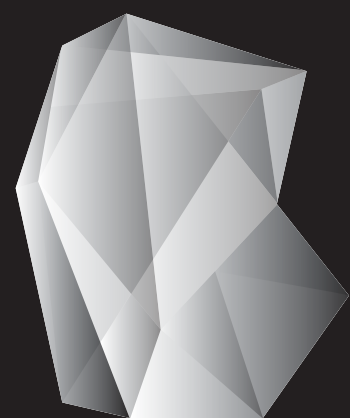


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After seeing a gap in the market for the fusion of building and architectural services, Don Iannicelli set out to apply more than a decade of industry knowledge, and present South Australia with that winning combination. He formed Glasshouse Projects in 2009, with the experience and hope to expand upon his pre-existing strengths to promote prosperity for the company. "I came from an organisation and I saw some pitfalls that they encountered where they were trying to grow the business," he says. "They tried to grow the business by trying to diversify from what they

were good at, so I came into Glasshouse trying to work on my strengths and grow the business based on my strengths, rather than trying to be all things to all people."

So far, this strategy has been working for the company, who provides "a full spectrum of design services" to its clients – feasibilities, full architectural process and documentation, and even interior design service. However, their main "point of difference" from any competition, according to Iannicelli, is that each design is seen through to construction;

as a fully-licensed builder, Glasshouse Projects is also proud to offer full construction services. "Our vision is to set ourselves as one of Australia's premium architectural and construction businesses," he says. "We'd also like to educate the market to the advantages of our processes, which is very much a design-focussed design and construct process; that's kind of our mission and our goal. As far as the product goes, it's to produce timeless architecture with a real focus on the build quality and sustainable elements and processes that we put in place."

Efficiency is also a key aspect for Glasshouse Projects, more specifically in the established urban setting. The smaller building spaces allotted to these projects requires designs to be crafty, using the space given in the best way possible, while still striving to maintain the needs of individual clients. "All of our projects have got a strong focus on passive design to ensure that they're very efficient," says Iannicelli. "But, even more so these days, we're getting a lot of active systems being requested by our clients – as the prices of these systems drop, these active systems are being incorporated in their projects."

As a company whose foundation is based on the improvement of existing strengths, Glasshouse Projects hopes to spread awareness of their optimised, design-focussed process; in doing this, their desire "to produce timeless architecture with a real focus on the build quality and sustainable elements and processes" will be



more widely recognised as one clients can trust to provide all facets of design and construct service under one roof, thus resulting in a seamless, quality finished product.

