

MASS expands with new hire and new studio

Design studio MASS is making good on its plans to grow with the appointment of Ash Leech as Strategic Design Director and its move into a newly architecturally designed space in Richmond.

Ash brings years of experience working in full-service digital agency and management consulting environments. Her strategic design experience will help build on the agency's proven track record of designing award-winning brands, products and websites.

“I’m thrilled to be joining such a talented team, who already have a reputation for their incredible design work and close client partnerships. It’s an exciting time in the studio as we embark on our next chapter together” says Ash.

The agency hopes that her appointment will help the agency better fill a gap in the market for clients who are looking to work with a highly experienced design-led team without the overheads of a larger firm.

Ash joins Marty Coghlan (Design Director) and business owners Tim and Cinzia Kotsiakos on the leadership team. Combined, the four represent decades of creative leadership experience. Together they will be focused on growing the team’s strategic design capability and their ability to help their clients use design to propel them forward...

“We see the adoption of design thinking as a critical pathway for businesses to stay relevant, remain competitive and capitalise on new opportunities. We’re interested in partnering with clients who are looking to embrace design as an activity so that together, we can create better work.” says Tim.

Additionally, their move from Fitzroy into their newly renovated space in Richmond is also representative of their belief in the value of design and their hope that creating a purpose-built design space will promote a design-led culture...

“Our new studio represents our commitment to creating a space that invites collaboration and discussion. We feel like it is a better representation of who we are and where we are at as a business and we’re hoping that sharing this space with our staff and clients will inspire” says Cinzia

Designed by Kart Projects, the studio balances the industrial cues of the typical warehouse construction with a sophisticated intervention of two new volumes. This intervention creates multiple opportunities for group conversations and individual conversations via open and private spaces.

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