



Speakers – Drew Blackman, Clayton Blackman, Renee Ballard

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00:00:18 Drew Blackman

Welcome to the KRGS Doors podcast. I'm your host, Drew Blackman. The aim of our podcast is to talk to cool people with cool stories, whether it be our suppliers, customers, staff, other business owners or people from different walks of life and get to know them a bit better. If you're interested in coming on, drop us a line or email or connect with us via Facebook and we can have a chat to see what we can do.

Today on episode 58 of the four-year-old KRGS Doors podcast, I'm joined by KRGS Doors Managing Director Clayton Blackman and we talk to Renee Ballard from Lex Design Agency.

With over 15 years of experience in marketing and communications, Renee is responsible for ensuring the strategy behind the design Lex delivers is underpinned in research and data.

She tells us how Lex Design Agency started and her biggest challenges.

I'll also let you in on our next episode's guest, but for now, please welcome to the podcast, Ms Renee Ballard.

00:01:12 Advertisement

If this doesn't turn you on, folks, you haven't got a switch.

00:01:16 Drew Blackman

Renee Ballard, thank you very much for joining us on the KRGS Doors podcast.

What is the Renee Ballard story?

00:01:23 Renee Ballard

Oh, I've got two. One's 25 words or less and one's 50 words or less. One's 50 words or more. Yeah, so we, well, design wise, we started, I started Lex Design with my husband, Chris Ballard, who's an industrial designer and he's been in design, he's been designing retail for 25 years and that's what we specialise in. I'm not a designer, I'm a design strategist. And how I got to that is before here, I worked in PR, communications, marketing, media and media operator side. And prior to that, I've been a flight attendant, a bra fitter, a wedding planner. I worked on a cattle station in the outback. I lived on a farm in New Zealand for two years. So it's been a wild ride, which long story short is that's what's so great about what I'm doing now is everything I've done in the past helps for what I do today because my job on the surface is to find out the client's goals and work out how the design can achieve that. And then under that, I need to speak multiple languages, pop culture, design trend forecasting, also understand commercially, you know, business structure with licensees, franchisees, chain stores, global stores, regional, head office, sub-owned. So everything has kind of come to this moment in a really lovely full circle.

00:02:43 Clayton Blackman

You've had all the backgrounds.

00:02:46 Renne Ballard

I know, right? Itchy feet.

00:02:48 Clayton Blackman

You've ticked all the boxes there.

00:02:50 Drew Blackman

So with all that stuff that you've got to do now, what do you do after morning tea?

00:02:55 Renee Ballard

I know. Kind of insane. Yeah, it's good. I mean, it's a cracking pace. And you guys well know this with retail design. You know, everything needs to be yesterday.

00:03:06 Clayton Blackman

Yeah. Funny that.

00:03:09 Renee Ballard

So it's always fun. Like we're just doing a personal residential project at the moment and working, I don't know how you guys find this, but switching gears to residential design, construction and architecture, I cannot believe how different it is. Like it's all still gyprock, but the speed is so different and the, I must admit residential is, it's a lot

snootier. I don't know if I could work in that full-time, I might prefer working commercial and retail.

00:03:41 Clayton Blackman

So we don't do a lot of residential, but yeah, it is a different, it's a different pace, isn't it, the shop fitting?

00:03:48 Renee Ballard

Yeah, it's, it's what is the most fun about it. I think as well what I love is that you have so many different stakeholders.

00:03:55 Clayton Blackman

Yeah.

00:03:55 Renee Ballard

So like just for argument's sake to continue on with residential, you've got, you know, the law, like as in council, you've got the trades and you've got the homeowner. That retail, you've got the trades, the landlord, the RDMs, the client internally, their operations, their marketing, the product, the customer, the sales staff. There's so many stakeholders involved in that one store. On the surface, you just think you're designing a store, but really you're plugging into a much bigger framework and you've got so many more challenges to overcome.

00:04:28 Clayton Blackman

I know often when we go to site to measure up our products on sites and so forth, and they wonder why you haven't got the door in the car with you, like straight away, let's have you got it with you type thing.

00:04:38 Drew Blackman

Just add water.

00:04:39 Clayton Blackman

Yeah, it all looks so that it appears.

