SHEESH

PROJECTS

CREDENTIALS

www.sheeshdesign.co.za wayne@sheeshdesign.co.za +27 84 584 4115

SHEESH

PROJECTS

CASE STUDIES

African Bank

Client
African Bank

Project
Canteen & Pause Areas (Enabing Spaces) - Design and implementation of a local flavoured theme.

Involvement
African Bank are motivated to invest time and resources into their employees. Their brand is growing and we are thrilled to be a part of it.

Result
The design direction is inspired by our wealth of local flavour. South Africans are proud of there heritage, we wear it on our sleeves and want to show the rest of the world exactly what being AFRICAN means. African Bank - it's in the name.

Success
The staff and directors of African Bank have only provided the most positive and elated feedback thus far on the project. The upliftment of staff moral has been the key to the underlying success of the project. Staff walk into their building with a new respect for their brand and are able to be proud of their environment when bringing clients or investors into their new spaces.

Each space took on it's own identity and functionality, with the heart of the local theme painted across every detail to maintain a unique identity. All of the revamped spaces, previously taking on a deserted town nature, are now buzzing with atmosphere and are permanently in use throughout the day.

www.sheeshdesign.co.za wayne@sheeshdesign.co.za +27 84 584 4115



SHEESH

PROJECTS

www.sheeshdesign.co.za
wayne@sheeshdesign.co.za +27 84 584 4115



SHEESH

PROJECTS

www.sheeshdesign.co.za
wayne@sheeshdesign.co.za +27 84 584 4115



SHEESH

PROJECTS

www.sheeshdesign.co.za
wayne@sheeshdesign.co.za +27 84 584 4115



SHEESH

PROJECTS

www.sheeshdesign.co.za
wayne@sheeshdesign.co.za +27 84 584 4115



SHEESH

PROJECTS

www.sheeshdesign.co.za
wayne@sheeshdesign.co.za +27 84 584 4115



SHEESH

PROJECTS



www.sheeshdesign.co.za
wayne@sheeshdesign.co.za +27 84 584 4115

SHEESH

PROJECTS



www.sheeshdesign.co.za
wayne@sheeshdesign.co.za +27 84 584 4115

SHEESH

PROJECTS



www.sheeshdesign.co.za
wayne@sheeshdesign.co.za +27 84 584 4115

SHEESH

PROJECTS

www.sheeshdesign.co.za
wayne@sheeshdesign.co.za +27 84 584 4115



SHEESH

PROJECTS

www.sheeshdesign.co.za
wayne@sheeshdesign.co.za +27 84 584 4115



SHEESH

PROJECTS

www.sheeshdesign.co.za
wayne@sheeshdesign.co.za +27 84 584 4115



SHEESH

PROJECTS



www.sheeshdesign.co.za
wayne@sheeshdesign.co.za +27 84 584 4115

SHEESH

PROJECTS

CASE STUDIES

MTN

Client
MTN - Broll

Project
Gallo Manor Office Canteen - Design and implementation of fresh corporate theme.

Involvement
Broll recruited us on MTN's behalf. We worked alongside MTN & Broll staff, offering them a complete turnkey service.

Result
The design direction is inspired by our wealth of local flavour, couped with a fresh European stance. MTN are intent on maintaining their corporate colours within their designs. This can be viewed as a limiting factor to a look and feel, but with a fresh approach we believe we were able to capitalise and highlight their corporate colours without the cliché.

Success
When revamping any environment their is always a chance that there would be some negative feedback. On this project however, there has been a unanimous acceptance and appreciation of the outcome. The fresh approach to the corporate colour interpretation, functionality and durability has been a long lived success within this environment.

The professional photo's taken for this case study were taken more than a year later after it's completion. As you can see, everything still looks new. Longevity within these environments is a defining and essential part of it's success. Clients do not want to spend money unnecessarily, particularly within the economic climate that we are in, and pay are paying special attention to longevity on their investments. We are glad to admit that we were able to meet this requirement.

