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10 March 2011

## Practice Profile: Valmont

From humble beginnings in a Glebe terrace house to offices around Australia and a series of high-profile clients, Valmont have come a long way - and they're just getting started!

Design, project management and construction company **Valmont** was founded by university friends Sergio Pires and Marcel Zalloua in 2004.

The pair's original plan after graduating from university was to save some cash and backpack around Europe.

Jobs in construction and an opportunity to launch their own business got in the way and, 7 years later, Pires and Zalloua are operating a bustling, BRW Fast 100-listed company with offices in Sydney, Perth and another in Brisbane set to open within the next 18 months.



*Sefiani interior by Valmont*

With Zalloua running the construction side of things, Pires in charge of business and finance, and designer Jacqui Esdaille heading up Valmont's design arm, the company has created an impressive portfolio of commercial and hospitality fit-outs.

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"It's all about making an environment fun for a client, but still really functional and effective," Esdaile explains.

"Rather than doing the corporate branding thing, we're listening to where the business is going, what its staff are like, what motivates staff, how they want to attract new staff – and then tailoring the fit-out design to that."



*Netspace interior by Valmont*

The company's biggest client to date has been internet provider iiNet. Valmont have designed approximately 10,000sqm of space for iiNet in Sydney, Perth, Melbourne, Auckland and even South Africa.



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*iiNet Perth*

"They want something that's energetic and full of dynamism," says Esdaile.



*iiNet Perth*

Other key projects include fit-outs for Garden Brasserie in Sydney's Neutral Bay, internet provider Netspace and public relations firm Sefiani.



*Netspace*

"We go from working with PR companies and ad agencies to law firms and accountancy firms, so it's all about tailoring it to the particular business and the image they want to project," says Esdaile.



Netspace

Valmont  
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