00:04:41 Drew Blackman

As you mentioned, you had a fair background there from bra fitting and cattle farms and everything like that. How did you end up in the design industry?

00:04:51 Renee Ballard

Well, really the long way, but it was always in the stars because when I finished year 12, about 300 years ago, I went off and studied photography. And that was down in

Melbourne. I'm from Melbourne originally. And, you know, I studied photography so long ago, it was actually like 35 mil film that I studied and, and not in an ironic hipster way, but like, you know, that was still a thing. And that was the mainstream. And then I finished that and went on to do visual arts after that. And then once that was done, I was like, okay, cool. So now I'm a qualified artist, which is not dissimilar to not being a qualified artist. And so I kind of left all that behind because I also have a deep love of money.

00:05:33 Clayton Blackman

Don't we all?

00:05:39 Renee Ballard

Don't we all. My heartbeat. And so I couldn't work out how to marry creativity and making money. I just didn't, I wasn't kind of bold or brave enough to ask anyone how to do it and I couldn't work it out. And so that's how I ended up just flip-flopping from one thing to the other and kind of following my nose and enjoying myself. But then, you know, when I was studying, I worked in hospitality. which doesn't sound like it, but it's quite a creative field in the sense that you have to do a theatrical show. Same as being a flight attendant, like you're putting on a show, there's everyone aboard on the plane, they're just going to be watching you. So even though I wasn't working in design per se for all of those years, I was bringing creativity to everything I was doing in hindsight. And so when I started working, and then I left the Middle East after flight attending and went to study Bachelor of Business Marketing and got a job in a design agency. And I was just working as a PA. And so that was that full circle moment where I came back and I was like, oh, that's funny. Like, that's ironic. And yeah, that's where I met Chris. And I actually knew Chris from a previous life because I went to Finch now, a small girls' school in Melbourne, and our brother's school was Camberwell Boys. And we used to do life drawing together. And I joked that Chris wasn't the model.

00:07:00 Drew Blackman

So what won you over?

00:07:02 Renee Ballard

Exactly. We had very good legs. Yeah. And so, yeah. And then we, it was just awesome. So Chris and I, apart from, you know, we know each other for a very long time, a very long, we knew each other a long time ago. It's so great. you guys are, I'm sure you probably work with industrial designers all the time. They are like creative engineers. Chris is forever like knocking on stuff and seeing how it's made and things upside down. And I'm a bit like that as well. So it's kind of like I think with design and creativity, we all have it. But I think what really makes you a designer, for me, my point of view, is curiosity. So you don't have to be a good drawer, but you have to be like, why is that like

that? And how? And can I change it? And would I want to? And that's how I kind of ended up in design. I was there the whole time, but now we run a business specializing in it.

00:08:00 Clayton Blackman

Those industrial engineers, they're a different thinker, aren't they?

00:08:03 Renee Ballard

Totally. Chris's mantra is like, turn it upside down, flip it over.

00:08:08 Drew Blackman

Yeah. It's interesting too in your field that you've got to be a bit of a know everything because you've got to, when you're designing, you've got to know, is that roller shutter going to work in that instance? Is that wall going to work here? Is that design going to work here? So you've got to know a little bit about a lot of things to make sure that, yes, it is going to work from the design stage as well.

00:08:31 Renee Ballard

Yeah, and I totally agree. And you also have to pivot quickly because sometimes the project wants you to be really creative and skyhooks, we call those skyhook projects, deeply conceptual. We don't know how it's going to get put together yet, but the client really needs, like we might be doing a pitch deck for a brand that wants to launch into a new region. And so that's a full skyhooks kind of concept. We'll work it out later so that we have to forget all the practical detail and just lean heavily into imagination. And then vice versa. Sometimes we do a site and it's an outlet and it needs to be fast, furious. Don't worry about the frills. Just, you know, what's the cheapest, most available racking system? So you have to pivot and make yourself be a chameleon. fast as you can because you've got to build trust with the client. The client doesn't want to feel like you don't know what you're doing.

00:09:22 Drew Blackman

Yeah.

