



Will & Co

Sydney, Australia

A uniquely Australian coffee company at heart, Will & Co began with “three mates who set out to create the perfect blend to accompany an early morning surf.” Founded in world-famous Bondi Beach, this beloved local roastery HQ is located in a refurbished beachside building, and functions as a showroom, training venue, working café, roastery, and branding exercise, inspired by young entrepreneurship and street art, and defined by a simple coastal palette.

Working with designers Alexander & Co, they overcame the challenge of marrying what was essentially a commercial roasting and workspace with a customer-facing environment that would need to appeal to both B2B and B2C. In doing so, they created an environment conducive to educational and community activities.

Their resultant vision created something familiar yet edgy and innovative. This experimental, hybrid space was

inspired by artists Donald Judd and Rachel Whiteread, with restrained color and material accented by exposed and painted recycled brick, blue rendered walls with tiles, polished concrete, brown leather, and blue powder-coated steel, brass, stained oak, and birch ply.

Taking center stage is a monolithic Marblo resin counter in a light blue—a nod to Whiteread’s cast-resin doors and functioning as the space’s key operational area, training zone, and service counter. A Judd-inspired pivoting partition hovers while the coffee grinder and bean sacks sit centrally too.

The space is unapologetic, direct, and charismatic, says Will & Co’s principal architect Jeremy Bull. Custom, artistic murals feature throughout the space, designed and installed by a long-standing friend of the brand, Perth-based illustrator Chris Nixon. Many quirky and fun graphic illustrations