

First look inside Apple's new Brisbane store at Macarthur Chambers

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Inside Apple's new Brisbane store as it gets ready to open this week. Picture: via AppleInsider

THIS is the first look inside Apple's new flagship store in historic Macarthur Chambers in Brisbane's CBD.

Photos posted on [Apple Insider](#) show the interior of the store as it is prepped for this Friday's opening.

The pictures come from insiders with access to the long-awaited store and include shots posted on The Reckoner of product signage, scaffolding and empty display tables.

A more recent set of images, published by MacRumors, shows display tables with chairs, MacBook displays and what looks to be accessory shelving.

The impressive interior of Macarthur Chambers - with its huge gothic columns and high ceilings - is shown off to great effect.

The space used to be home to Dymocks bookstore and a discount artworks store before it lay empty for more than a year.

[Read more at Apple Insider](#)



Inside Apple's new Brisbane store as it gets ready to open this week. Picture: via *AppleInsiderSource*: No Source

This week, in an exclusive interview with The Courier-Mail, [Apple Vice-President Worldwide Stores Steve Cano confirmed the store would throw open its doors to customers at 10am on Friday](#), becoming the twenty-first official Apple store in Australia.

"We're incredibly proud of the work we've done to restore that tremendous space, and to now call one of the city's most historic buildings home," he said.

"Queen Street is the city's retail heart, so we fully expect the store to become one of the busiest in the country."

The refurbishment has restored original elements of the historic building, which was commandeered by US General Douglas MacArthur to serve as the Allied Forces regional headquarters, and will serve as a heritage-style counterpoint to the ultra-modern Apple Stores around the country.

"When we took control of the store many of the historic elements were missing or in disrepair," Mr Cano said.

"We've painstakingly restored the store using local materials and wherever possible salvaging and refurbishing the original elements of the building."

Development plans unearthed by Apple fans indicate the store will retain historic features of the building, including its original bronze doors, and feature one of the company's trademark staircases.



While Apple fans in the River City have long-awaited a store in the centre of town, Mr Cano said it was important for the electronics giant to choose the perfect location to showcase their brand and their products.

As retailers in Australia slowly pull themselves out of a long-term slump, and with bricks and mortar stores gradually losing ground to online shopping, Mr Cano said it was important to continually reinvent and focus on the unique advantages of physical retailing.

"There are certain things you can do that are only capable of happening in a retail experience," he said.

"That personal connection, that face-to-face connection, that hands-on support, you can only get that in a retail environment."

Mr Cano said the Brisbane store would feature the Apple Genius Bar and the full range of Apple products, as well as personalised services and workshops featuring local artists, musicians and film makers.

Source: <http://www.news.com.au/technology/apple/first-look-inside-apples-new-brisbane-store-at-macarthur-chambers/story-fnjwvld-1226802361058>