FACT SHEET
EXTRAORDINARY

What does it mean to be extraordinary?

The reality is that 'extraordinary' means different things to different people. For some, it is iconic and highly visible, for others it is incredible efficiency or fantastic customer service. Which ever definition suits you best is just part of what shapes you as being unique.

But there are a few things that we think are common to all who aspire to extraordinary.

Extraordinary means having courage.

- To stand out from the crowd takes bravery.
- Having courage is easier when you have confidence.
- Confidence can be built from being educated and informed, and having the right pieces in play.

Studio S2 Architects say they aspire to be extraordinary in everything they do. What does that mean?

- We specialise. We grow and refine our knowledge and expertise through study and experience, to make sure we are always ahead of the pack in tourism strategy.
- We listen. Before we begin anything new, we take the time to get to know eachother, both in the office and with our clients, so that we are confident that we are hearing what you really need and acting on the right information.
- We are on the journey with you. From the day we begin together, our team is with yours, to guide and assist you to achieve an extraordinary result.
- We are passionate about your business and seeing it thrive.
- We are passionate about creating places where tourists can lose themselves, find themselves and challenge themselves, and discover extraordinary things.

What could extraordinary mean for a project?

- Creating an asset for your business out of your buildings and spaces that makes you money.
- Creating buildings that shape extraordinary experiences for tourism, where those experiences transform your place into a thriving tourism operation.
- Growth.
- Sustainability.
- Attracting more visitors.
- Changing your visitor demographic.
- Un-tapping potential.

How is working with us different?

- To us, your version of extraordinary matters most - whether that be iconic, customer service, efficiency, value for money or something else.
- Our process is framed to makes sure we fully understand what you want to do and why, so we don't miss anything critical.
- We start by posing a personality for your place that matches your brand, and putting together a set of elements that are critical to telling the story. That way, we know what you can and can't afford to cost manage out later.
- Your tourism experience offering is at the centre of our design strategies.
- We work through the visitor, staff and delivery journey from the street to the exit, to make sure we understand what the experience will be.
- We investigate as many different operational modes as possible to ensure you can use the space the way you plan to.

Learn more?
Contact Studio S2 Architects for a chat about what your extraordinary might be.

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