



G

S

Grenade Studio.
Celebrating 21 Years
Issue 01. 2021



Image. Paul Barbera.

Welcome To The New Grenade Studio.

It was late 2018 that the keys to Grenade were officially passed on from the company’s founder - Ben Buxton, to the three of us. A symbolic moment, an opportunity for a new era for Grenade, to unlock our own potential and push ourselves into uncharted territory of true business ownership.

And with this being Grenade’s 21st year – what better way to celebrate than by taking a look back at where it began – THEN and where it is – NOW. While the key to the door is symbolic of turning 21, what more fitting time to celebrate Grenade.

This first edition of what we hope will be a quarterly broadsheet (but don’t hold us to it!) is a retrospective and a thank you to our founder, as well as an opportunity to formally launch our new brand - Grenade Studio.

The ‘new’ Grenade is not a revolution of the ‘old’ Grenade. It is simply an evolution but with a refreshed approach and new objectives. We uphold and stay true to the principles established by Ben Buxton to be an agency that innovates through brand, elevates through strategy, nurtures talent and showcases creative.

The competitive landscape of our sector has grown exponentially – so too for our clients. We are no longer considered niche in the property marketing space. But 21 years of carving out our place in delivering exceptional results for our clients in property, construction and development means we can comfortably call ourselves experts. But we don’t like to brag....

Just as Grenade was born on the principle of mixing things up, forming bonds with our clients and creative partners, having some laughs, pushing the boundaries, and striving for success for all – so too does Grenade Studio.

Thanks for all the support we have received from clients, professional partners and particularly from Ben. The first 3 years have been a blast (even with a pandemic thrown in for good measure!) and we are loving creating our own future.

Enjoy this first issue and retrospective.

Rob, Lynne & Bianca
Directors.

Then.		Now.	
Retrospective.	06	A New Beginning.	22
The Compound.	16	Strategic. Creative. Adaptive.	24
Collaborative Approach.	18	Our Disciplines.	28
Evolution or Revolution?	19	Appendix.	38

An aerial, black and white photograph of a snowy mountain landscape. In the foreground, a dense forest of evergreen trees is covered in snow. In the middle ground, a large, dark, multi-story building with a flat roof is visible, surrounded by snow. Several smaller evergreen trees are scattered around the building. In the background, more snow-covered slopes and trees are visible. The overall scene is a serene, winter mountain setting.

Then.

Retrospective Ben Buxton.

An Ode To The Past 20 Years At The Helm

Photography
Igor Sapina.

Ben Buxton. The trailblazer. The man who had the vision to create a design agency dedicated to responding to the explosion of the off-the-plan property market in Melbourne. To tap into his skills, knowledge, family legacy in the property sector. To have a crack and shake things up!

It's no surprise that Ben should be so passionate about the property industry as he comes from a long line of Buxton's who have dominated the real estate, construction and property development sector in Melbourne for over 160 years. It is literally in his blood.

Not only a talented designer, Ben created a brand and marketing agency that looked beyond the typical, beyond the expected and superbly connected brand story telling with property business savvy that changed the face of an industry.

Unassuming, laid back and charismatic he may be – but make no mistake, Ben Buxton knows his stuff. His innate understanding for the property industry, his insights, his foresight, his respected network meant that developers felt a sense of comfort and confidence in bringing Ben on board to help them deliver their projects. To tap into his knowledge, to partner with Grenade, to dominate in their space.

Ben has always been generous in sharing his insights and passing on his knowledge of business and the property sector – with many clients relying on him for advice on what to do with their development sites, the best approach to sales and who they should partner with.

For almost 20 years Ben was at the helm of Grenade, steering the business to success, elevating developers' brands, championing the importance of professional property marketing, discovering and supporting emerging talent. All the while, creating a fun, inclusive and enviable culture for his staff.

Impromptu 'business' lunches, great parties, lots of laughs were had to balance the high standards Ben expected of his team. Balance was key and the fact that many of the team stayed for so long is testament to his management style and generosity of spirit.

The baton has now been handed on to two of Grenade's long standing team members plus a trusted industry favourite, as Ben has refocused his energy into other areas in this industry he was born into.

Ben leaves an incredible legacy to build on and uphold. And while the team are forging ahead, maintaining the integrity of Grenade and pushing the brand into the next 20 years – Ben continues to act as a trusted advisor and voice of the industry, forever a friend to Grenade. And we wouldn't want it any other way.

Thanks BB.



Retrospective
Ben Buxton.



Branding for Ben’s Globe Café on Chapel Street where the studio had the pleasure of meeting every Monday morning for WIP.



Always expect the unexpected as Ben takes the mic at the 2018 Grenade book launch.

10 questions with Ben Buxton.
Only eight responses, as apparently a couple were too boring to answer... That’s our Benny - keeping it real!

Tell us about Grenade, how did it start?

Grenade started in the late 90’s. From memory the name was conceived on one of the textural Revolver couches (in the daytime) with a random comrade over a beero. The name just popped out of thin air and the ideas around it over time gave it more form.

What was the first project Grenade ever worked on, and has it always been a property focused design studio?

The Tribeca project in East Melbourne was an early project for the studio. The project was a mixed-use development on the old Carlton and United Breweries site and included a collaboration with French designer Philippe Starck.

A great deal of our work prior to that project was in comparison relatively small, Tribeca pretty much allowed me to scale the business up and put my flag up the flagpole.

What projects are you most proud of in your 20 years at Grenade?

Some of the earlier brands from when I was on the tools myself like SMA, MAB and early Nonda Katsalidis projects like Hero on Little Collins were very fulfilling. As the property market expanded through the

2010 - 2018 period, working on larger projects like Melbourne Square, Collins House, Opera and Yarra House were also highly rewarding and iconic projects.

The Yarra Collection with Michael Yates in South Yarra, was also a great long-term project for the studio. Adding the extra layer of placemaking, establishing retail, creating essentially a new precinct and gave the studio a great sense of accomplishment.

Grenade has always had a great work/life balance, is this something you always encouraged?

The culture as a business owner was always priority number one. Some may have critisized us for ‘over lunching’ but that was just how we rolled. At the end of the day it’s all about the people and the work. If the people are inspired, so too is the work.

How has the property brand, marketing and industry changed over the last 25 years?

The industry was very simple back in the early to mid 90’s. That era basically saw the birth of the off the plan (OTP) property concept for Melbourne. Prior to that Melbourne had gone through a huge commercial office property boom and consequential bust.

There were basically no apartments in Melbourne’s CBD, as the 90’s gathered pace the sector started to light up. People were not only becoming comfortable with the concept of a new style of residence but actually speculating on them and making huge gains, in some

Have you had certain mentors you look up to throughout your career, and whats the best advice you’ve received?