00:09:23 Renee Ballard

Yeah. And so a big part of it. And that's why I was saying, like drawing on everything, working in hospitality, you know, when, you know, you can see into the kitchen and realise that everything's being scorched, but the client, you know, the customer can't see that. Everything's fine. Yeah.

00:09:38 Drew Blackman

The old duck method, you're nice and calm above, but the feet are paddling 100 miles an hour under the water. Now, tell us about Lex Design Agency, which is your and Chris's business. How did it start? When did it start? Number of employees, things like that.

00:09:56 Renee Ballard

Sure, So before we started Lex, we were living in Hong Kong. Chris was working for another company and Chris is a gun at what he does. Like, I mean, at that time he'd worked, I think, for 19 years as a retail designer and worked. for like big rollouts for Optus. And like he did the original three design back in the day. Remember the white three stores? That was all Chris did the Vodafone, Optus, Telcos, that kind of thing. And we were in Hong Kong, it was 2018 and Chris was the global, not global, Chris was the design director of Asia for this company. And we'd moved there as a family to Chris's promotion. And then it was time for a change. And Chris looked at me and said, maybe we could do something together. And I was like, oh, thank God. Like, praise be Jesus. Let me hitch my car to your wagon because you're really smart. You really know what you're doing. And also, we don't share the skill set. Like I said, he's really smart. But we have very different skill sets and I knew that was going to work. So we came back. from Hong Kong, Chris finished up with the company and we started working. We launched a business initially in Sydney and we knew we wanted to do retail design and as luck would have it, we were literally we switched on. all the, in the background, I put, the website, LinkedIn, Insta, switched it all on because, once the bots pick you up, then it gets flooded. And at the same day, an old client of Chris's rang and said, I've heard you left the other company. Where are you? Like, what are you doing? And it was so fortuitous. And then we joined because, you know, I worked in media where you always join associations. So immediately I joined the IFA and I joined the DIA on behalf of the company. And the IFA, once I registered, the first information I got from them was from you guys. And it was a pack with a brochure ruler, you know, and... a letter introducing yourselves. And I know, like, I don't even, we've never talked about this, we've never crossed paths apart from that. But it warmed my heart because I was like, oh, that's lovely. Like, it's really nice to be welcomed in. Especially when you come back from overseas, you start the business, you're so worried about crickets chirping. And to see, like, your company name on an envelope is very validating when you're 5 minutes old.

00:12:22 Drew Blackman

This is real. This is actually happening.

00:12:25 Renee Ballard

Yeah, these people believe us.

00:12:27 Drew Blackman

Yeah.

00:12:30 Renee Ballard

Yeah. And then so we ended up moving within six months. We moved from Sydney back to Melbourne. My family was in liquorice all sorts and we had to get that sorted. So we just spent five years in Melbourne. But because we were lucky enough to live in Hong Kong for those two years prior, we had a good international pipeline, which, you know, sometimes it's difficult in design in Australia. It's not the most overly valued craft, it's required. It's a trillion dollar industry. Everything that, you know, Mother Nature didn't make, a designer had, whether they're a designer or not, before it gets built, by default it gets designed. But yeah, so we were lucky enough to have overseas pipelines, which, so when COVID hit, by the end of January 2020, I had a hunch that, you know, this was going to be a big deal. And we were really lucky during COVID that we had overseas networks because China went down first. But luckily, we were still working with Australian clients at the time. And then China came back on the boil, America went down, Australia came back up. So we managed to kind of lily pad our way through COVID. And that was just great. Also, because we do a lot of international work, we were already online, like we live on Zoom. So that made it super. It kind of gave us an edge, like we already had the jump at that point. And yeah, and so now client wise we work with, we don't specialize in an industry, but we do do a lot in sports. Most recently we did the Under Armour headquarters campus store, which is the biggest store I've ever seen. We just, we went last month to visit. It was amazing. It's 1800 square meters, almost half an acre, just the store.

00:14:14 Clayton Blackman

Where's that at Renee?

00:14:15 Renee Ballard

That's in Baltimore in Maryland.

00:14:17 Clayton Blackman

Okay.

