CHRISTIE SPACES

MEDIA RELEASE

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Christie Spaces unveils new brand identity built for the way Australia works

A refined brand expression reinforces more than 40 years of workplace expertise while positioning Christie Spaces for the future of flexible work.

BRISBANE, AUSTRALIA – Dan Hastings, CEO of Christie Spaces, today announced the launch of a new brand identity that reflects the company's evolution as one of Australia's most established workplace providers and reinforces its position as "the original workplace" for modern business.

Centred on the new brand platform, "For the way you work," the refreshed identity reflects Christie Spaces' commitment to creating environments that support the diverse ways people, teams and organisations work today.

The new brand builds on more than four decades of experience delivering premium workplace solutions while introducing a more contemporary and sophisticated expression across every customer touchpoint.

"Work has changed significantly over the past four decades, but the need for exceptional workplaces has remained constant," said Dan Hastings, CEO of Christie Spaces.

"At Christie Spaces, we've always believed that great workplaces should adapt to the people who use them, not the other way around. Our new brand reflects that philosophy. It honours our heritage and experience while clearly communicating who we are today: a trusted workplace partner that understands the realities of modern business and delivers spaces built around the way people work."

The rebrand positions Christie Spaces as a workplace provider defined by longevity, adaptability and reliability. The company's brand strategy highlights the qualities that have underpinned its success for more than 40 years: considered design, thoughtful amenities, seamless customer experiences and professional environments that support businesses at every stage of growth.

A Brand Built on Experience

The new identity reflects a workplace brand that is established, confident and enduring.

Grounded in more than 40 years of workplace expertise, Christie Spaces continues to help shape the standard for flexible workspaces through carefully designed environments that evolve alongside the businesses and professionals who use them.

The new positioning reflects a simple but powerful belief: there is a Christie Space for every way of working.

"Our greatest differentiator is not simply the spaces we provide, but the experience we've accumulated over more than four decades," said Hastings.

"We've supported entrepreneurs, professional services firms, growing businesses and enterprise organisations through changing economic cycles, changing technologies and changing workplace expectations. That experience gives us a unique understanding of what businesses need to succeed."

New Brand Across Every Customer Touchpoint

The new Christie Spaces identity will be progressively introduced across all physical and digital environments, including:

- Building signage and arrival experiences
- Website and digital platforms
- Social media channels and campaigns
- Member communications and collateral
- Meeting, conference and event materials
- Workplace environments and amenities
- Internal communications and employee resources

The visual identity introduces a refined and sophisticated expression of the Christie Spaces brand, inspired by the idea of opportunity, movement and the workplace journey.

Photography across the brand has also been reimagined to showcase the diversity of people, businesses and professional experiences within Christie Spaces while maintaining a premium and contemporary aesthetic.

What Isn't Changing

While the visual identity has evolved, Christie Spaces' commitment to members remains unchanged.

Members can continue to expect:

- Premium CBD workplace destinations
- Flexible workspace solutions
- Exceptional customer service
- Professional hospitality
- Thoughtfully designed environments
- A trusted workplace partner backed by decades of experience

"This is more than a logo change," said Dan Hastings.

"It's a clearer articulation of what Christie Spaces has always stood for. We remain committed to delivering places where businesses can grow, collaborate and succeed. The new brand simply gives us a stronger platform to tell that story and continue serving our members for decades to come."

Looking Ahead

The launch marks the beginning of a broader rollout across Christie Spaces' locations, communications and customer experiences over the coming months.

As workplace expectations continue to evolve, Christie Spaces will remain focused on delivering adaptable environments that combine professional hospitality, thoughtful design and operational excellence.

"At the heart of this launch is a simple promise," said Dan Hastings.

"No matter your industry, business size or way of working, there's a Christie Space designed for you. That's been true for more than 40 years, and it will continue to guide us into the future."

For the way you work.

About Christie Spaces

Christie Spaces is one of Australia's most established workplace providers, delivering premium flexible offices, coworking, meeting and conference facilities for more than 40 years. The company operates premium CBD workplace destinations across Australia's leading business centres, including Brisbane, Sydney, North Sydney and Melbourne, providing businesses with flexible workspace solutions supported by exceptional service, professional hospitality and decades of expertise.

Christie Spaces' national footprint includes:

320 Adelaide Street, Brisbane
240 Queen Street, Brisbane
3 Spring Street, Sydney
56 Berry St, North Sydney
454 Collins Street, Melbourne

Across its locations, Christie Spaces offers private offices, enterprise offices, coworking memberships, meeting rooms, conference facilities and event spaces designed to help businesses connect, collaborate and grow. Guided by its new brand promise, "For the way you work," Christie Spaces continues to create workplace experiences that adapt to the evolving needs of modern professionals.

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