



house of
bamboo
EST. 1972

Old Shell. New Soul

House of Bamboo, Front Showroom & Offices
13 Erith Street, Botany, NSW

Bamboo's Newly Refurbished HQ



The existing site & Project objectives



Showroom Transformation: Honouring Legacy, Showcasing Innovation

Originally established in 1972, House of Bamboo began as a modest hobby business, importing bamboo wallpapers and furnishings. A small display room gradually expanded as interest in bamboo grew, with each renovation layering over the last—both literally and figuratively. Over time, the showroom evolved into a maze of compact, tiki-inspired spaces brimming with furniture and decorative finishes. While this nostalgic aesthetic reflected the era in which the business was born, it no longer served the purpose of showcasing bamboo's modern potential.



The existing site & Project objectives

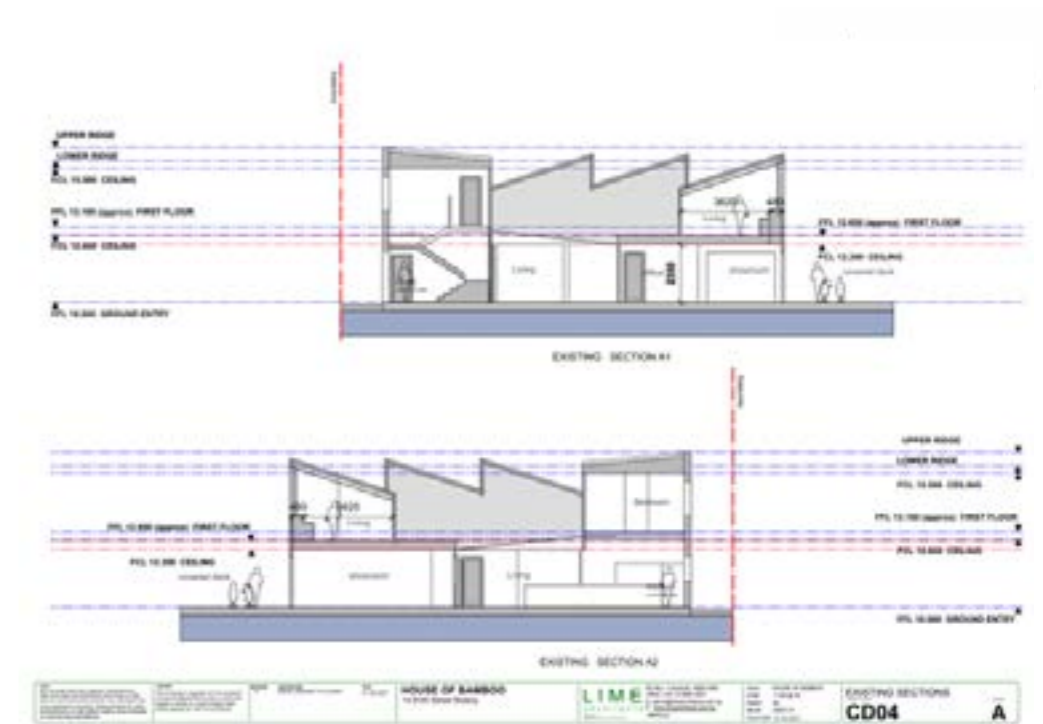


By 2020, it was clear that bamboo as a material was widely misunderstood—often relegated to notions of exotic décor rather than recognised as a serious, high-performance, sustainable solution. As technology around engineered bamboo advanced, so too did the need for a space that would reflect this evolution.

The decision was made to completely strip the showroom back to its bones—removing decades of overlapping renovations—and rebuild it with intent. The aim was to create a light-filled, flowing space that both honoured the company's history and elevated bamboo's future. Every surface, every detail was thoughtfully designed to demonstrate what is now possible with bamboo. Visitors would no longer need an explanation—the space would speak for itself.

