

2026



GONE. FAREWELL STUDIO

FAREWELLS AND MEMORIALS

Welcome.

If you are here, something significant has happened - or you are thinking ahead.

Gone. exists to ensure that a farewell feels as considered as the life it represents. We work with individuals and families who want something different - a farewell shaped around the person at its centre, not around convention or logistics.

You do not need to know what you want yet, nor do you need to have spoken to anyone else. There is no expectation to arrive with decisions made.

We begin with a conversation.

Ashley Diamond

Founder and Executive Producer

GONE. FAREWELL STUDIO

OUR ROLE

IT'S IMPORTANT TO BE CLEAR ABOUT OUR
ROLE FROM THE OUTSET

We are not a Funeral Home.

Gone. is a creative studio that manages the full experience of a farewell - from the first conversation through to the day itself.

We engage and manage every supplier involved - including the funeral director where required - and shape the experience from arrival to departure.

We lead the process with calm clarity and complete discretion, so that the people who matter most can focus on what matters most.

In practice, our work covers the tone, structure and flow of the farewell, storytelling and personal narrative, visual and sensory elements that support meaning, and the appointment, briefing and management of every supplier involved.



WHAT IS GONE.?

GONE. FAREWELL STUDIO IS A CREATIVE STUDIO FOR END-OF-LIFE EXPERIENCES

Gone. is for those who feel that a standard funeral would not do justice to the life being honoured.

Most traditional funerals are organised around logistics - what needs to happen, in what order, within a familiar template. Gone. begins somewhere else entirely. We begin with the person. From there, we shape a farewell around their life, their character, and what the people who loved them most need to feel when it is over.

We manage the process from end to end - appointing the funeral director, engaging every supplier, and overseeing the experience on the day. The result is a farewell that feels coherent, intentional, and entirely specific to the person at its centre. Our work is design-led, emotionally considered, and completely un-formulaic. No two are the same. They never should be.

This may take the form of a funeral, memorial, celebration of life, or a combination of moments over time.

What makes a Gone. farewell distinct

- architecturally considered spatial design
- cinematic storytelling approach
- carefully directed guest experience
- non-templated structure
- contemporary venues beyond chapels
- refined visual language



ASHLEY DIAMOND

FOUNDER AND EXECUTIVE PRODUCER
GONE. FAREWELL STUDIO

Before founding Gone., Ashley spent more than two decades as an Executive Producer working within leading creative event agencies and production companies - designing and delivering large-scale cultural events, broadcasts and brand experiences across Australia and internationally.

Her work has involved collaborating with global artists, cultural institutions and major brands to create moments that bring together design, storytelling and emotion.

That experience now informs the way she approaches farewells - bringing the same calm leadership and attention to detail to one of the most significant moments a family will navigate.

HOW WE WORK

We take the time to understand the person, the context, and what matters most to the people around them. This conversation can happen in person or online, and can include family members or close friends if that feels right.

There is no expectation to arrive with decisions made.

While every farewell is different, our work moves through three clear stages:

I.

CONVERSATION

We begin by getting to know the person being honoured - their character, their life, and what the people closest to them need from this moment. There is nothing to prepare and no decisions to have made.

2.

CREATIVE DIRECTION

From this, we shape the overall direction of the farewell - its tone, structure and flow. We identify the key moments, define the experience, and outline everything required to bring it together. At this stage we also confirm scope and fees.

3.

BRINGING IT TOGETHER

Once direction is agreed, we move into full production - appointing and briefing suppliers, managing every logistical detail, and overseeing the farewell on the day. Families can be as involved as feels right. Everything else we take care of.

WORKING WITH GONE.

THREE WAYS TO APPROACH A FAREWELL

FULL SERVICE FAREWELLS

For families navigating an immediate loss. We take charge of the entire process - shaping the creative direction, appointing and managing every supplier including the funeral director, and producing the farewell from beginning to end. From the moment you contact us, we take care of everything.

PRE PLANNING

For individuals who want to shape their own farewell thoughtfully, and ensure the people they love are not left to navigate difficult decisions at the hardest possible moment. We guide the process at whatever pace feels right, and the work results in a clear, considered plan that is ready when it is needed.

MEMORIALS AND CELEBRATIONS OF LIFE

For families who want to honour a life beyond the funeral itself - on a significant anniversary, in the weeks that follow, or as a gathering that creates more space for remembrance than the funeral allowed. A memorial can take any form: intimate or expansive, reflective or celebratory. Gone. shapes each one with the same design rigour and personal attention as every farewell we produce.



OUR RELATIONSHIP WITH FUNERAL DIRECTORS

FOR FULL SERVICE FAREWELLS WHERE A
DEATH HAS OCCURRED

For full service farewells, Gone. works with a funeral director as a core part of the team we assemble and direct. If you already have one in place, or a strong preference for one, we are happy to work with them. If not, we will recommend and appoint one from our network of trusted professionals on your behalf.