00:14:18 Renee Ballard

Yeah, right next to DC. And that's the head office of Under Armour because that's where they launched. Yeah. And Under Armour is one of our greatest, bestest clients. And yeah, working on their campus store was amazing. I mean, it was a team of people we worked with. We got a design team and the architect for the overall campus that we worked on their store. So that's some of the work that we do, sometimes we do local work. We did the Milligrams stores in George Street, another one recently in Adelaide at Rundle Mall, which Milligrams, like a very elevated stationery homewares store. All the way through to last year, we're working on Clark's, but with their UK office and designed their new stores. They opened in Madrid and Barcelona. those we haven't seen in real

life. So it's always wonderful when you can see them in real life. But sometimes you've just got to, you know, use your imagination and work remotely.

00:15:16 Clayton Blackman

Must be pretty gratifying when you see something like that with something that's an idea that's come up in your head and you actually end up seeing it in the finished product for real. That must be pretty exciting.

00:15:28 Renee Ballard

Yeah, it's amazing. It's amazing as well. Especially when, because we don't have a lot of contact with the trades, we just do designs. We don't have, we don't do construction project management, anything like that. We're pure designers. And so we don't always work with the guys on site.

00:15:45 Clayton Blackman

No.

00:15:46 Renee Ballard

And so when you pass everything on and you're like, you hand it over and you're like.

00:15:52 Clayton Blackman

Good luck with that. Good luck. I hope that works out.

00:15:55 Renee Ballard

Yeah. And then when you see it, there's this feature in the Under Armour campus store. And it's a gondola unit, for want of a better phrase, but it's a unit that sits in the store and it's got radial edges and it's huge. It's like three meters long by a meter wide. It's got radial ends, which is one thing you can do that. But then on the top, it has timber and a complex curve that goes like two different planes that it has to turn on. And so the fact that the construction team could come up with a solution and they did that at a cracking pace, but it just reinfills your face. Absolutely.

00:16:34 Drew Blackman

What are some of the changes you've seen in the industry in your time?

00:16:37 Renee Ballard

AI, like, I think AI is a really useful tool, but I have a feeling it's homogenizing design internationally. And the reason I say that is because there's more people using AI than there are coders. And people that, like AI isn't a separate entity, it's written by a human. So it's written with their lens. So if they don't know anything about ancient Egypt, they're never going to pop up in the AI machine. AI is only as strong as what it's sipping from and

who wrote the code to find where to sip. So I think that's why we're seeing, you know, that trend at the moment that everything from coffee shops to join up shops to hairdressers have arches and fluted panel walls and monochromatic palettes. I think that's coming from AI.

00:17:30 Clayton Blackman

It's just a copy and paste.

00:17:32 Renee Ballard

I think so. Because then, because that doesn't suit all brands. Brands have a really strong presence and never going to be able to use that. And that's why I think we're going to see a real split in homogenized design and on-brand design.

00:17:46 Clayton Blackman

You think they're just all being plagiarized, a lot of them.

00:17:49 Renee Ballard

Yeah, I think, you know, with the best of intention, like it looks good. Don't get me wrong, it looks good, but it's not. The reason I smell a rat, an AI rat, is because it's not steeped in anything.

00:18:00 Clayton Blackman

Yeah.

00:18:01 Renee Ballard

And generally when you have a trend, you can pin it back to why we got there. But then like just out of nowhere, it's all arches and matte finished fluted panels.

00:18:10 Clayton Blackman

Yeah, just to change the colors to suit the brand.

00:18:13 Renee Ballard

Yeah. And I'm like, where is this coming from? Because it's not like you know, Memphis Design reimagined or Art Deco reimagined or Victorian reimagined. It seems to be a smash up out of nowhere. And what is reference that stinks is, you know, how there's this revival of skater brands like Von Dutch, Vans, Stussy. You know, I was visiting the Stussy store in Sydney recently with a client, Wanna Dustcheb. they referenced something about this store and so we went and had a look and it was all plyboard and you know, you can see kind of the fixings. It's very bare and barren. And I was like, oh my God, it was like being in Dangerfield on Brunswick Street in Fitzroy circa 1993.

00:18:59 Clayton Blackman

Yeah. It's come around again.

00:19:01 Renee Ballard

Yeah. And I was like, God, I'm fine.

00:19:04 Clayton Blackman

I've seen this before.

