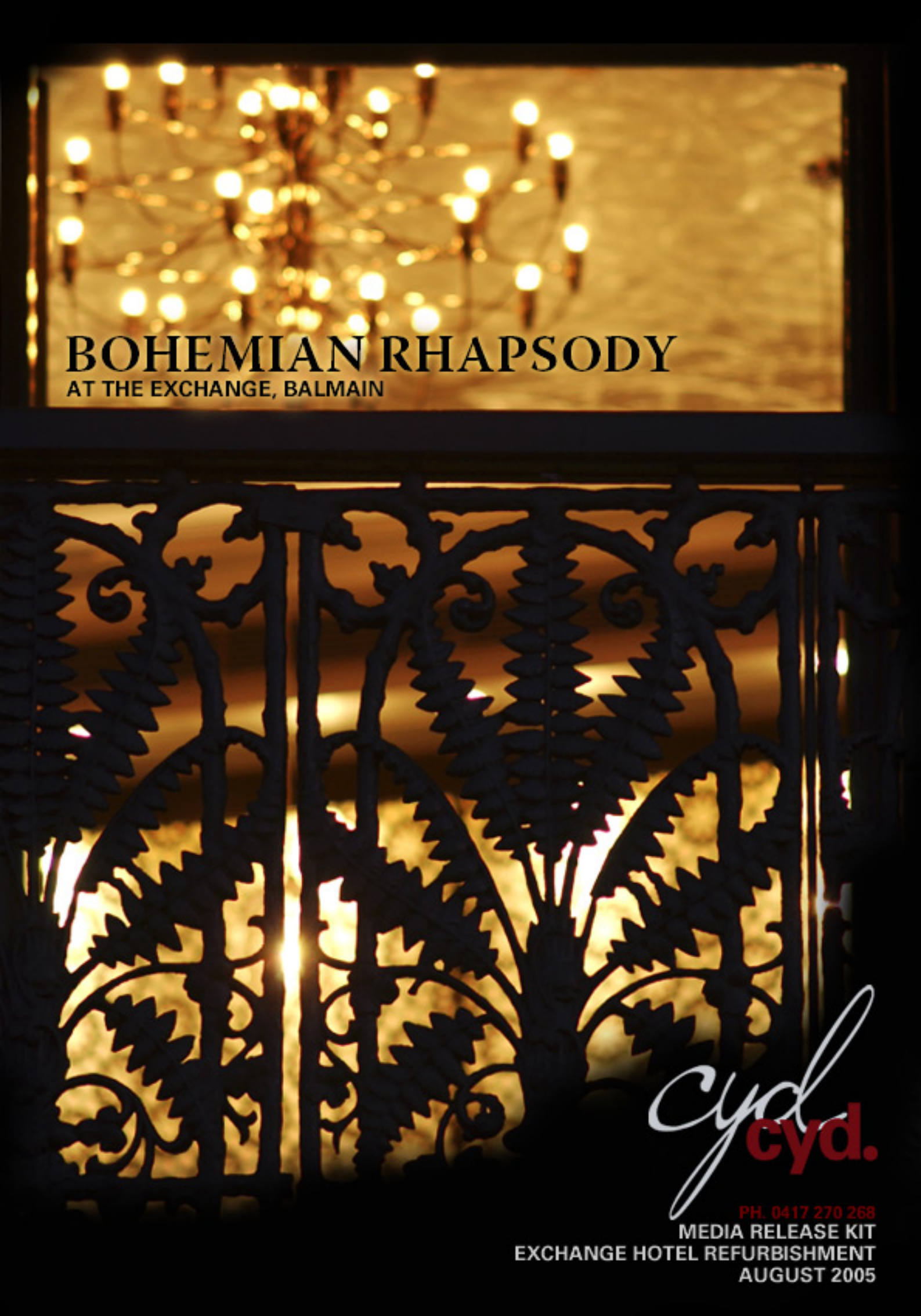


BOHEMIAN RHAPSODY

AT THE EXCHANGE, BALMAIN

cyd cyd.

PH. 0417 270 268

MEDIA RELEASE KIT
EXCHANGE HOTEL REFURBISHMENT
AUGUST 2005

BOHEMIAN RHAPSODY AT THE EXCHANGE, BALMAIN

Local designer returns Sydney icon to former glory

The owners of The Exchange Hotel, an icon of heritage in eclectic Balmain, had a modest $50k refit in mind when they hired Sydney-based designer, Cate Young. But 10 months and $2.5m later Joe and Peter Polifroni had on their hands one of the most magical Hotel refurbishments ever seen in the inner west.