I’ve had exceptional mentors throughout my career from a broad range of backgrounds. I’ve learnt a tremendous amount from my staff and always tried to stay connected with what new generations were exploring.

My family heritage dating back to JR Buxton’s establishment of a Melbourne real estate business over 150 years ago provides a continual source of inspiration. My direct family gave me great insights into the mechanics of property which I was able to combine with creativity to enable my business.



Product designer, Philippe Starck, brand ambassador for Tribeca. An iconic project that put Grenade on the map.



Salvatore Malatesta from St Ali Coffee Roasters and good friend of Ben’s became brand ambassador for several successful projects over the years.



cases buying whole floors and cashing out at settlement.

The increase in volume of projects led to an increase in sophistication for the sector. Developers started dedicating substantial budgets towards marketing their product and basically over time the bar lifted to a point where you started to see exceptional work being produced.

Nowadays if you look at the quantum of work and detail that goes into launching a project it’s extraordinary. Display suites, digital platforms, behavioural targeted marketing, apps. I think partially due to the pure volume of projects delivered since the early 90’s - Melbourne would sit very high on a global stage for property branding.

Certain characters, without naming them specifically, certainly stand out as catalysts for taking me and the studio into a higher realm. I think I also got a great deal of inspiration from working with the characters who helped us produce the work, namely photographers, writers, artists, animators and collaborators.



Tell us about some of your most memorable experiences being at the helm.

The early days running the studio were very memorable. At one point it was only myself and Jono Doncovio in the studio, which in hindsight was massive. Watching the business grow through its infancy, take on more challenges and develop its own personality was a great experience.

The Grenade Christmas parties in my time were substantial. Often themed, sometimes spontaneous and would invariably end up back at the Macquarie Street studio which eventually become known as ‘The Compound’.

It was a great privilege working with so many creative individuals, not only within my business but also the architects, 3D modelers, photographers, writers who surrounded us.

What interests you most about the design industry?

Not probably so much the industry but the process always fascinated me. I remember discussing it with Gary Emery once and he was talking about how he would sometimes resolve an answer to a brief immediately after receiving it or while getting briefed.

To me there was always an intuitive aspect to the craft, you would be given a problem to solve and often the answer would present itself in a magical or extraordinary way. As opposed to ‘divine interjection’ you call it ‘design interjection’, the process by which the inspiration for a project would hunt you down once you knew exactly what you were looking for.



01

Retrospective Past Projects.

Here are but a handful of our favourite projects from the last two decades.

Memorable in their own rights, but equally filled with memories for the teams who developed them. Pushing clients to step out of their comfort zones, to take a chance, to tell a story. And for each one - great success for the developer.

05. Emporia, Prahran.

The brand and campaign Grenade developed for this residential offering - Emporia was a playful approach and a departure from the 'norm'. A nod to the historical fabric of Prahran's Edwardian emporium buildings.

Following Page. Parque, Melbourne.

Photography by Paul Barbera for Parque Melbourne.



05



02

01. The Quays, NewQuay.

The Quays is one in a series of successful NewQuay developments Grenade was appointed by MAB Corporation to bring to market.

02. Parque, Melbourne.

Working with SP Setia we took a high end fashion approach to deliver a successful and memorable campaign for Parque Melbourne. Still one of our favourites.



03



04

03. 85 Spring Street, Melbourne.

Once again partnering with Golden Age, Grenade designed a suite of marketing collateral that promoted the benefits of the Spring Street address to an older more sophisticated market. We engaged photographer Mark Roper to document the lush park scenes and nostalgia of this incredible Spring Street address.

04. The Harrington Collection, The Rocks, Sydney.

Inspired and influenced by its historic location in The Rocks area of Sydney, The Harrington Collection brand identity reflected the materials, textures, sites and sounds of its iconic surrounds.



Retrospective
Past Projects.



01. Hamton Property Group.
Grenade were approached by Hamton Property Group to design their new corporate branding. Back when CD ROMs were a standard component in corporate stationery.

02. Opera, Melbourne. Display Suite.
Taking inspiration from the unique curved facade, the Opera display suite featured a dramatic cinematic double protection screen. Working along side Bates Smart, Grenade played an integral role in delivering a sense of drama within the display to align with the striking campaign.

03. Opera, Melbourne.
A dramatic design needed dramatic approach. We collaborated with renowned photographer Justin Ridler to create a series of memorable performances. These acts represented each of the buildings incredible offerings. Developed by Golden Age and project managed by Time & Place.

04. Collins House, Melbourne.
An elegant monogram for the prestigious Collins House development by Golden Age. The monogram was used sparingly but with purpose, paying tribute to the heritage listed ground level facade.

05. Balmain & Co.
Grenade were appointed to rename and rebrand Sabuilt to Balmain & Co to reflect the pride in their (then) location on Balmain St, Cremorne but also to elevate their overall offering.