00:19:07 Renee Ballard

Goodness, like I may as well have been at Shed 4 down at the docks at some kind of Carl Cox rave.

00:19:12 Drew Blackman

What are the biggest challenges you face both in the industry and also as a business owner?

00:19:17 Renee Ballard

In the industry, it's having guard down conversations with the other people you need to collaborate with. Like the faster we can develop a rapport, like if the client wants us to meet with the shop fitter, That's great for us because we don't want to design something that costs a fortune when the shop fitter has amazing expertise and experience that we can tap into. We can all work faster and more economically that way. That's on its positive note. Sometimes people come to the table and they're guarded. They might have had a bad experience with another designer.

00:19:53 Clayton Blackman

Straight away the guards up.

00:19:55 Renee Ballard

Yeah. So like one of our biggest challenges is like laying down our guard, hoping they can too, so we can all get along. Yeah, because sometimes, you know, we innocently spec a look and finish and it can get misinterpreted and it goes from this needs to look the color of gold to it's been interpreted as this has to be solid brass. That's like, a six figure point.

00:20:21 Clayton Blackman

Yeah, different brass.

00:20:22 Renee Ballard

We're like, yeah, we're like, no, like gold metallic powder coat. We're not selling brass coats. We're just selling the look of to help the product shine. So the biggest challenge is getting your message across.

00:20:34 Clayton Blackman

100%.

00:20:36 Renee Ballard

And then what was the second question?

00:20:39 Drew Blackman

As a business owner, what is your biggest challenge?

00:20:45 Renee Ballard

Staffing.

00:20:48 Clayton Blackman

How did I know that was coming?

00:20:50 Drew Blackman

We do ask that question to a lot of our business owners and a lot of the answer, and 99 out of 100 is staffing.

00:20:57 Clayton Blackman

Staffing, finding the right people.

00:20:59 Renee Ballard

It's so hard. It's because you've got to have someone that knows what they're doing, but you also have to have someone that you want to spend all that time with.

00:21:07 Clayton Blackman

Yeah. And you don't want to train them up and put them through the paces and then all of a sudden the grass is greener on the other side. You're back to square one.

00:21:17 Drew Blackman

How many staff members do you currently have at Lex?

00:21:21 Renee Ballard

Currently none. We have subcontractors at the moment. We have a slew of subcontractors that we sub work out, you know, as we can, lily padding as much as we can. But because we moved to Sydney last June, so we've been back in Sydney for a

year after five years in Melbourne. So we're light on our feet at the moment while we work out. next steps. Once you move house and you move the business, there's a lot of dust kind of flying around. We're waiting everything to settle. And then going forward, I don't know, maybe you guys have some insight into this because we've always tried to hire all-purpose, like generalist designers. They come from a stream like interior or industrial. But now I'm wondering if the new model is do we find just really specialist, like just had drafts people or just graphic designers or do presentation layouts.

So that's my new experiment to run to see how that's going to go.

00:22:16 Drew Blackman

With using subcontractors, do you find it's a double-edged sword where you don't have to have the staff in the office and look after that staff side of things, but then you don't have complete control over the timing and things like that of getting work done as well, because obviously you're relying on a third party?

00:22:36 Renee Ballard

Oh, hit the nail on the head for sure. It's always that dance of expectation. And then it really just highlights how important communication is and how awful assumption is. Because you think, I've given them the tightest brief, this is going to work out just fine. And then they come to a fork in the road that you didn't even imagine could be a fork. And I was chatting to Joe Kellick. CEO of the GIA this year and she mentioned that you watch, and you know, we're all in design, so no one's tattletale, but what she does is when she hands a designer a brief, she makes it as tight and as small as possible, like with as many boundaries as possible. And I think maybe that's a part of the key as well, because one person's apply your initiative is another person's accidentally break the project.

00:23:26 Drew Blackman

How do you advertise to clients? Is it through word of mouth or you've got history there? How does that work?