We become the primary point of contact - briefing them on the farewell we are producing and ensuring their work sits seamlessly within it. You will not need to manage that relationship directly unless you choose to.

The funeral director brings their essential expertise in the legal and regulatory requirements, care of the deceased, burial or cremation logistics, and all documentation and permits. We coordinate with them throughout. Families deal with us.

For memorials and celebrations of life, a funeral director is not required - those arrangements have already been attended to. Our role in these cases is entirely creative and logistical.

PROFESSIONAL FEES

OUR FEES REFLECT THE LEVEL OF THOUGHT,
DESIGN AND CARE INVOLVED

The figures below represent Gone.'s professional fees only.
Third party costs - including funeral director, venue, catering, florals, music, printing and transport -
are presented separately and we have shared indicative ranges on the following pages.

FULL SERVICE FAREWELLS

from \$10,000

PRE PLANNING

from \$2,000

MEMORIALS AND CELEBRATIONS OF LIFE

by consultation as these vary in scale and scope



WHAT OUR FEES INCLUDE

Every Full Service Farewell produced by Gone. includes the following as standard:

- Shaping the overall vision, tone and feel of the farewell
- Designing the structure and flow from arrival to departure
- Storytelling and helping shape personal tributes and meaningful moments
- Appointment and briefing of the funeral director where required
- Recommendation and management of all suppliers
- Coordination of quotes, bookings and payments on your behalf
- Clear written creative direction documentation throughout
- On-the-day production and presence to ensure everything unfolds exactly as intended

Every farewell also involves a range of third party costs - the funeral director, venue, catering, florals, music, printing and transport. These sit outside our professional fees and are presented separately within a clear and transparent budget we prepare on your behalf. We manage every supplier relationship and every payment. Families receive one consolidated view of the full investment, with no surprises. All fees and third party costs are confirmed before any work begins.

INDICATIVE TOTAL EXPENSES

The figures below represent the total investment in a farewell produced by Gone, including our professional fees, the funeral director, and all third party costs such as venue, catering, florals, music, printing and transport. They are offered as a guide only. Every farewell is different, and the final investment is always shaped through conversation - never beyond what is appropriate for the life being honoured and the people doing the honouring.

INTIMATE FAREWELLS OR MEMORIALS:
FROM \$15,000

SIGNATURE FAREWELLS OR CELEBRATIONS OF LIFE:
FROM \$45,000

LARGE-SCALE OR PUBLIC FAREWELLS AND MEMORIALS:
FROM \$85,000

If your priorities or budget sit outside these ranges please tell us - we will always guide you toward the most considered approach available. Final scope and fees are shaped through conversation, and we work with a limited number of families at any one time to ensure each farewell receives the attention it requires.

HOW ENGAGEMENT WORKS

When you are ready to proceed, we formalise the engagement through two documents:

AUTHORITY TO ENGAGE FORM

The Authority to Engage confirms that you wish to appoint Gone. to commence work on your farewell. Once signed, we begin - initiating the creative process, engaging suppliers on your behalf, and securing everything required to move forward with confidence.

CLIENT SERVICE AGREEMENT

The Client Service Agreement sets out the scope of work, fees, responsibilities and timeline in clear language. It exists not to complicate the process but to ensure that from the very beginning, everything is transparent and agreed. You will always have the opportunity to review it carefully and ask questions before signing.

Both documents are designed to give families clarity and confidence at a moment when there is already much to navigate.
We walk you through them personally.

WHY GONE.

The way we say goodbye matters more than we often realise.

A farewell is not about creating a perfect event, or trying to soften grief. Loss is still loss. But when a life is acknowledged with care, intention and meaning, it can offer something quietly important. Many families have told us that knowing they have farewelled their loved one with respect and gratitude allows them to rest - not because the grief disappears, but because there is nothing left unsaid or undone.

A thoughtfully shaped farewell can become a steady point in the months and years that follow.

A moment they return to. A memory that holds, rather than hurts.

This is why we take the work seriously. And why we move thoughtfully and with care.

GONE. FAREWELL STUDIO

NEXT STEPS

THE FIRST IS SIMPLY A CONVERSATION

EMAIL

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PHONE

0456 523 162

WEBSITE

gonefarewellstudio.com.au

There is no obligation, no pressure, and no expectation to have made any decisions yet. Once we have heard from you, we will arrange a time to talk - to understand what you need, discuss the scope of our work together, and outline how we would approach things from there. We are available via the website or directly above.



THANK YOU

Ashley Diamond
Founder and Executive Producer

GONE. FAREWELL STUDIO

Based in Sydney, working across Australia by request.