

TOP CITY TIPS: CREATING A DESIGN-LEAD CITY

On Thursday 25th September 2014, Auckland Council held the latest in its 'Auckland Conversations' series at the Aotea Centre. Jalcon Homes was proud to be a partner of this fully-subscribed event, which attracted 800+ people to hear leading architects, urban designers and land developers speak on the theme of 'Auckland: the rise of a design-led city'.

The high-profile panel - which comprised Ludo Campbell-Reid, Auckland Council's Design Champion, Pip and Nat Cheshire of Cheshire Architects and Mark Fraser of Hobsonville Land Company - put forward key themes that included:

A good design strategy is also a good economic strategy

It is about asking people 'why would you want to be in Auckland?' Good design is all about people falling in love with our city, so we must demand good design in Auckland so that we build the best possible city for people.

Bury the architectural ego

Care less about design: architecture is the servant of brilliant operators. People who make stuff create the theatre of experience for people. Human interest and activity is driven by great retail and food & beverage experience: commercial tenants feed that activity. That said, people won't come if the environment is not engaging.

Successful design is not just about architecture – it's one albeit very important component of a place

There are many parts to a place: a greater mix that provides everything people need. Great architecture is wonderful, but it's a single element. What really matters is that the place and the complexity that forms within it – the parks and the community BBQs – all make a community.

Measure and celebrate progress

Take photos and capture the data. It's important to take photos so we don't forget how far we have already progressed. Let's celebrate our progress.

Coordinated and integrated action is essential

We all need to play our part: don't procrastinate – deliver: take the baby steps. Don't forget that taking the best of the best requires planning and following simple steps – and then religiously driving the plan, with the goal to be the best.

We must display our DNA in our design

We're not Sydney or Melbourne so we must drive a design-led approach to Te Aranga to showcase our city's unique nature as a Maori and Pasifika hub.

Build strong public-private sector partnerships

The best thing the city can do is to realise that the private sector can do the work for them. Collaboration with builders is key to create better design-led outcomes. There's a tremendous opportunity for better design that leads to higher quality, more liveable and affordable housing for the people of Auckland. To achieve that, we must work together.

The conversation doesn't end here

We want to engage with architects, landscapers, developers, urban planners and Council representatives, and have a conversation about how we can work collaboratively to create design-led outcomes. Let's keep this conversation going.

Jalcon wants to work with YOU to create a new model of better, design-led outcomes.

At Jalcon Homes, we are passionate about building high quality, architecturally-designed homes that meet the market and cater for a range of housing needs, and we know that a city-wide, design-led approach is the key to delivering even better outcomes into the future.

Connect with us to be part of the communication and do so before the end of September (Tuesday!) to go in the draw to win a \$250 Citta Design Voucher.

Contact our team today and let's keep the conversation going:

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