00:23:33 Renee Ballard

It's all, we're really referral, especially because we're B2B. And same with you guys as well. B2B, it's a different beast. Yeah. Social media, marketing, advertising. It's, you know, we haven't cracked that code by any stretch. And definitely word of mouth, referrals. That's really mostly it. I like in Australia as well, design's really competitive. So It's one of those industries that I think we would all benefit from raising each other up a bit more. And this could be my own bias and maybe I'm the problem, but sometimes I feel like it's, you know, you can't see here and you can't look at my work. It's very guarded. But only that tells me that because it is so competitive and landing clients here is tricky. And even though Australia has heaps of money, budgets for design and

retail design seem to be quite tight. Whereas working with Asia and America, even the Europe, UK, UK, they seem to value it more and they seem to embrace how important good store design is. I'm not saying Australia doesn't do good store design, like we're the home of ASOP and they nailed the brief. But that's just kind of my learnings and certainly one of the challenges I think of the Australian industry. But yeah, we just really lean into the pipeline. Like our pipeline really leans into our networks. And I wish someone had told me that when I was 20. And I wish I hadn't have blown up so many bridges along the way.

00:25:04 Clayton Blackman

Renee, do you see, do you feel that here in Australia we'd copy a lot of what happens from overseas? I think we do in our B2C products.

00:25:15 Clayton Blackman

Yeah.

00:25:16 Renee Ballard

Like the consumer-facing stuff, we know that fashion ducks across because they've got the advantage of being six months behind seasonally. Whatever happens there comes across. I also think, I used to probably think more that we were following everyone else's lead, but I also think... Australia is such a small market financially compared to the rest of the world and region, and we're so geographically isolated. We're very restricted here with what materials and products are available to construct with. So whilst the internet shows us that, you know, you can have any kind of brass finish you want or go put brass on the brain, any kind of chair you want, there's a thousand chairs. Reality is once you start specking like anything from laminates to carpet to materiality. It's quite a small range that's available now and with retail especially, you need to spec what's available off the shelf right now.

00:26:13 Clayton Blackman

Yeah, otherwise it's a costly and also a long wait.

00:26:17 Renee Ballard

Yeah, so what we do for concept design, we do a lot of concept design with head offices of brands. is very different when we do an actual, we know this is going to get fitted out. It's the two different beats. So we start off with the concept, of course, but we are really restricted to what's available in Australia or whatever region it is. So when we opened stores in China, we designed the Under Armour Steph Curry store. They opened three of them and You know, we specify by gold finishes because it's curry gold and timber floors and things. And working with China is amazing because they have everything at their disposal. You know, they're very can do mentality wise, like very go getter. And then they

also have a great assortment of products and finishes to draw from that we don't have here.

00:27:09 Advertisement

Hey guys, sorry to interrupt the podcast, we have a word from our sponsor. KRGS Doors fold enclosure allows you to have a security concertina door in any shape or any length.

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Now back to the podcast.

00:27:46 Drew Blackman

Now away from work, how do you relax?

00:27:49 Renee Ballard

I left that behind, I reckon, around 20, or when we started the business, 2018.

00:27:54 Drew Blackman

Spoken like a true business owner.

00:27:56 Renee Ballard

Yep. I was on a couch.

00:27:57 Clayton Blackman

What's relaxation?

00:27:58 Renee Ballard

And I was flying from Hong Kong to Sydney, and that was the last time I relaxed. Yeah. I wish, because we're renovating a house at the same time and we have an 11-year-old and the business. I don't know. I wish, so we just went to America last month and I didn't realize how tightly wound I was until I was at a retreat in Phoenix, Arizona, true story, a month ago, and on my own. And I rang Chris and I at 4 a.m. Phoenix time with jet lags in the morning or something here. And I had lost my mind and I was in tears and I was like, I think I need to come home. And you know, if you know, Chris is very unmelodramatic and is a man of not many words. And Chris is like, no, no, this is a circuit breaker. You need to be there. I was like, okay, desert it is. So I'm pretty extreme even when I'm trying to relax.

00:28:53 Drew Blackman

Yeah. Now, to finish the podcast, we ask our fast five questions just to get to know you a little bit better. They're a little bit rapid fire.

What would be your last meal?

00:29:04 Renee Ballard

French onion souffle.

00:29:06 Clayton Blackman

Okay, I haven't had that one.

00:29:07 Drew Blackman

We haven't had that before.

