

The Commercial Project



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Sheeth HQ by Studio Prineas

Marrickville, New South Wales, Australia

Words by Sara Jacob • Photography by Gavin Green

Sheeth HQ is a fitting embodiment of boutique building company Sheeth. Designed by Studio Prineas, it combines raw architecture with refined interior detailing while proposing a lively spatial flow that helps to establish a dynamic work environment.

With a strong history of collaboration between Studio Prineas and Sheeth, Sheeth HQ represents the latest in a series of projects. The brief for the HQ required the existing building to be reinterpreted so that it may function as a hub for Sheeth staff and clients in response to the local context.

Considered in its initial state, the warehouse presented the opportunity to produce a raw expression sympathetic to a foundation of exposed steel trusses, concrete floors and red brick walls. For contrast, intricate details could sit alongside elements of softness, mirroring the warmth that permeates the social aspect of the Sheeth operation. "As a family business, Sheeth wanted their headquarters to reflect their philosophy of quality craftsmanship while elevating the team's working lives," says Eva-Marie Prineas, Principal of Studio Prineas.

With punctuated openings and minimalist signage, the exterior of Sheeth HQ reflects the industrial character of the streetscape. "We loved the idea of keeping a strong, solid façade to the street and creating a surprising contrast upon entry," says Eva-Marie.



With steel, concrete and red brick, Sheeth HQ expresses a raw materiality.



Within lies a light and open foyer complete with a stainless steel island that serves as a reception desk and bar. The nearby waiting area and meeting space is enclosed by deep blue velvet curtains, introducing the intimate and dynamic aspect of the material palette. Panelled walls – concealing the kitchen, prayer room and bathrooms – draw attention to the verticality of the warehouse while offering the benefits of integrated storage.

“We aimed to create a journey through the building, with dedicated places to gather and socialise,” says Eva-Marie. A playful atmosphere is developed with the addition of an indoor basketball court and a bespoke table-tennis table; surprising amenities set amongst the work zones and meeting areas. The notion of a seamless transition between work and play is echoed in the colour palette, which sees russet tones, white and steel establish a sense of spatial unity. Oak flooring, terracotta and bursts of greenery enhance the colour scheme, solidifying the connection between old architecture and new interior.

Finely-tuned details ensure that Sheeth HQ emerges as the ideal extension of the brand. While staff can gather in the expansive courtyard cut into the centre of the warehouse – enjoying the refreshing quality of the outdoors – the feature also allows natural light to spill into the interior of the company HQ. Integrated lighting throughout the warehouse provides a subtle means of illumination that does not tire the eyes of the staff. In the boardroom, a considered landscape of custom joinery, mesh ceiling panels and pivot doors speaks to the desire for care and innovation. In addition, white S-fold curtains reflect the light, brightening the space.

Testifying to the harmonious relationship between Sheeth and Studio Prineas, Sheeth HQ effortlessly captures the essence of the brand. A warm environment designed for the ease of its occupants, the HQ epitomises the contemporary workplace.



The workplace retains a lively atmosphere to encourage collaboration and boost morale.