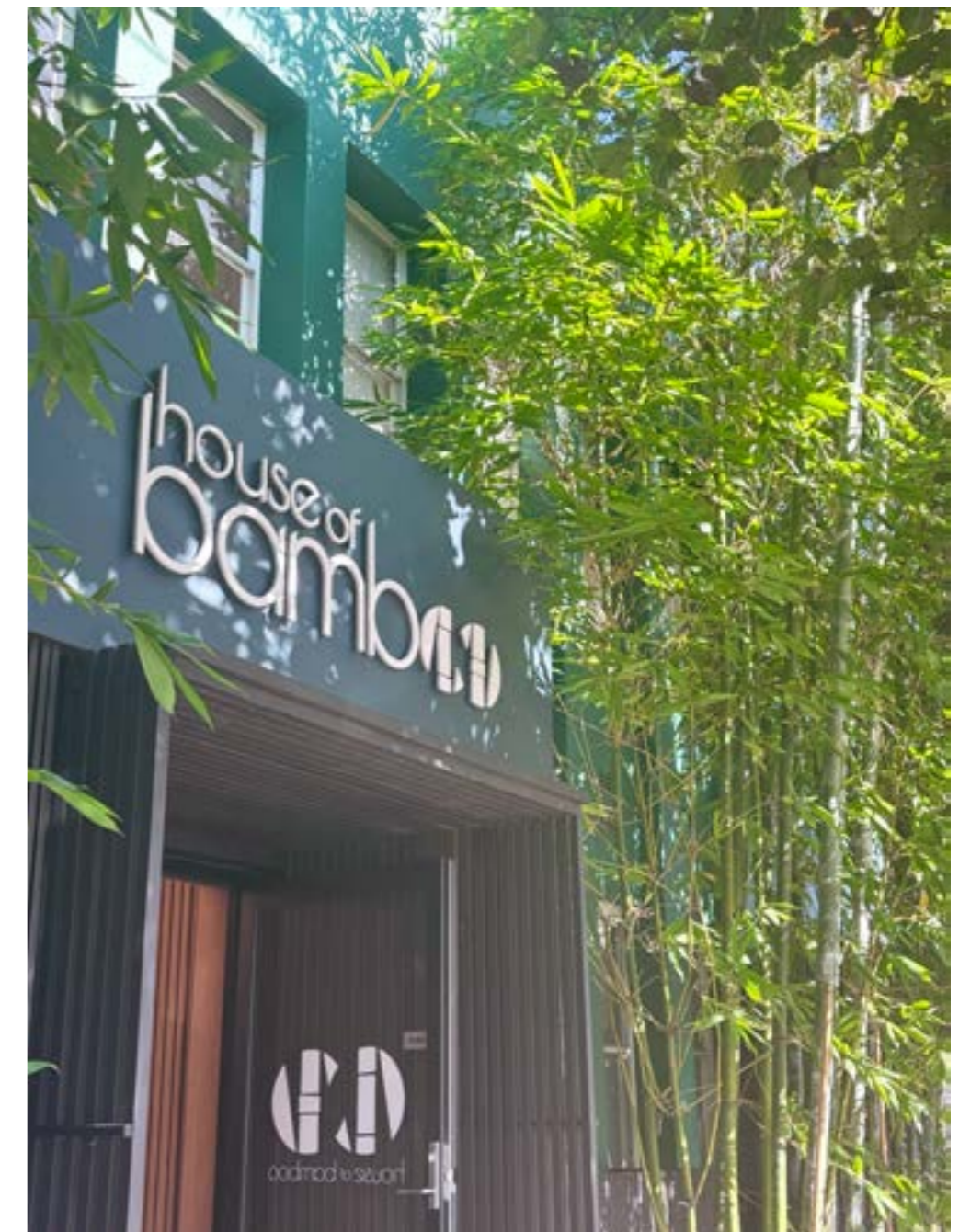


Project Overview



The renovation of House of Bamboo's headquarters was guided by a strong commitment to sustainability, functionality, and storytelling. Every decision was underpinned by a desire to reuse existing materials wherever possible, reflect a modern understanding of bamboo, and create a space that fosters connection and education. Key design initiatives included:

- **Rationalised layout:**
Reconfigured the floor plan to improve spatial flow and circulation, creating a more intuitive and open environment.
- **New direct entry:**
Introduced a clear entry point from the street, reinforcing public accessibility and visibility.