00:29:08 Clayton Blackman

No, that's a new one.

00:29:10 Drew Blackman

And then what is your drink of choice?

00:29:13 Renee Ballard

Champagne.

00:29:14 Drew Blackman

Lovely. Who is your favorite superhero and why?

00:29:20 Renee Ballard

Oh, 99. From Maxwell Smart. Very well dressed.

00:29:26 Drew Blackman

Very well dressed. 99. And probably the brains behind the whole outfit, really.

00:29:32 Renee Ballard

Yeah. I know right, but she made it look easy.

00:29:34 Drew Blackman

Yes. What is your favourite movie quote?

00:29:39 Renee Ballard

Oh, it's not pretty, but it's, I think it's Olympia Dukakis in Steel Magnolias, where she says it's like 2 pegs fightin' under a blanket.

00:29:48 Drew Blackman

Well said. And finally, if heaven does exist, he's done a bit of renovations up there. He's got rid of the pearly gates and he's put in a pearly roller shutter from KRGS doors. So if heaven does exist, what would God say when you arrive at the pearly roller shutter?

00:30:03 Renee Ballard

I don't even think I'd let him get a word in. I've got some questions.

00:30:08 Clayton Blackman

I know some things answered. Is that what you'd say?

00:30:11 Renee Ballard

Yeah. Like, let's talk this, well, first thing I'd want to know is, let's talk through your decision on the roller door. Like, tell me, was it mother of pearl, matte finish, gloss? You'd want to go with that.

00:30:21 Clayton Blackman

You'd want to negotiate it.

00:30:23 Renee Ballard

I'd want to know everything.

00:30:25 Drew Blackman

And you'd probably redesign up there as well.

00:30:27 Clayton Blackman

Yeah, give it a place of facelift.

00:30:28 Drew Blackman

Yeah, give it a once-over.

00:30:30 Clayton Blackman

Renee Ballard, I Really, really appreciate you coming on and having a chat on the KRGS Doors podcast. You're doing some great stuff there at Lex Design. And make sure, yeah, I'd like to really try and catch up and do this again sometime. That'd be great.

00:30:44 Drew Blackman

Yes.

00:30:45 Clayton Blackman

Should be good. We'll do episode 2 or something down the track.

00:30:49 Renee Ballard

Sounds fabulous to me. I could do this every week. It's been delightful. Thank you so much for having me.

00:30:55 Clayton Blackman

We should have beer. If we do it again, though, we should have beer and champagne or something like that. What do you think?

00:31:00 Renee Ballard

100%. You name the place, stay in place, I'm there.

00:31:03 Clayton Blackman

Okay, we'll lock it in. Thank you very much for your time. It's been tremendous to talk to you on your history with the design and what you're doing now. So really, really appreciate you coming on to have a chat.

00:31:14 Renee Ballard

Wonderful. Thank you, Clayton. Thank you, Drew. Lovely to talk to you.

00:31:18 Drew Blackman

Thank you. Thank you very much.

00:31:20 Drew Blackman

That brings the door down on the 58th episode in our chat with Renee Ballard from Lex Design Agency. Check out Lex Design Agency on Instagram or visit their website www.lexdesignagency.com. If you've missed any previous episodes of the KRGS Doors podcast, you can download them from our website www.krgsdoors.com.au/podcast or on your favourite podcast player search KRGS Doors. Don't forget to hit the subscribe button to ensure you don't miss any future episodes. This also boosts our ranking and my ego. The other thing I suggest is if you have enjoyed the podcast, visit your favorite podcast player and leave a review or a rating. Keep your ears peeled for our upcoming next episode where we speak to another designer, Josh Bradstock from 8 Architecture and Design, leading architecture and interior design firm based in Melbourne. Their full service approach covers architecture and interior design from strategic planning, brand alignment and concept design. Design is not just what they do, it's how they think, solve, and lead, delivering powerful functionality and visual striking architecture and interior design across Australia. It is certainly not a chat to miss.

Keep your ears peeled for this one.

I've been your host, Drew Blackman, and you've been fantastic for tuning in today.

As always, you could be anywhere in the world, but you're here with us.

Thanks. Till next time.

00:32:47 Advertisement

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