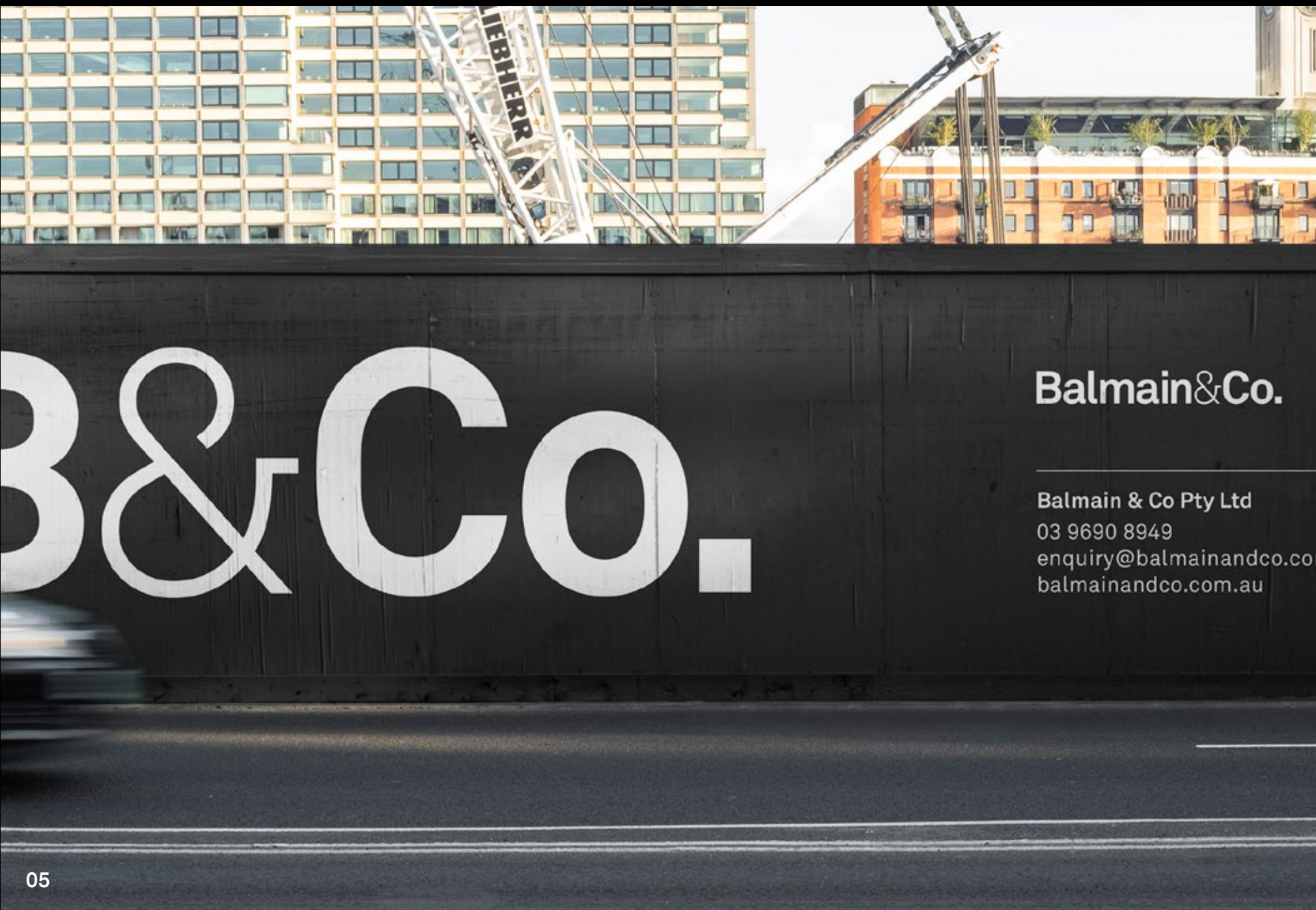




Image. Dianna Snape.

Mr Stix, AKA the Prince of Prahran, making himself at home in the old Macquarie Street studio.



Image. Dianna Snape.

The original Grenade logo with the classic flipped 'a' which stood the test of time, only refreshed a few times before the current brand overhaul.



Image. Dianna Snape.

As Micheal Buxton's private gallery overflowed, many unusual artifacts appeared in the Macquarie Street studio over the years. One of which became somewhat of a mascot. Jenny the horse made many cameo appearances at Christmas parties and wasn't shy of a make-over.



01

Image. Dianna Snape.

Retrospective The Compound.

For almost 19 years, Grenade called Macquarie Street home. But it was also home to a range of artisans and professionals creating a hub of creative energy.

Milo&Co Design Studio, Dirty Good, Platform Studio Architects, Andrew Pegler Media, Mr P Visualisation, Pixel Shifter, The Mighty Wonton and Sam Barber Landscaping - to name a few.

Many great memories were created at this address and it was a sad day when The Compound was sold. From that day on, new beginnings were born and the Macquarie Street compound will always hold a special place in our hearts.

Over the years this pocket of Prahran become well know for it's creative community with a range of established photographers working out of the rear of the Revolver studios and many visualisation studios with the likes of Binyan & Floodslicer also making their home in Prahran and Windsor area.

01. Jono Doncovio's Macquarie Street work station at a time when he was the only designer.
02. Jenny making her debut at one of the Grenade Macquarie Street Christmas parties.
03. The old Macquarie Street compound with it's iconic skull facade.
04. Jono returns from his overseas holiday. A common sight for return travellers.



02



03

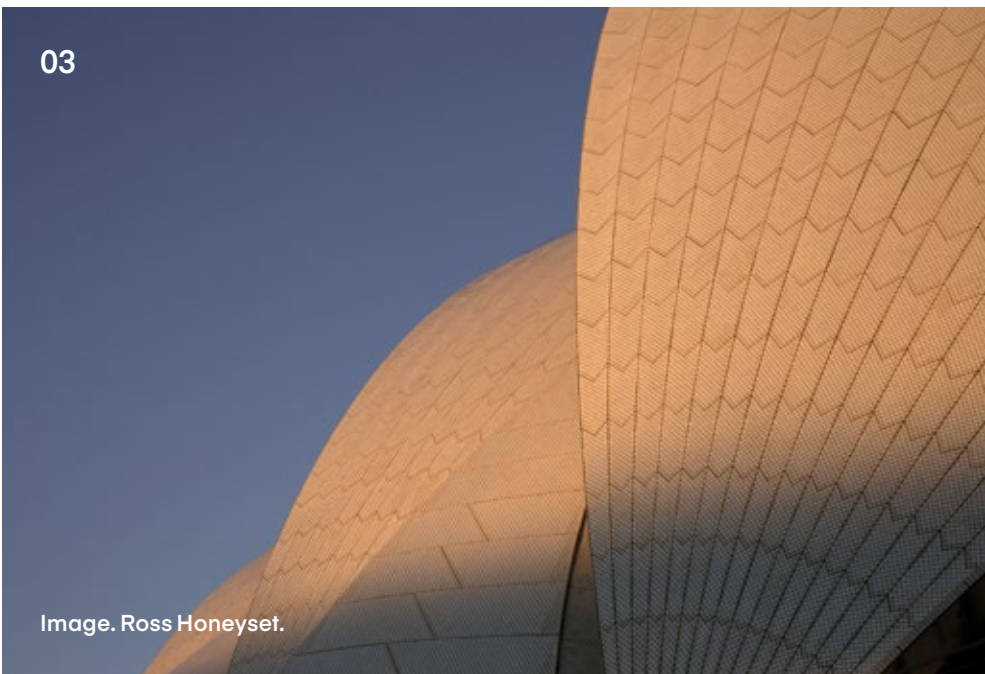
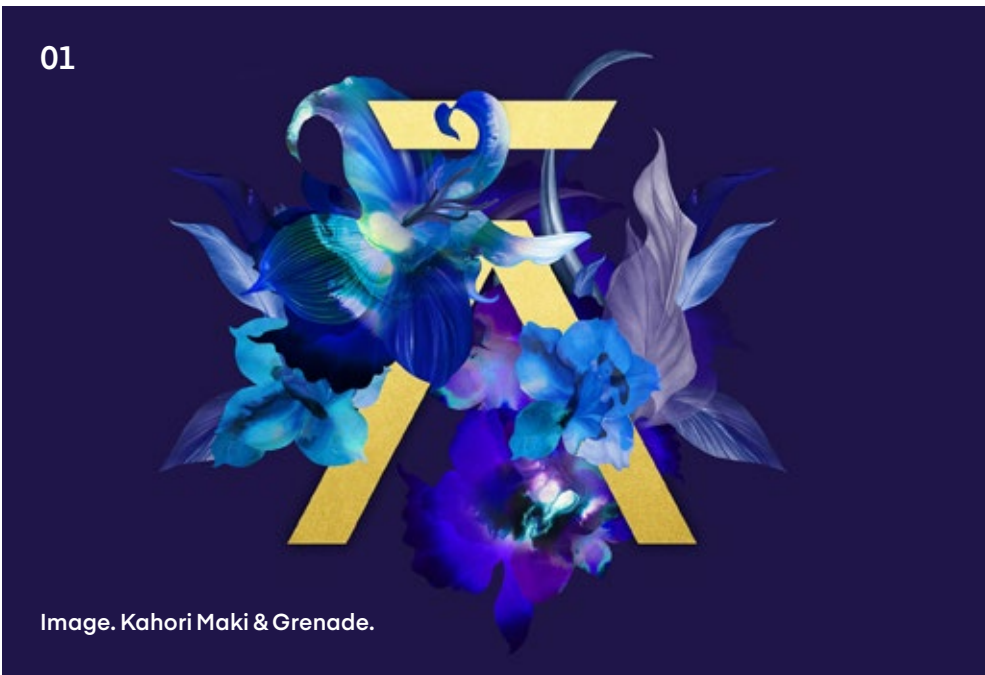
Image. Dianna Snape.