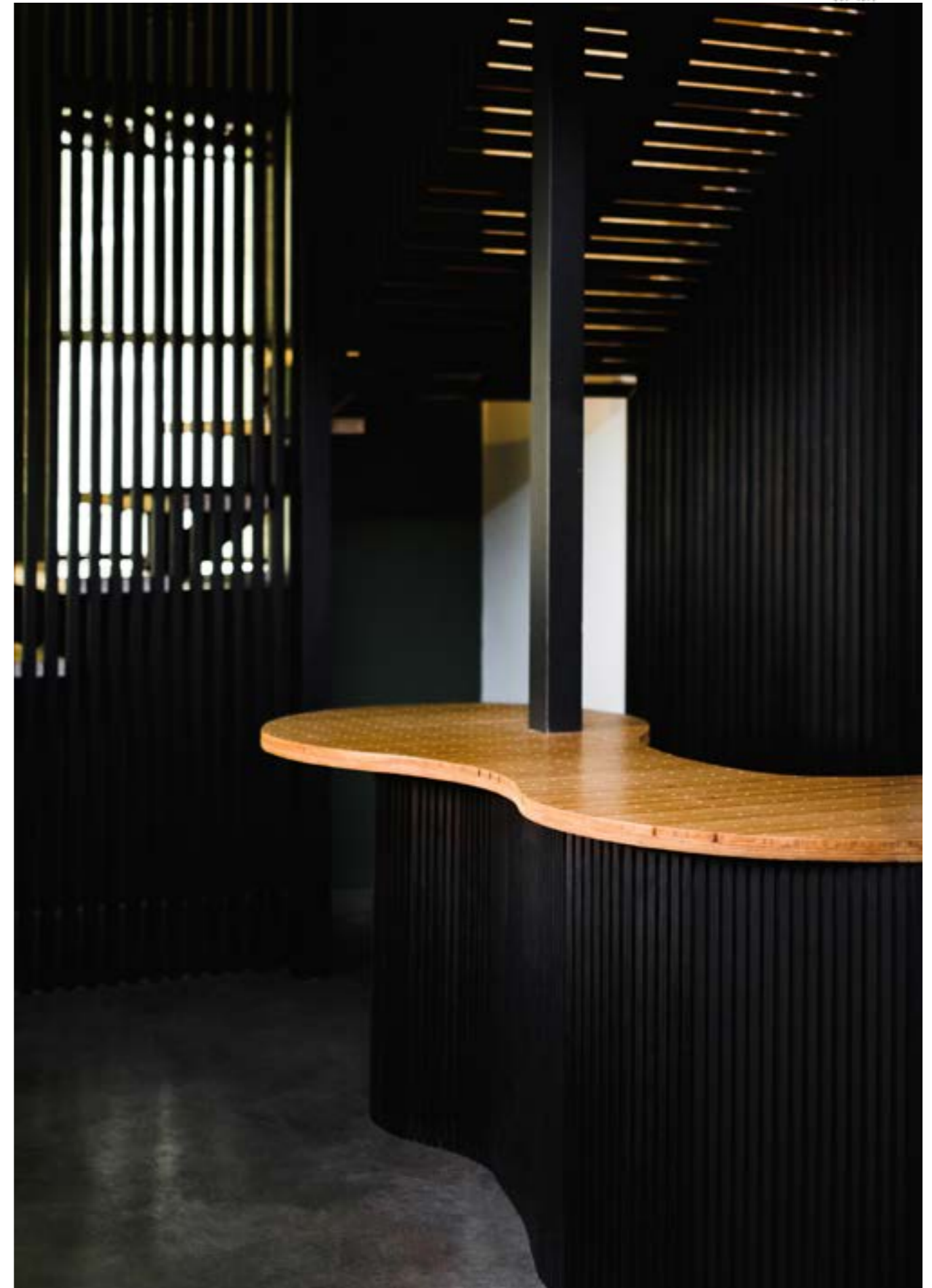
Project Overview

- **Maximised natural light:**
Enhanced daylight through existing 'saw tooth' skylights to brighten the interiors and reduce reliance on artificial lighting.
- **Modernised interiors:**
Relined all walls and ceiling soffits to reflect a contemporary aesthetic while creating a clean canvas to showcase bamboo materials.
- **Workspace integration:**
Added 14 new workstations in flexible clusters (8 / 4 / 2), with new cabling infrastructure to support a modern working environment.



Project Overview

- **Sustainable reuse:**
Retained and repositioned the existing stair structure; reused cabinetry, panelling, furniture, and flooring where possible to minimise waste.
- **Improved operations:**
Created a sample preparation and coordination area with a dedicated warehouse manager desk near the driveway access for efficiency.
- **Upgraded staff amenities:**
Refurbished the kitchen and toilet facilities, and added end-of-trip amenities including a shower and change area.
- **Increased storage:**
Built a new stationery/printing room and a separate space for bulky samples to support daily operations.



Project Overview

- **Central gathering space:**
Introduced a fireplace and communal seating area to support connection, collaboration, and warmth.
- **Polished concrete flooring:**
Retained and re-polished the original concrete floor to showroom standard—celebrating its raw beauty while reducing environmental impact.
- **Bamboo storytelling:**
Installed purpose-built displays using engineered bamboo, paired with educational signage to showcase its potential as a timber alternative.
- **Refurbishment area:**
324 m² (ground floor)
146 m² (upper level)





Construction & Installation

The construction process was as much about peeling back the layers of time as it was about building anew. The interior, once layered with decades of rattan and bamboo boards, was stripped back to its structural frame.

