

Interior Artisan



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Building a design company from the ground up in a foreign country would be daunting for most, but Mia Feasey has created one of Australia's most innovative commercial interior-design firms.

Images by Scott Ehler
Image location: Marque Lawyers

At the age of 22, founder and CEO of Siren Design Mia Feasey began her career as a part-time resource librarian at Geyer Design. She rose quickly to a junior designer position at the company before transferring to a small architectural practice to further her skills. She joined forces with a builder at age 24 to establish a design and construction company, taking on the role of managing director.

Responding to the growing demand from clients for a pure interior design consultancy, Mia founded Siren Design Group. Beginning with a small core design team in Kent Street, Sydney, the business has grown from five staff to 30 across Australia and Singapore in just eight years. Siren specialises in corporate, hospitality, residential development, commercial building, and retail design, boasting an impressive local and international clientele including AGL, Accenture, Carolina Herrera, Facebook, Lend Lease, NAB, Yahoo!7, Coles, Boeing, STW

Group, WPP, Aldi, Mission Australia, and Greenpeace.

Mia keeps things fresh by constantly seeking to master her craft, widen her network, and deepen her understanding of an everchanging industry. "Siren has been the 'wild card' in many tenders against a line-up of large, traditional commercial interior design firms," Mia says. "Siren has been, quite literally, the 'David' against the 'Goliaths'. I felt lucky to win the first few jobs from the large firms, but when it started to happen more frequently, I realised clients were drawn to the core of the Siren brand. Our clients understand that their success is at the centre of everything we do."

Mia's ability to relate to people ensures that Siren remains client-centric and that her staff are happy and as a result, loyal. Siren continues to win new clients and inspire them to return again and again as new projects arise. She believes in a supportive culture where everyone helps one other. To promote continuing growth, Siren employees are

provided with one-on-one coaching and mentoring sessions, regularly working on clarity-of-performance goals and focusing on developing the skills that enable both the individual and the team to produce outstanding results.

"It has been relatively easy to formulate our succession plan. We work with key team members to prepare them for future career development," Mia explains. "Sixty per cent of our team are home-grown talent, with many employees starting with Siren either as interns or graduates. Our Singapore managing director, Penny, started with Siren as a graduate."

Mia strongly believes that it is essential to have a great culture. "It's a lot more evident to clients and potential clients than you think. Culture is a large part of the DNA of a business."

With a string of industry awards, including winning the coveted NAWIC 2010 Business Woman of the Year Award, the 2011 Melbourne Design Awards, >





"Siren Design produces amazing designs, and it is wonderful to work with Mia, as she is well versed in a range of products. I am inspired by her commitment to her staff and clients." - George Abagi, National Commercial and Specification Manager, Polytec

"Internal culture is the thing that remains the same between our Australian and Asian businesses. Our IP is the 'Siren Magic', which has been developed and honed over several years."

-Mia Feasey

and the 2012 Perspective 40 Under 40 Design Stars of the Future Award, Mia believes in rising to the challenge and constantly innovating in order to stand out in a highly competitive market.

Her most recent success highlight has been Siren's foray into South-East Asia with the launch of Siren Singapore as a gateway into the Asian market. Transferring Penny Sloane to Singapore as managing director, Mia and Penny have grown the Siren brand into Asia in a short timeframe. Siren Singapore has quickly made a very positive impression on clients and has garnered the respect of the design community.

Penny recently won the Perspective 40 Under 40 Design Star of the Future Award in Asia Pacific. Siren Singapore's first job was the Facebook offices, which was closely followed by Carolina Herrera in the Marina Bay Sands and the British Airways Business

Class Lounge. "News travels fast, and people talk, so reputation is imperative. Our most recent work in Asia includes offices for CSC, Swiss Watch Gallery, retail fit-outs, and a boutique hotel refurbishment."

By researching the culture, including cultural business etiquette, Mia understands that you can't always mirror the same approach you use in another country. "Internal culture is the thing that remains the same between our Australian and Asian businesses. Our IP is the 'Siren Magic', which has been developed and honed over several years."

As a remarkable success story, Siren is widely regarded across Australia and Singapore as an industry leader in interior design,

combining exceptional service and quality of design with passionate commitment and a sense of fun.

"We've managed to organise ourselves in Singapore within one short, very exciting year as well as win the trust and respect of some truly amazing clients," Mia concludes.

With an ultimate vision to work with clients in Australia and overseas, provide a business where her design-savvy staff can showcase their talents and help clients achieve success, it is clear that Siren is set to experience continuing ascendancy in the future. Mia has built a spectacular company from scratch, cultivating young talent and presenting them with opportunities to flourish alongside harmonious environments where brands live. ●

"JDV are a team of construction professionals. We enjoy working closely with Siren to translate design into reality. Siren produces cutting-edge interior design, always balancing the creative with down-to-earth common sense while keeping the client at the heart of every solution." - Jason DeVos, Managing Director, JDV Projects



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