



Pouné Parsanejad- Pouné Design

When Pouné was 4 years old she asked her mother, "If daddy is a doctor, how come he can't be my doctor?" Her mother smiled and responded, "Your father is a different doctor he is a building doctor". Pouné was left with a picture of her father climbing the side of tall buildings armed with his stethoscope, listening to the buildings to see how he could fix them.

Its little surprise that the influence of growing up with a father who studied Architecture and gained his doctorate in Structural Engineering and a mother who encouraged Pouné to start painting before she could talk, would ultimately lead Pouné to follow a path of passion for design and architecture and ultimately result in her being commissioned to single-handedly design and document Australia's Premier Health and lifestyle retreat before the age of 30.

In 1997 while only in her second year of Architecture, Pouné worked along side her father completing the design and documentation of her first residential project. Having accomplished this rather large project at such a young age, she travelled to the United States where she studied at **California Polytechnic** for the next year under the guidance of one of their top professors while assisting in design workshops for the younger architectural students.

In the year 2000, Pouné **graduated from UNSW with an honours class one in a Bachelor of Architecture Degree.**

Having gained experience with many firms ranging from the Department of Public works to smaller design and construction practices, she sets her sights high and applied for a position with one of Australia's leading international practices and began working with **COX Richardson Architects** in 2000.

Being involved with such a prestigious firm, Pouné had the opportunity to work on some large scale and widely recognised projects. Some of which include, The new ABC building in Ultimo, the Lucas Heights Nuclear Reactor, as well as many international competitions and projects.

In 2003, **Fitness First Australia** head hunted and propositioned Pouné to join their team as Design Manager, focusing on the design and development of health and leisure facilities throughout Australia. With Pouné's multifaceted abilities and her eight years of experience in her much enjoyed "hobby" as a Fitness instructor, she accepted the offer as it provided a perfect juxtaposition between her professional career and her interest and enjoyment in the health and fitness industry.

A year and a half later she was offered the amazing opportunity to design Australia's premier health and lifestyle retreat, **Gwinganna** situated on 400 acres in Queensland's Gold Coast hinterland. A project that has occupied Pouné and her practice **Pouné Design** for the past two and a half years, with a completion date set for Spring 2007.

In 2005, Pouné's hobby took an interesting turn when she was approached by the Nine Network to join the expert team on the popular rating Reality T.V. program, **Celebrity Overhaul** which had its second series later that same year. Pouné's method of bringing fitness back to basics and her ability to adapt to client's needs has been a successful venture. In the last few years she has trained everyone from our sporting elite, to some of Australia's most prestigious celebrities and business people. Miss Australia 2004 contestants, Merv Hughes, Ita Buttrose, Phil Burton of Human Nature, Paulini, Peter Phelps, Symantha and Kieren Perkins, Laurie Daley, Kerry Chikarovski, Kate Fischer, Rowena Wallace, Nova Peris, Anthony Sumbati and Fabio are amongst such recruits.

Since forming Pouné Design in 1997 while still a student of architecture, she has expanded her design firm to that which over the years has been commissioned to undertake a myriad of projects throughout Australia. **Her firm's diversity in design experience, has led to projects ranging from simple to extravagant domestic buildings, various fit outs for commercial offices, showrooms and medical clinics, gymnasiums and health clubs.**

Throughout the last decade of growth, Pouné and her practice's commitment to poetic and pragmatic architecture befitting its region and context has developed with the multiplicity and scale of projects undertaken. "We take pride in the multitude of relationships we have built with our clients, whether it be individuals or corporations. Personal relationships formed on mutual trust and respect."