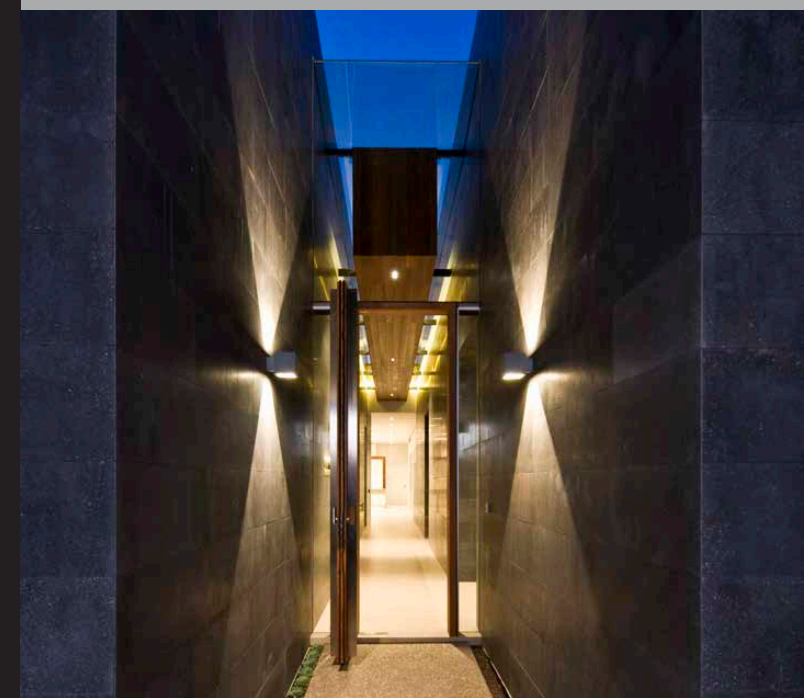
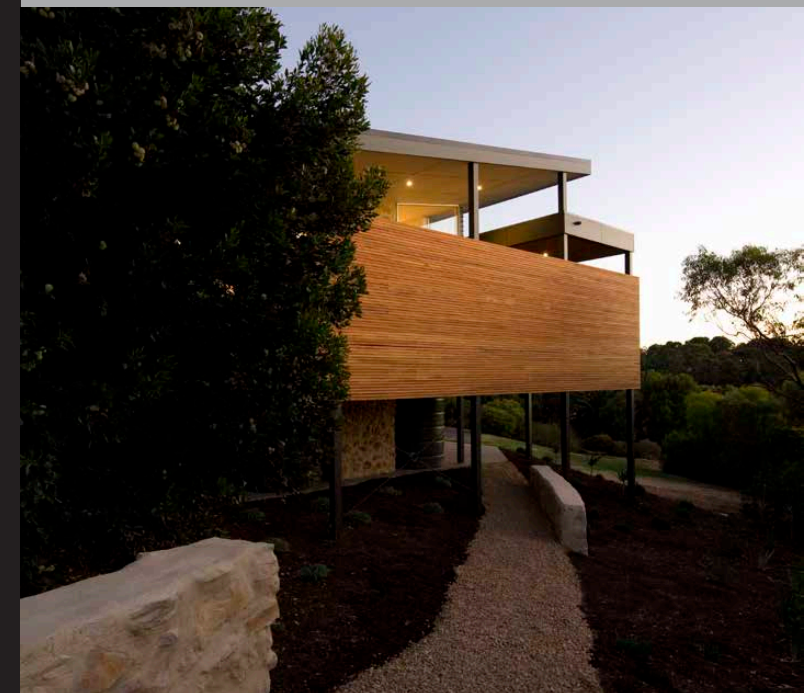
"The reason we started this organisation was to create a very flexible process for our clients and give them that one-stop service. But also, very much, our boutique nature allows us to be very flexible and give our clients exactly what they need as far as the process goes. So, the whole business has basically been set up about being a client-centric process. Focussing on that we are a boutique company, I see our growth being more sort of back engine-room growth. So, I'm very much the client liaison, but we need some grassroots staff to basically get the upward of work up in order to increase our output at the end, so I guess that's where I see our employment opportunities that will help us with future growth."

The nature of business at Glasshouse Projects is reflected by its staff, as they have been an integral part of its growth and success in its seven years of operation. A “very open” setup at the company’s home studio allows everyone to be involved in deliberations on projects and business strategies, which Iannicelli sees as “imperative” for its present and future. Suppliers are treated within the same standard as the staff, with priority on clear and concise communication with them in order to accurately deliver requests to clients. “Communication is absolutely imperative with our suppliers and trades,” he says. “The same thing applies to our clients. We’ve just reduced the number of people involved in communicating with our clients, and our clients really enjoy the fact that they’re talking on a day-to-day basis with the people that are actually making decisions on their design, but then also on their build on-site as well.”

Working with companies that share the same values regarding service and communication will be even more valuable to Glasshouse Projects in the upcoming years, as a new generation of skilled trade graduates may heed lower quality work; this is due to the decrease in training for upcoming tradesmen, along with the inevitable decline in the economy in multiple industry sectors. “I think it’s really important that we properly train our trades with attention to detail and real craftsmanship. I see that as a potential issue going forward. Being a high-quality builder, it’s imperative that our trades have that same mantra.”

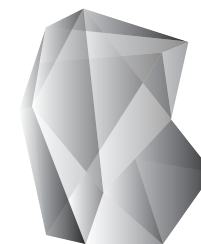
Despite any setbacks, Glasshouse Projects plans to keep moving forward. “Design in itself is a very evolutionary process,” says Iannicelli. “So, we want to make sure our designs are constantly evolving; that applies to our construction quality, our construction processes and our environmental processes. We want to make sure that all of those items within our business are constantly evolving. So, that’s a huge objective and milestone for us.

I really want to focus on what gives us the most satisfaction, and why we started this seven years ago is to ensure that our clients have full satisfaction. We keep our clients very close to us. We’ve got really good relationships; it’s what we pride ourselves on, and that’s something I’d really like to focus on, because that’s very important to us.”





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