Demolition of several internal walls allowed the space to be opened up, with the suspended ceiling removed to reveal the original saw tooth roofline and linear skylights—allowing natural light to flood the space once more.



Construction & Installation

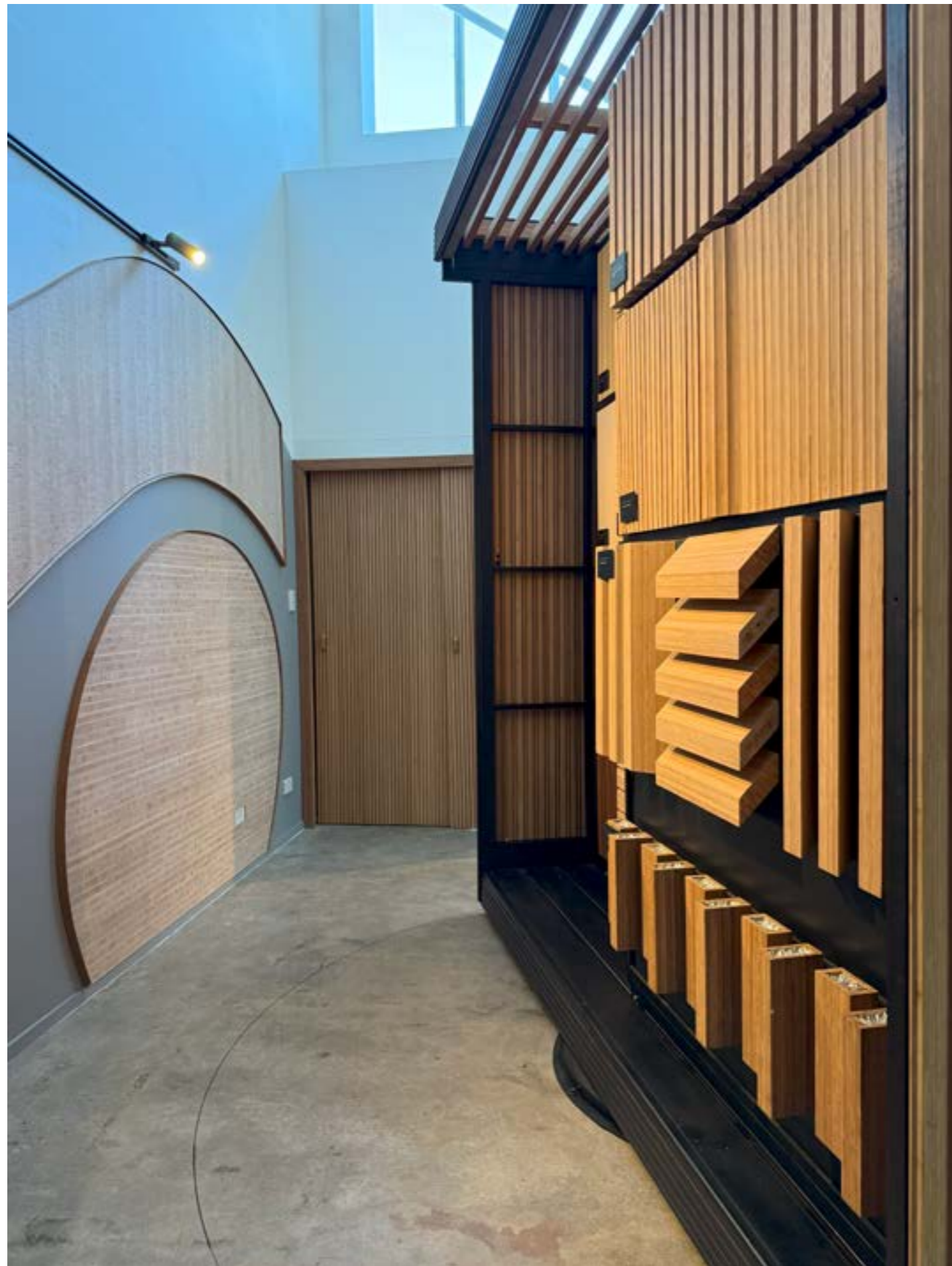
In keeping with House of Bamboo's deep commitment to reuse and sustainability, a resourceful and creative approach guided every element of the build:

- The roof soffits were reinsulated and re-lined, and the front entry stairs were carefully dismantled and reused elsewhere in the fit-out.
- Walls were re-covered with new plasterboard to define clean, minimal interiors—deliberately avoiding excessive doorways to preserve an open-plan feel that blends office and showroom functions.



