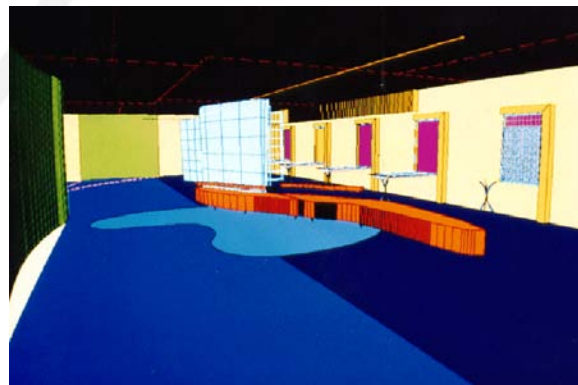
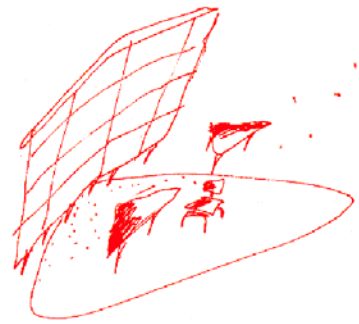


## CORPORATE

### BELLSOUTH BUSINESS CENTRE SHOWROOM, AUCKLAND

Bellsouth approached ASC Architects because of our extensive branding design experience with other major brands such as The National Band and McDonald's. They required an interior design solution for their stores which would help highlight their unique position in the cell phone market. This position was one of superior service and the most advanced technological solutions.

ASC Architects made a conscious effort to step away from the visual brashness of existing cellular dealerships. Instead, we highlighted Bellsouth's superior technology and service by designing stores that were slightly futuristic, yet restrained, simple and carefully detailed, with all design elements already present in Bellsouth's phones.



## Bellsouth Business Centre

# interior design

