



## SKYMAX DIFFERENCE

**OUR FOUR POINTS OF DIFFERENCE THAT UNIFIES OUR PRODUCT OFFERING IN AUSTRALIA IS BASED UPON THE PRINCIPLES OF INNOVATION, CRAFTSMANSHIP, QUALITY & DESIGN.**

### INNOVATION

The question of whether our systems are simply functional or innovative as well are questions asked and often answered with the same response, they are both. As a company we are interested in how our systems integrate into architecture today, or doesn't fit into the continuum of architectural evolution – for example, what territories in architecture offer potentials yet to be explored. Making collaboration with architects and designers is an incisive part of our research and development process when working on a new system or entire range, we are very excited with what future possibilities hold.

### QUALITY STANDARDS

We are continually assessing all aspects of our operations & we are committed to producing environmentally friendly systems that help in reducing global warming and provide a positive impact on our environment.

It's a vastly different world – It's one we did not imagine just over a decade ago. Issues such as excess waste, higher energy usage, and depletion of raw materials, unwanted emissions and climate change are concerning all of us. Industries everywhere are being challenged to meet the new realities, the construction industry is no exception. Taking into account the principle of ecological and sustainable design objectives (ESD) SkyMax is working to ensure all our systems.

We have worked on many six green star rated developments integrating our state of the art automated climate control technologies with our innovative Opening Roof Systems. The four key principles of Innovation, Structure, Craftsmanship and Quality Service are interrelated. By considering each in relation to the others, we find we are able to both evolve intelligent, robust systems and challenge them by raising the possibility of other approaches relevant to the contemporary world.

### CRAFTSMANSHIP

Our interest in craftsmanship is a reaction to contemporary prefabrication and prioritisation of natural materials and to emphasis upon non-corrosive materials over ease of manufacturing & cost saving techniques.

By considering how systems and projects are put together at the start of the design process, there is opportunity to explore the potentials of diverse materials and fabrication techniques other than the obvious or expected. This exploration can lead to particular design strategies which focus on character and experience.

This is not an advocacy to return to the 'backyard arts and crafts period of manufacturing in Australia' of history. It is a search for how everyday materials might be reinterpreted and for what new materials sciences are developing.

### DESIGN

Our focus upon design lies in its potentials for architectural expression and experience.

Our preference is to design systems with the integrity of structure implicit. This means contemplating structure at the beginning of the design process and considering how it can solve problems, what role it might play in determining form, and how it could complete the entire experience of a well designed indoor-outdoor living environment.

Much of our approach has been influenced by the Australian industrial vernacular, especially where improvised, hybridised structure has produced intriguing architectural form. The obvious applicability is to hospitality, retail precincts & shopping centre projects we have worked on over the years, but our work has also been as informative in high-end residential, education & health projects as well.