

## **New Western Sydney Conference Centre precinct transforms Penrith**

The Western Sydney Conference Centre (WSCC) and Pullman Hotel, designed by Sydney architecture and design studio TURNER, is set to transform the city of Penrith into a global destination.

The project is part of a masterplanned development by TURNER for the Panthers Group, which includes the area's first 5-star hotel – the Pullman Sydney Penrith by Accor – and extends to the East Side Quarter, featuring apartments, dining and retail.

TURNER Principal Nick Turner says the WSCC reinforces Penrith as a premier entertainment destination, and will support the upcoming addition of a new international airport and billions of dollars allocated to local infrastructure projects.

"The WSCC opens the door to Penrith for business and entertainment functions, boosting local employment opportunities and inviting partnerships across Sydney," Nick says.

"The design has created a significant new facility for locals and visitors alike – it's sure to activate and transform Penrith."

The fluid, ribbon-like shape of the building is inspired by the nearby Nepean River. This undulating form encourages exploration and movement around the building, and provides moments for meeting and resting.

Just as the light bounces and reflects along the river's surface, solid metallic panels dance across the building's soffit, creating a shimmering effect as they catch the light at various times of the day and night.

Internally, the conference and community centres take cues from the horizon, the iconic Blue Mountain Ranges and surrounding landscape.

Meanwhile, TURNER Head of Interior Architecture Monique Franklin says the hotel has been thoughtfully designed to deliver spaces that serve as backgrounds for creating memories.

"The Pullman Hotel provides a curated series of positive places," Monique says. "We have designed the hotel to provide guests with an elevated experience during their stay, from the arrival moment at reception lobby through to the premium dining restaurant."

The lobby lounge features a rich and dynamic art installation, playful furniture selections and extensive custom-designed elements, while the premium guest rooms showcase high quality and comfort.

The hotel's dining options, Marcel Bar and Bistro and Tori lobby bar pay homage to renowned architect, Marcel Breuer, whose only Australian building is located in Penrith. Breuer collaborated with his former chief assistant and Australia's foremost architect, Harry Seidler on the Torin factory building, which opened in 1976.

The Pullman provides 153 rooms, while the WSCC can cater for events with up to 1000 seated guests. The Warami Community Centre, located at the heart of the WSCC, will host two of Penrith's most prominent not-for-profit organisations; Panthers on the Prowl and WestCare.