

Don't stop us now!

When Brookvale-based artist Alejandra Sieder visited the Optimal Recruitment office for a job interview in November 2021, she did not expect to walk away with a commission for a new artwork.

“When I met with Julie [Optimal Recruitment Director], I commented on the striking art and furniture in the office, and the beautiful blank wall in the meeting room. White space is an exciting prospect to an artist, but I certainly wasn't seeking a commission,” Alejandra says.

Visitors to Optimal Recruitment's modern office space in Brookvale will delight in the funky mix of industrial design and quirky detail. Sheer glass walls meet light wood surfaces, and large copper lampshades descend from the high ceilings. A welcoming entrance area, that would not be out of place in a boutique hotel, features comfy leather lounges, magazines, and potted ferns. The office pet, a fish called Wanda, lives in a bowl above a well-stocked bar fridge. The Optimal team like to enjoy a quiet drink on Fridays and recap on the busy week.

This tongue-in-cheek approach continues in the three meeting rooms upstairs. All are named after well-known music tracks that have particular resonance in a recruiting context. 'Should I Stay or Should I Go' by The Clash sits adjacent to The Smiths' 'You're the One for Me'. Alejandra met with Julie in 'Don't Stop Me Now', a tribute to Queen's 1979 hit single. Prints and artwork that tie in with the musical theme are on display in each room.

“When we moved to our Brookvale office in September 2021, we saw the potential of creating a distinctive space that reflected our brand. Humour and art were important considerations in this. Plus, both help to break the ice with clients and set a positive tone for

everyone,” Julie says.

Alejandra's newly-commissioned piece certainly adds colour and pizzazz to the office atmosphere. Rather than working in acrylics and oil (her usual medium), the Venezuelan-Spanish-Australian artist opted to create a

high resolution digital print on aluminium, featuring four original singles by Queen. The unique artwork now hangs in pride of place in 'Don't Stop Me Now', inspiring and motivating visitors and the Optimal Recruitment team alike.

Contact the Optimal Recruitment team of professional recruiters (and art enthusiasts) on info@optimalrecruitment.com.au or 02 8416 4181, and find out more on their website optimalrecruitment.com.au. For original artwork by Alejandra Sieder, visit her Instagram page [@alejandrasieder](https://www.instagram.com/alejandrasieder) or website alejandrasieder.com.

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