04



As we worked on many projects within South Yarra, Grenade's lifestyle photography became well known for it's more sophisticated European aesthetic.

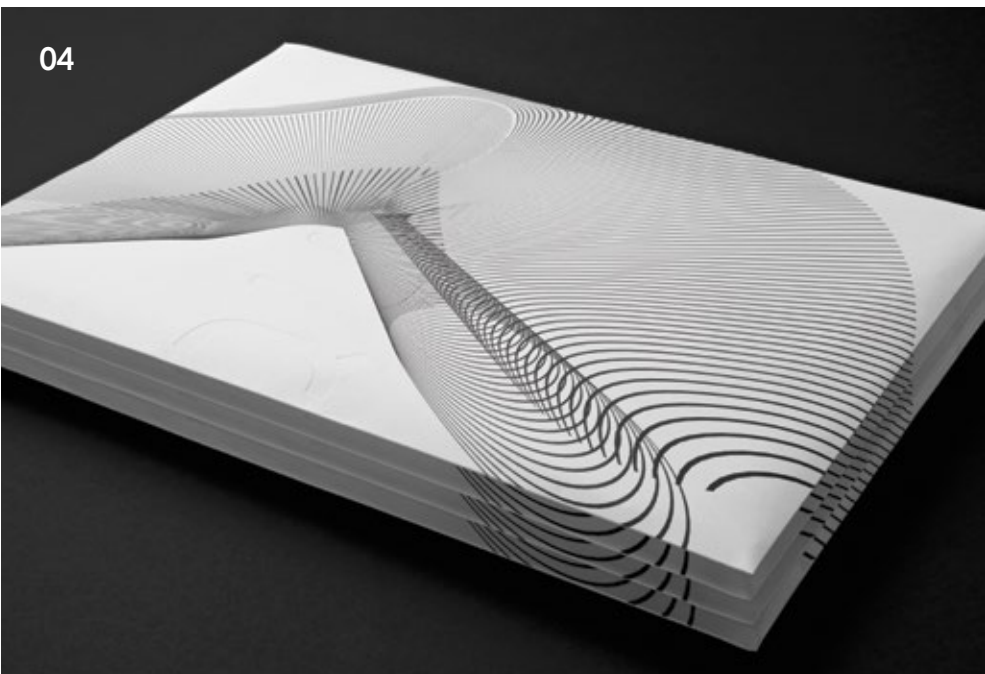


Collaborative Approach

It has always been a key feature of the Grenade creative process, to explore outside the norm to inspire and be inspired. This has seen us reach out to local and international artists – established as well as emerging – to partner with and collaborate. Photographers, illustrators, animators, model makers, sculptors, 3D artists, film makers, stylists, ceramicists, digital gurus, printers, painters, artisans of all walks of life!

Right from the outset, Grenade has strived to always bring something unique to each project. It quickly became our signature and was a key point of difference which attracted high calibre clients. Clients who recognised the value of creating a truly special brand and campaign to support their sales process and elevate their own brand.

For us, the most rewarding thing is discovering, nurturing and providing commercial platforms for up and coming artists. Watching them flourish and reap the rewards. We take great pride in collaborating – always have and always will.



Hamton's Society display suite in Prahran incorporated the 3D fabricated brand pattern. This level of brand implementation set the benchmark for future display experiences.

Evolution or Revolution?

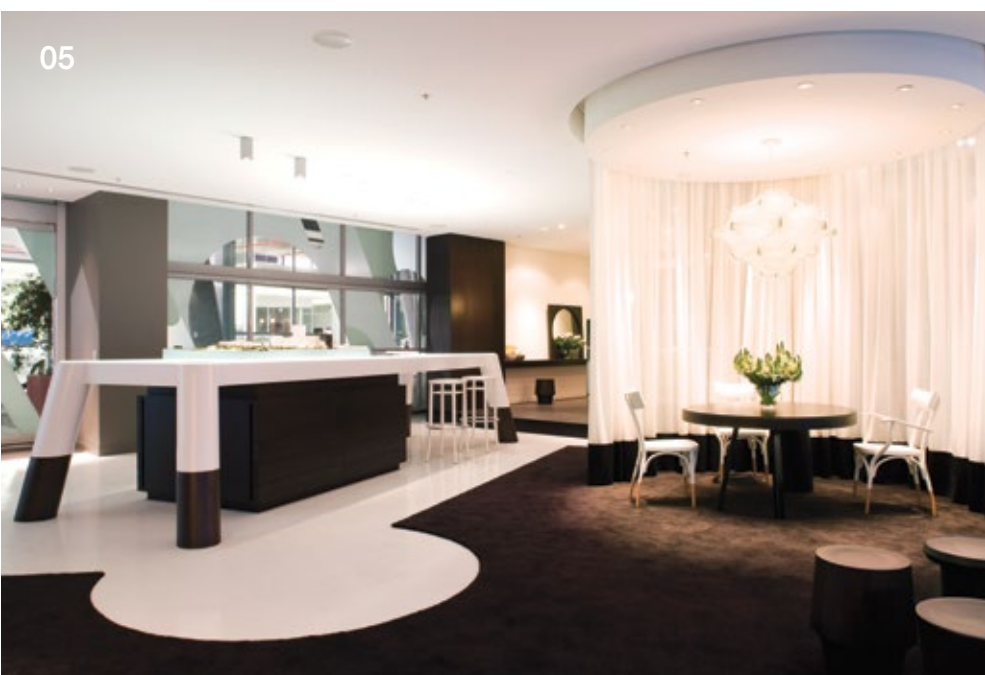
Over Grenade's 21 years, we have witnessed enormous progression in brand and marketing of property projects. From selling an apartment over a coffee via a sketch on a napkin – to creating world-class immersive display suites, and everything in between.