www.sheeshdesign.co.za wayne@sheeshdesign.co.za +27 84 584 4115



SHEESH

PROJECTS

www.sheeshdesign.co.za
wayne@sheeshdesign.co.za +27 84 584 4115



SHEESH

PROJECTS

www.sheeshdesign.co.za
wayne@sheeshdesign.co.za +27 84 584 4115



SHEESH

PROJECTS

WHO WE ARE

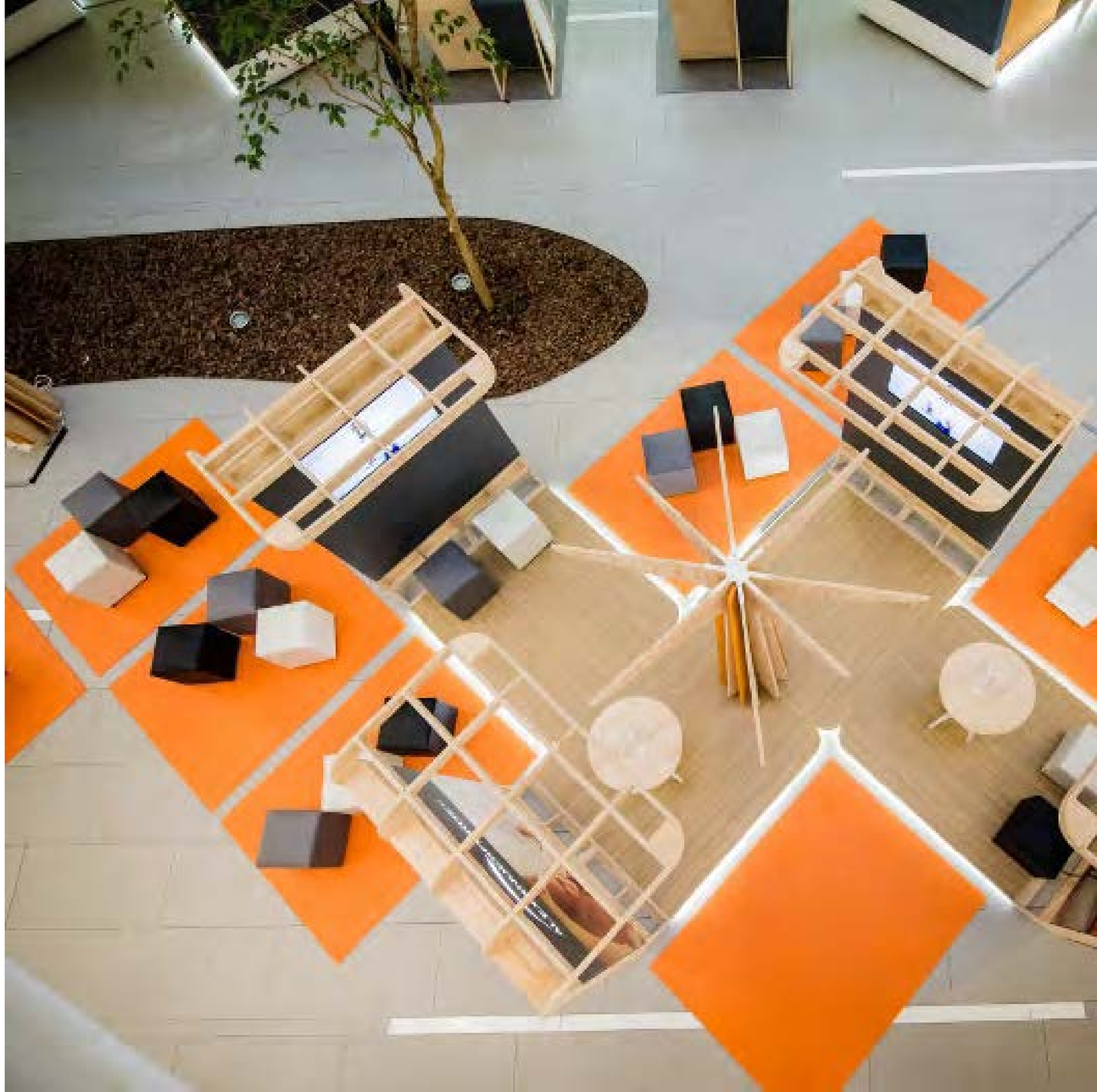
Sheesh was born from the idea to create a unique and distinctive approach in offering our clients the quality and service required to make a noticeable difference. Having experience in the market for 15 years we saw the need to create a portal whereby we are able to offer the best quality in design, at the best price, and the best implementation.

We are a small group of professionals with access to a large group of suppliers enabling us to produce world class creativity, believing in what we do, and want to work with clients who are passionate and determined to achieve the very best outcomes.

Here at Sheesh we see every project as a fresh opportunity to create something memorable and unique. We thus hand pick a bespoke team of experts to work specifically on each and every project which we undertake. This brings you to the most creative and professional solution to fit your brief.