The couple joke about how they shouted at Young "Look what you made us do!", when they first saw the building on completion. However, they soon knew that the seduction of their original budget by Young's vision for The Exchange had been money very well spent. The hard-to-please, over-cultured residents of bohemian Balmain have taken to their new pub like a favourite pair of jeans.

And it's not surprising. Before stepping through the front doors the most demanding patron could not fail to be inspired by the cheeky modern dressing of the exterior, which cleverly uses lighting, landscaping and signage to accessorise the elegant façade.

Once inside there's enough exotic influences from far flung reaches of the globe to stimulate the most intrepid of travellers. The Safari Bar sensually depicts the time crusading Europeans first experienced the wilds of Africa, with hurricane lamps casting sublime shadows across canvas tent walls, warm glows flickering off gold wallpaper, and savannahs at sunset delightfully imitated by amber backlighting through Moroccan metal screens.

The clean colours and textures of the restaurant are a playground for food. Lavish layers of warm whites and timbers are designed to both comfort and surprise - just like the menu - while tongue-in-cheek finishes deliberately understate to promote an accessible and friendly atmosphere. The Beattie Bar and Pool Room retains its renowned soul, but a subtle, clever "de-bloking" has taken place, and inviting seat niches say "Welcome all!"

Entry points, stairs and corridors are neutral and white "transition zones", thoughtfully designed to ensure sensory refreshment between each experience and a back drop which lends itself easily to the appropriate canvas.

If you think that all sounds impressive, wait until you see how Young has intimately woven, throughout the entire concept, a tantalising twist in the name of her self-confessed love of all things French - something she calls "a hint of French whimsy" - and yet still managed to accentuate the original heritage of the establishment, much to the extreme satisfaction of the locals.

Joe and Peter Polifroni say that the success of the refurbishment is down to Young's commitment to her client (them), her commitment to her client's clientele (Balmain) and her passion for truly divine design.

Young herself says, quite simply, "We've made The Exchange a place where people can relax and hang out, just for the pleasure of being there".

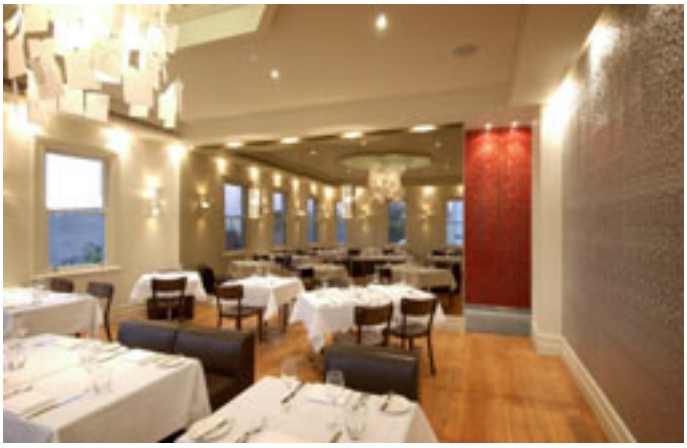
What others have said about The Exchange:

"Pubs in the city have been stripped of their soul. This [The Exchange] keeps it!"
Man drinking at the bar

"Balmain has a notoriously "arty" demographic, and this place [The Exchange] stands up to their expectations"
Off duty interior designer

"You've really hit the mark"
Balmain architect

cyd.
MEDIA RELEASE



cyd.

INTERIOR REFURBISHMENT

At CYD we've achieved our reputation as one of Australia's leading boutique interior design agencies as a direct result of our belief in being a partner to our clients' vision.
We watch. We listen. We talk. We strive to understand the personality and attitude of each enterprise that engages us, with the driven philosophy that every project we immerse ourselves in should deliver nothing but a truly outstanding design solution.

Time after time we've ignited and fuelled our clients' ideas throughout tourism, hospitality, leisure, accommodation and retail, helping them search for that individual design code which brings their environment powerfully to life. We give our clients comprehensive project management from inception to completion. We give our heart and soul.

cyd.

Design agency
Loft, 61 Darling Street
East Balmain. 2041. NSW

Communication
p. 02.9810 7311
f. 02.9555 5529
e. info@cyd.com.au
w. www.cyd.com.au

Post
P.O Box 157
Balmain. 2041. NSW