We have played a significant role in this evolution, steering our clients to invest in this important element of the brand experience. Working with their sales agents and designers to create display suites that provide the perfect embodiment of the project and the most compelling sales journey. Providing environments that impress, inform and ultimately convert enquires into sales.

3D visualisation has also evolved. Interiors, exteriors and landscape renders leave purchasers questioning if it's real or render. Render vs Reality is now a significant proof point and clients are demanding a precise outcome.

Despite this evolution, the fundamental principles haven't changed. Be authentic, engaging, aspirational. Create a story built on inherent truth, with just the right amount of magic.

01. An exceptional collaboration with Japanese artist Kahori Maki for Park One Sydney, a development by Golden Age.
02. Commissioned art piece by Kirra Jamison for Hamton Property Group's, Fifty Albert brochure cover.
03. Many of our collaborations have seen us partner with local and international photographers, illustrators and artists.
04. Pattern design for The Quays, NewQuay. A partnership with Floodslicer in 2012 for MAB Corporation.
05. A memorable collaboration with Emery Studio and Hecker Guthrie to deliver the 7Yarra display suite for Michael L Yates.
06. It was a pleasure to work alongside Bates Smart to create the showstopping Opera Melbourne display suite.





While the custodians of Grenade may have changed, along with a new studio and a new look brand identity, some things will never change.

For more than 20 years, our work has been defined by a rare level of intelligence and imagination. Importantly, for our clients, our work is also defined by strategic thinking that ensures our creative outcomes meet their commercial imperatives.

We collaborate; we innovate; we elevate. We partner with our clients on creative that stands apart – with the flexibility to navigate a changing future, and the integrity to stand the test of time. We listen and learn, look beyond the obvious and work together to make a difference for our clients. That's our purpose.

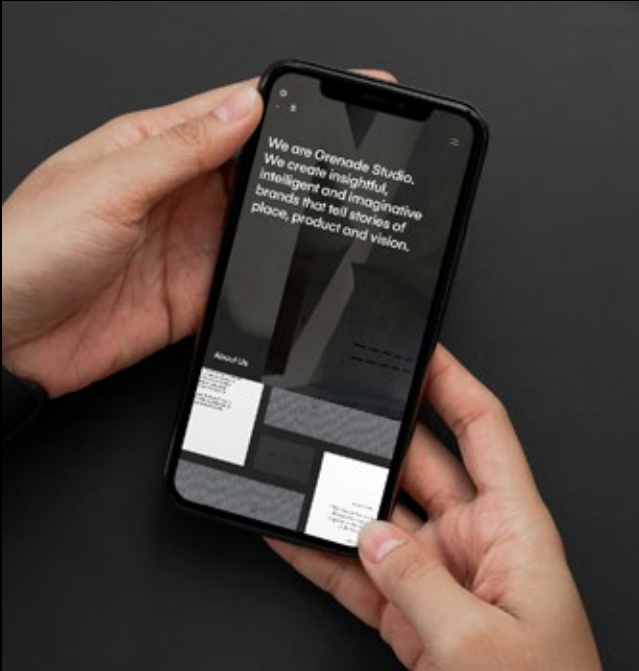
Our new brand identity is an evolution of how we've presented ourselves throughout the years, and is built on a platform that celebrates the diversity of our people and work.

Based on the principles of progressive thinking, we have forged the mantra of never static, forever shifting in our quest to create enduring and meaningful brands. It's been designed to lead us forward as we transition into a new era in the history of our practice.

A New Identity
Never Static,
Forever Shifting.



Designed with functionality in mind, our new website features a complete refresh, with new projects and also a look back at some of our flagship work.



Grenade Studio.

At the core of our approach are three key principles. This process ensures we conceive a compelling brand and marketing campaign that delivers on the strategic objectives of the project and client.

Strategic.

Strategic Thinking.

We undertake every project from the ground up. Working closely with client teams, we uncover the brand's essence, and the opportunities before us. Immersing ourselves in the market, we identify target audiences, competitive landscapes, challenges, visions and values. We identify a point of difference and craft compelling narratives. From the look and feel to the tone of voice, a strong strategy leads the best way forward and allows us to tell brand stories with clarity, consistency and conviction.



Creative.

Creative Response.

Our creative is built on strategy. By considering your business objectives, we can deliver a brand with a considered approach. Grenade delivers creative which is compelling, storytelling that speaks directly to target audiences, and campaigns that make an enduring impact. Just as every project is unique, so too is our creative response. We respond, refine and refine again to meet our clients' strategic objectives, and our own exceptionally high standards.



Adaptive.

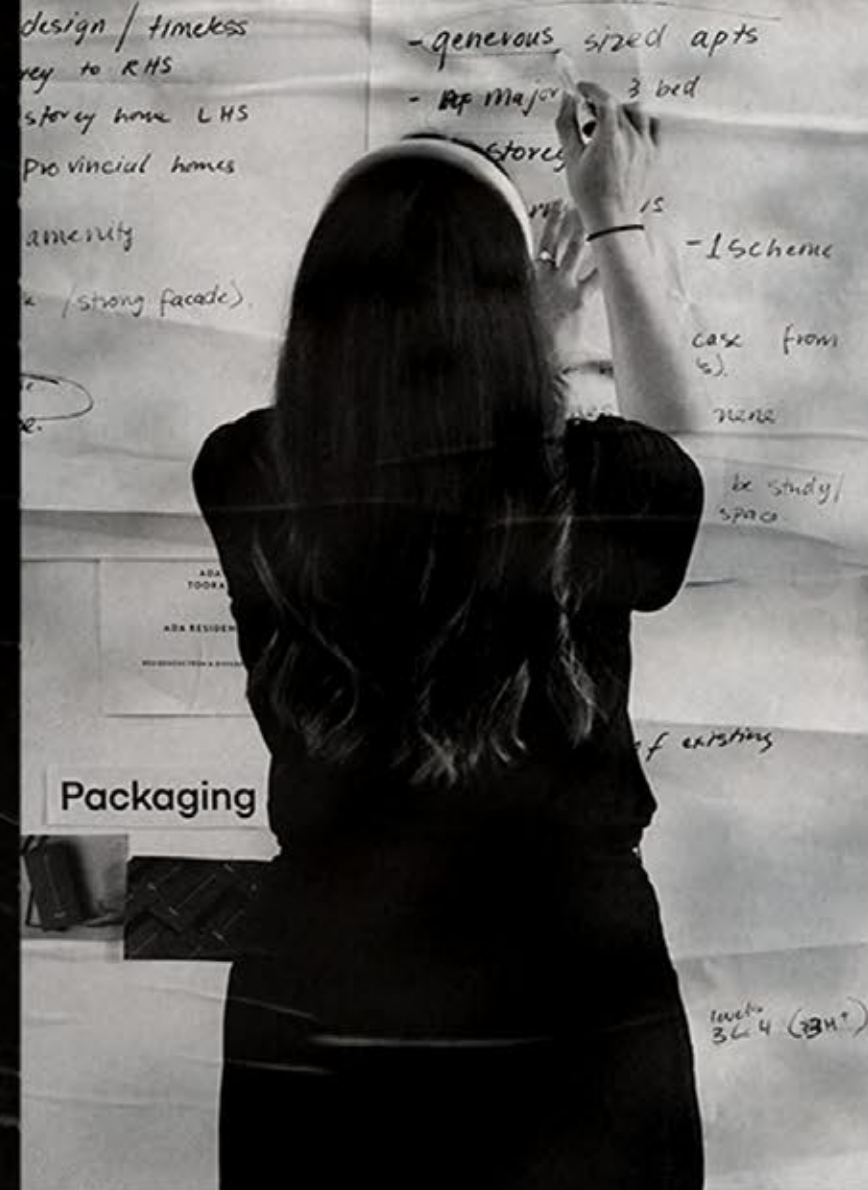
Adaptive Approach.