Our passion and expertise in all things 3D design, manufacture and project management make us the go to team to achieve your goals.

www.sheeshdesign.co.za wayne@sheeshdesign.co.za +27 84 584 4115



SHEESH

PROJECTS

WHAT WE DO

Sheesh offer services dealing primarily with Retail and Commercial brand development via 3D conceptual design, manufacture and project management. Within the retail environment we conceptualise complete store designs, kiosks, point of purchase, activations, exhibitions, store in stores and most other avenues, adding value to our clients and engaging with their customers. Office design & layout, furniture, showrooms, boardrooms, entertainment areas and coffee bars are just some of the commercial spaces where we create amazing solutions for our clients.

Whether we're designing an info-stand, an interactive kiosk or a full interior space, our philosophy is exactly the same – always working to ensure our clients' communications are big, powerful, unique and consistent to their 'brand voice'.

Our process begins with design but, in order to ensure that our philosophy is apparent throughout the entire project's success, we govern and control the manufacturing and project management process so that we reduce the time to market with right price and quality control for our clients.

www.sheeshdesign.co.za wayne@sheeshdesign.co.za +27 84 584 4115



SHEESH

PROJECTS

SERVICES WE PROVIDE

DESIGN

Retail
Store design
Kiosks
Store in store
Point of purchase
Activations
Exhibitions

Residential
All interior spaces

Commercial
Offices
Layout
Furniture
Showrooms
Boardrooms
Entertainment Areas
Coffee Bars

MANUFACTURE

We offer the full manufacturing supply and concern of all our designs. It is imperative that our design team has complete control over all technical specifications when going to manufacture so that no detail or brand communication is lost on the workshop floor or during installation.

PROJECT MANAGEMENT

A professional and experienced project management team coordinate all communication between design, manufacture and installation from beginning to end on all projects.

www.sheeshdesign.co.za wayne@sheeshdesign.co.za +27 84 584 4115



SHEESH

PROJECTS

OUR PROCESS

As we will be working alongside you as a partnership, it is only natural for you to be fully involved in the design process. Together we will work through a simple, effective process consisting of four stages:

Discover
Let's sit around a table in order to enable us to understand you or your client and the project requirements in a detailed brief. we will help make sure your brand and its desired communications through the project are achieved smarter – through all channels at our disposal.

Design
After the discovery stage, a decision made over design time and fees, we'll create an effective design that meets the project brief complying with the unique needs in today's fast-paced changing environments.

Decide
The Design & decide stages are most often coupled together, pricing and project costs being a pre-requisite in the discover stage in order to empower the designers to answer the brief. A decision at this stage does however need to be cemented into action by approval of design, manufacturing and implementation costs.

Develop
On approval of design, we will start on the full development of the project's required needs. This begins with site audits/assessments, the conforming of all parties involved with implementation of the project aligning to a single project plan, thereafter or simultaneously producing detailed technical drawings of all custom made articles and components. On completion of manufactured items installation is already under way ensuring better lead times and safe deployment.

www.sheeshdesign.co.za wayne@sheeshdesign.co.za +27 84 584 4115



SHEESH

PROJECTS

A CLOSER LOOK AT OUR PROCESS...

Let's assume you are starting at square one and need a complete conceptual and roll-out service. To give you an idea of our process, here's what to expect.

Proposal
Our proposal will be as detailed as per the information provided. Establishing a thorough proposal based on a comprehensive brief is the most important contributing factor to a successful project.

Project Planning
On acceptance of the proposal a detailed Project Plan will be drawn up for clarity to all persons involved in the project and contributing to its overall success. This plan outlines a staggered implementation of all processes in order to achieve the best time lines. Commitment from all parties needs to be synchronised to deliver a professional result. It is our responsibility to ensure the compliance of all professionals under our banner of services.

Conceptual renderings
Our design proposal will always commence with a realistic 3D rendering presentation to our clients. These presentations will show sufficient detail required to explain the proposed design for approval. Working closely with our clients is critical to our success, if our clients feel like the brief has not been answered based on the information given to us, we will gladly revert back with an alternative solution at no charge. If the targets of the project change then these changes will bleed into additional hours and fees.

Technical drawings
On approval of the design, we commence with detailed technical drawings specifying the use of various materials, accurate dimensions and project quantities. Depending on the budget of the project, at the highest end of the scale a Manufacturers Manual will be developed – in similarity to a Brand Manual, except for manufacturing purposes.

www.sheeshdesign.co.za wayne@sheeshdesign.co.za +27 84 584 4115



SHEESH

PROJECTS

A CLOSER LOOK AT OUR PROCESS...

