearing to read "Clinton Hutchinson". The signature is fluid and cursive, with a large initial "C" and "H".

Clinton Hutchinson
Managing Director