As a strategic, creative agency, we pride ourselves on developing brands that are sound and can flex and evolve over the life of a project. In these fluctuating times, we know that a successful brand and campaign must be able to adapt to the market, to respond to change and support reinvention when necessary.



Strategic
Thinking.

Grenade Studio.



Creative
Response.



Adaptive
Approach.

Gr



Adaptive
Approach.

Grenade Studio.



Strategic
Thinking.

Grenade Studio.



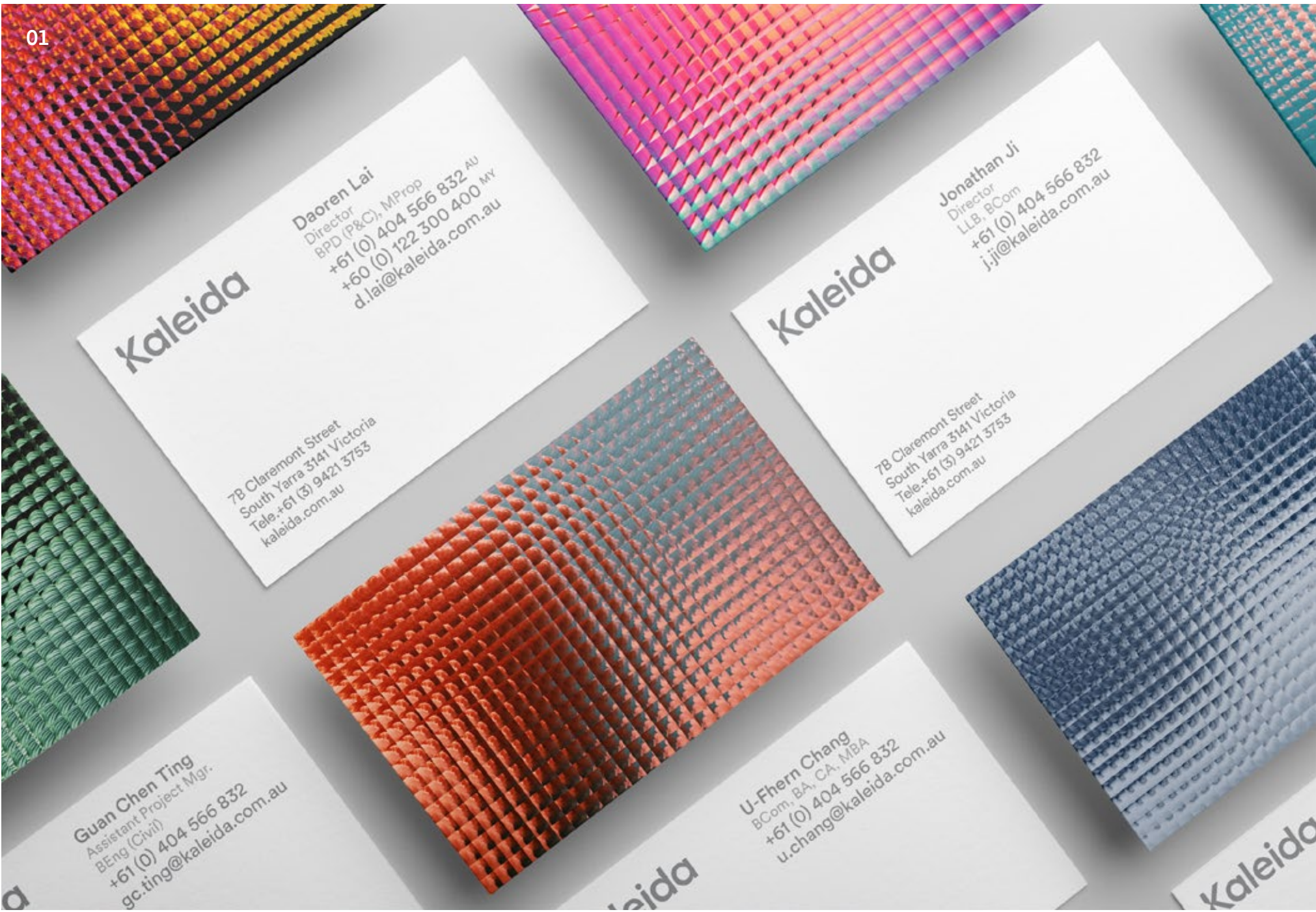
Strategic
Thinking.



Creative
Response.



Adaptive
Approach.



01. Kaleida.

The Kaleida name and graphic language was inspired by the beauty and dynamic nature of a kaleidoscope. A fitting brand direction that connected perfectly to Kaleida's adaptable business model.

02. Sunkin.

A developer dedicated to bringing spaces to life, Sunkin is re-establishing itself as a trailblazer in the local Australian property market. With a key focus on making a difference to each community it develops.



01



02

More Than a Logo Branding.

All great brands begin with strategy. We delve in deep to peel back the layers and uncover the core essence of every brand story – The vision. Its purpose. The target audience. Its unique attributes. And what's in a name.

We create brands that are recognisable and spark curiosity. Brands that deliver an emotive connection and live up to our high standards, always aiming to exceed our client's expectations.

More than just a logo, we establish an identity supported by graphic brand language to create a memorable experience. For the short term and for the longevity of every project we undertake. It's never just a logo and never should be.



05. Markwell Projects.

Repositioning and rebranding of boutique design and build firm Markwell Projects, to express their collaborative and premium approach.