Manufacturing
With 15 years of experience in the industry, we have established relationships with multiple suppliers, many within the same service offering enabling us to achieve fantastic results at the best prices. Having been hands on with most manufacturing processes available, we are confident to guarantee outstanding quality at an outstanding price.

Deployment
Every project has a unique signature, no two are the same. It's important to remember this when developing a deployment/installation/roll-out plan. The lack thereof is often the shortfall when attempting to implement a copy and paste solution. Again, working closely with our clients and obtaining all necessary information helps to eliminate hidden information promoting a healthy ongoing relationship that will last.

www.sheeshdesign.co.za wayne@sheeshdesign.co.za +27 84 584 4115



SHEESH

PROJECTS

CASE STUDIES

Alexander Forbes

Client
Alexander Forbes

Project
Wellness Campaign - Design an activation stand to work across multiple environments and spaces.

Involvement
Alexander Forbes are a well known Insurance & Investment institution. They required a complete solution from design to implementation.

Result
A unique modular system was developed in response to the extreme difference in each environments that the stand would be activated. Each component received a personalised name such as Levi, Charlie, Angus, Candice etc. with distinct meaning. This system was of particular interest and solved the terminology breakdown between supplier and client.

Success
The first activation was to be the maximum build, with all components and units used. The event went extremely well with some minor tweaking required in order to stream line the build time. Alexander Forbes were able to process 2000 of their own employees through the course of three days. Of these, 1000 employees bought the products on offer. The overall success of the activation was said to have superceded all expectations.

The second build, as per the first consisting of over 300 units, was thoroughly refined into a perfect build. Within 12 hrs the stand was complete. The client, and their client were ecstatic and thrilled with the outcome.

www.sheeshdesign.co.za wayne@sheeshdesign.co.za +27 84 584 4115



SHEESH
PROJECTS

CASE STUDIES

Cafe Prosper

Client
ABSA

Project
Cafe Prosper - To manufacture an existing design concept roll-out of five complete stands.

Involvement
We worked with multiple agency's and other deployment teams in order to comply with and direct. Our responsibility became increasingly intrenched as the project evolved, being able to offer valuable design and roll-out input.

Result
The manufacturing solution that we implemented was durable, modular and consistent with their brand values. We were able to offer a great service while supporting the overall campaign.

Success
All units were crated and collected with ease. The company's allocated for installations were educated on technical details to assist them with their implementation. The overall success of the campaign is still under way.

We prefer to be involved from the beginning to the end of the process to ensure that the concepts presented align with the greater vision of the project. We believe that our experience and creative ability are critical in achieving the best desired results in any project of this calibre.

www.sheeshdesign.co.za wayne@sheeshdesign.co.za +27 84 584 4115



SHEESH

PROJECTS

CASE STUDIES

Sanlam

Client
Metropolitan Republic

Project
Signage - The conceptualisation and re-design of all interior and exterior signage for the evolutionary brand re-fresh of Sanlam CI.

Involvement
Metropolitan Republic required conceptual 3D sketches and renderings of all interior and exterior signage to fit into the complete roll-out presentation of the Sanlam CI re-fresh. We were then asked to continue our involvement by supplying the technical details for manufacture.

Result
There are a vast number of signage elements both on the interior and exterior of any building. We conceptualised and developed a visual design thread that was able to unify all branded items.

Success
Our presentation was comprehensive and extremely well received while working alongside the team at Metropolitan Republic.

The overall project success found it's place in 'The Annual 2014/15 Advertising media, marketing and branding' book.

www.sheeshdesign.co.za wayne@sheeshdesign.co.za +27 84 584 4115



SHEESH
PROJECTS

CASE STUDIES

Muesli by Dzine

Client
Muesli by Dzine

Project
Point of purchase - Design and manufacture 100 counter top stands.

Involvement
Muesli by Dzine had a web-presence by which they were solely selling their product to consumers. They were presented with opportunities to have a retail presence hence we were briefed to design and manufacture a point of purchase stand to fit within the brand.

Result
The brief was clear that the budget for this project had to be kept to the minimum while achieving maximum response. A stand identity was established that we were able to align with all stand size variations easily.

Success
The stands are currently being rolled out through various retail chain stores with great response. We are anticipating new orders soon.

www.sheeshdesign.co.za wayne@sheeshdesign.co.za +27 84 584 4115



SHEESH

PROJECTS

www.sheesh.co.za wayne@sheesh.co.za +27 84 584 4115