Construction & Installation

- The kitchen and plumbing infrastructure were retained and refurbished, with the addition of a new marble-topped table acting as both a dining area and collaborative meeting space.
- New air conditioning, LED lighting, and strategically placed power points were installed to support flexible use of the space and evolving workstations.



Construction & Installation

Repurposing extended well beyond the building fabric:

- Used display racks were sourced and refurbished.
- Movable car jacks, salvaged from closing car plants in South Australia, were reimagined as rotating display stands—adding movement, industrial character, and a nod to adaptive reuse.
- Furniture was collected from second-hand shops, and doors and gates were creatively reworked into display features—including a sliding entry gate that had once been a pergola structure.

Construction & Installation



All work surfaces and joinery, from desks to partitions, were constructed from laminated engineered bamboo. Divider screens were made from precisely spaced bamboo battens (20mm gaps), celebrating the material's strength, beauty, and adaptability.



Construction & Installation

To mark this new chapter, the building's exterior—famously pink since 1972—was repainted a soft green, symbolising sustainability and renewal. A bold, supersized House of Bamboo sign completed the transformation, reinforcing the brand's identity and vision.





Proof of Concept

The House of Bamboo showroom is not just a physical transformation—it's a lived expression of possibility, purpose, and proof. From the moment you arrive, the building tells a story—one of growth, adaptability, and evolution.

Before stepping inside, visitors are greeted by the living embodiment of the material itself. Towering bamboo culms rise alongside the façade, their vertical rhythm echoing the architecture within. It's a powerful introduction: a living, breathing material anchoring the vision of a sustainable future.

Proof of Concept

On entering, the experience shifts immediately. You step into a contemporary gallery-like space that embodies where bamboo is today—elegant, refined, and highly engineered. Walls and joinery showcase a wide range of applications, design outcomes, and finishes.

Every detail is curated to reveal the extraordinary versatility of engineered bamboo—its clean lines, warm tones, and capacity to suit both structural and decorative use.



Proof of Concept

At the centre of the entrance wall is a powerful visual anchor: the bamboo rhizome. This is not just a botanical diagram—it's the regenerative engine of bamboo.

A reminder that what lies below the surface is what gives bamboo its true sustainability. The rhizome-based root system allows the plant to regenerate after harvest, time and again, without the need to replant or disturb the soil. It's a natural technology that outpaces traditional timber in both yield and responsibility.



Proof of Concept



Moving through the space, a subtle transition begins. The visitor walks through a curated ‘bamboo garden’—a living installation that evokes calm and connection, drawing on Zen-inspired spatial cues.

It creates a pause—a moment to reconnect with the origin of the material and the legacy it holds.





Proof of Concept



Beyond the garden lies the handcrafted showroom: a tribute to bamboo's cultural and artisanal roots. This space honours the craftsmanship of village communities and the handmade traditions that gave rise to bamboo's early uses.

Hand-woven panels, natural finishes, and curated objects reflect generations of skill, reminding visitors that the future of bamboo is not just high-tech—it's deeply human.





Proof of Concept



Together, these spaces form a journey. One that begins with nature, embraces innovation, and returns to the hands that shaped it.

The House of Bamboo showroom is a proof of concept not just for bamboo as a building material, but for how we design with meaning—where material choice becomes message, and every detail reinforces the story we want to tell.



Conclusion

A Living Showcase of Possibility

It's more than a renovated space—it is a living showcase of bamboo's potential.

Clean, contemporary lines, generous natural light, and an intuitive open-plan layout now define the interior. What was once a fragmented showroom is now a harmonious environment, where every element has purpose and meaning.



Conclusion

Engineered bamboo features throughout—on walls, workstations, and joinery—not just as a finish, but as a statement of what this material can achieve.

A rotating freestanding display wall anchors the space, offering a tactile, interactive experience of bamboo's many profiles, tones, and design applications.



Conclusion

This is not just a showroom—it is a proof of concept. A space that inspires, educates, and challenges outdated perceptions. It invites architects, designers, and visitors alike to reimagine what's possible when sustainability and innovation are designed into every detail.

"The result is a space that communicates without words." Jennifer Snyders (CEO. House of Bamboo).







EST. 1972

OFFICE & SHOWROOM NSW



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SHOWROOM QLD



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