Image. James Greer.

03. Vestbuild.

Affordable home builder, Vestbuild is creating waves across outer Western corridor of Melbourne and branching into NSW. Rebrand and reposition to elevate their brand on a national level.

04. Balmain & Co.

In developing the rebrand for Balmain & Co. we designed a collection of work wear apparel alongside other on site marketing collateral.



03

The Power of Place
Precinct.

Whether it is a place to call home, a place for businesses to thrive, a place to meet, dine, shop, relax and explore the senses – or all of the above, every project we undertake is considered within its context.

No matter the purpose, we ensure we fully understand the objective and the audience we are engaging with. We discover what they want and what they are looking for.

We understand that developing a brand for a precinct of mixed-use and diversity of audience takes greater levels of strategic thinking than a singular offer. We know how to capture the energy of place and its vision for the future. The precinct brands we develop are designed with longevity in mind, and the ability to flex and evolve in an ever-changing landscape over time.



01. Melbourne Square, Southbank.

Home to the largest park in Southbank, Melbourne Square has been our project for over 5 years. We conceived and delivered a brand that has been both a constant as well as flexible in that it allowed us to continually refresh sales and marketing campaigns over the years while never swaying from the original intent. That intent – to create a Melbourne centric, yet internationally recognised precinct brand.

02. Clayworks, Sunshine.

Formerly home to one of the largest porcelain potteries in Melbourne, SMA Projects is breathing new life in Sunshine. Staying true to the history of the site, we developed a series of brand marks tailored to each residential release. Each paying homage to the unique design inspired by local design characteristics and materials.



03. Southgate, Southbank.

In order for ARA Australia to announce the return of a Melbourne icon and reclaim its premium position, we developed a brand identity that is simple, yet dynamic. Bold, yet classic. A brand that can tell multiple stories and support a myriad of messages. A brand that welcomes us back to this riverside destination.

04. Yorkshire Brewery, Collingwood.

As the name suggests, The Yorkshire Brewery stayed true to the proud history of the site. A mixed-use residential precinct, we developed a brand identity that tapped into the feeling of 'its always been there'. Fun fact: At launch, we developed a Yorkshire Brewery Brew specially for purchases.

Following Page. Ropeworks, Footscray.

A site that has sat dormant for a decade, R&F Property approached us as they realised they were lacking a brand that respected the sites significant history. But also a brand that reflects the vision of a thriving future residential and multi-use precinct. Our challenge lay in developing a brand authentic to Footscray but appealing to an offshore market.



RESPECTED
REIMAGINED AND
REGENERATED

ROPEWORKS



ROPEWORKS.COM.AU

GRAB
PICK UP
EASE
QUICK
POP IN

ROPEWORKS.COM.AU

DISCOVER
THE WEST NEW
LANDMARK
LIFESTYLE
PRECINCT

CONNECT



SU
AI
GRA
LOUN
REL

ROPEWORKS

TASTE
EAT
BITE
CHEW
MUNCH

ROPEWORKS.COM.AU

DISCOVER
THE WEST NEW
LANDMARK
LIFESTYLE
PRECINCT

LIVE



FOOTSCRAY
ROPE
WORKS

REFINE
TREAT
CAPE
TRACE
VIVE

ROPEWORKS.COM.AU

DISCOVER
THE WEST NEW
LANDMARK
LIFESTYLE
PRECINCT

REL



FOOTSCRAY
ROPE
WORKS



01



02

01. Fawkner House, Toorak.

Working collaboratively with Beulah, we developed a brand mark inspired by a crest. Targeting local owner occupiers, our brand identity instilled trust and a sense of belonging to a private golden gated community.

02. ADA, Toorak.

Looking through the lens and approaching life from a different angle is what ADA Toorak represents. Working alongside Buxton Projects, Conrad Architects and Jack Merlo, our brand is simple yet sophisticated. Just what the vision for the project called for.



03



Homes With Heart Residential.



05

05. Escala, NewQuay.

Inspired by the mosaic tile aesthetic synonyms in 6 degrees' work, we collaborated with local illustrator Dirty Good to produce a series of line work illustrations, one of which proudly graced the Escala brochure cover.



04

04. Anchor & Cecil, Prahran.

Some locations sell themselves, and some take a little more work. The challenge of the high-end property development Anchor & Cecil was to reposition Prahran to those who may not have considered it before.

03. Tempo, Box Hill.

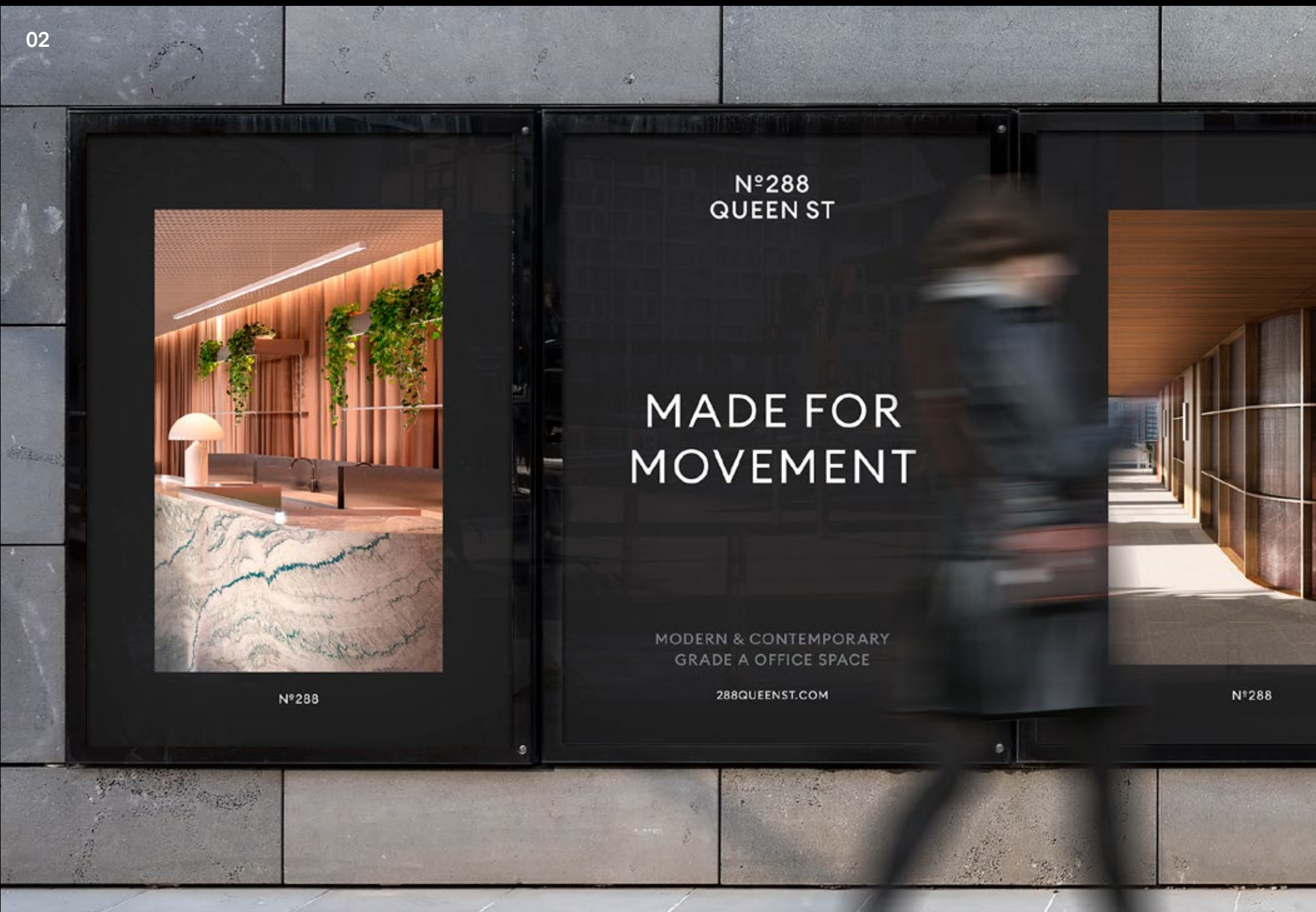
In the saturated Box Hill residential market, MAB needed a brand and campaign with significant cut-through. It would need to introduce MAB to a new audience and move away from the Asian character of developments dominated by Box Hill.

Form Meets Function Commercial.



Commercial brands have three key target audiences – owner occupier, investors or leasing tenants. Regardless, we develop commercial brands to elevate the businesses who will ultimately occupy these spaces. We consider how these businesses will use the building and how they will feel when inviting their clients to the space as well as employees. We know they will all hope to feel a sense of pride.

Our narratives are authentic, reflecting a genuine connection to the suburb, its characteristics and the local area. More so than ever, we consider the impact a commercial development can bring to a suburb and the local community, how it connects at street level. Often flanked by retail at ground level, we develop a brand that is for the community, and not just the visitors or tenants within it. We develop brands with vision for the longterm.



01. Escala, New Quay.

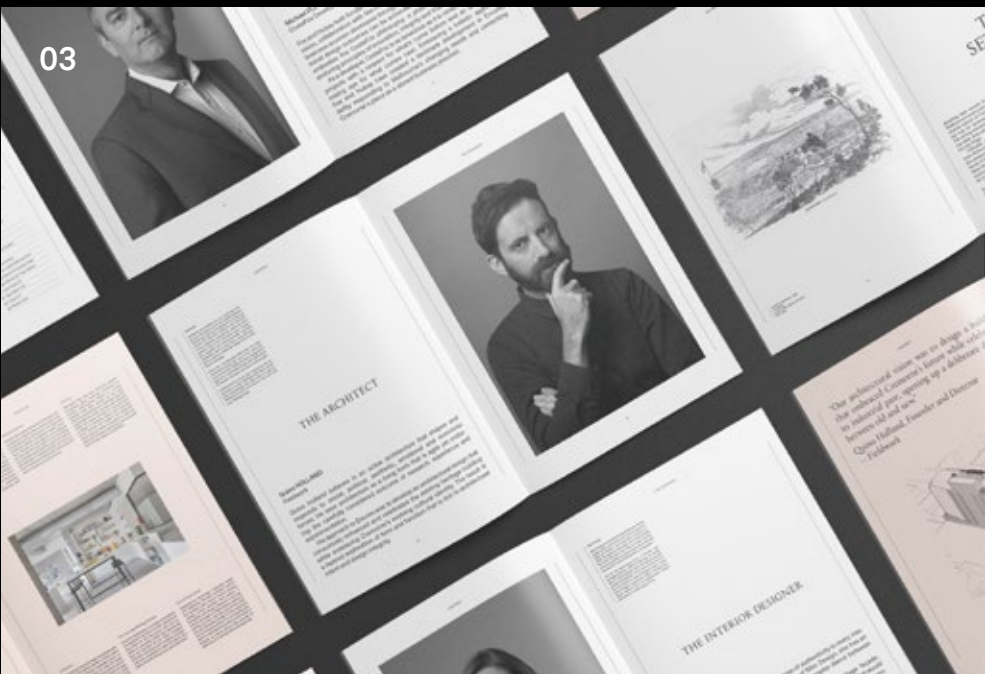
In understanding the types of businesses Escala Workspaces set out to attract, we worked collaboratively with Binyan Studios to art direct a series of workspace renders emulating the creative and financial sectors. Ultimately, selling out in record time.

02. 288 Queen St, Melbourne.

Developer Longriver approached us to create an engaging, timeless brand and sales campaign to celebrate the appeal and benefits of their boutique commercial development in the law quarter of Melbourne. The brand needed to reflect the desirability of this alternative commercial offering as opposed to the abundant soulless high rise towers. A true sense of place. A place to make your own.

03. Encore, Cremorne.

The name Encore draws parallels between the pleats of the building and the pleats of a stage curtain. It represents the full project by symbolising both heritage at ground level and the newly designed aspects of the site above. Metaphorically, drawing the curtain back to offer a grand stage and setting for enterprises to continue their stories, performances and journeys.



Stay Informed	If you have enjoyed this issue of Grenade Studio Newsletter and would like to receive the next issue, please jump on grenade.com.au and register your details found at the footer of our website.
Get Social	Follow us on our platforms: Instagram: @grenade.studio Facebook: Grenade Studio Linkedin: Grenade Studio

Contributers	We wish to thank Ben Buxton for his incredible contribution to this inaugural issue. Paul Barbera for the Grenade team and studio photography. All the incredible artists (too many to name) whose work - past and present - are shown throughout these pages. The Grenade team who have all contributed whether in words or design - combined effort! And of course our clients who allow us the opportunity to shine and showcase their work.
Cover	A snapshot of some of the early work of Grenade. Image. Igor Sapina.
Print	Thank you to our friends and collaborators - Press Print for giving us a hand with the print production.
Contact Us	164 High Street Windsor, 3181 VIC 03 9525 0200 grenade.com.au info@grenade.com.au

Grenade Studio © 2021.

All content shown in this publication is the intellectual property of Grenade Pty Ltd and Grenade Studio Pty Ltd. As per our terms and conditions, we have the right to show past projects created or art directed by us as self promotion only. We take no responsibility for accuracy of information herewith. This publication is not for sale or commercial purposes.



Image. Paul Barbera.



grenade.com.au