



2015 Sydney Architecture Festival Dashboard report



*“Architecture of the good kind
makes you feel/do/be better.
Everyone is already in it, so
let’s make sure they get the
good stuff!”*

- Joe Snell, Architect -
Festival Ambassador



Australian
Institute of
Architects

This report is prepared on behalf of the presenting partners of the Sydney Architecture Festival; the NSW Architects Registration Board, and the Australian Institute of Architects (NSW Chapter).

Unless otherwise noted, all images are by Stephen Pierce

Any queries on this report, the information contained herein, or for more on the good people behind the Sydney Architecture Festival, get in contact by email at info@sydneyarchitecturefestival.org or send us a message on Twitter at: @SydArchFest #SydArchFest

The NSW Architects Registration Board is located at:
Level 2, 156 Gloucester St
SYDNEY
T. +61 2 9241 4033
E. mail@architects.nsw.gov.au
@ArchInsights

The NSW Chapter of the Australian Institute of Architects is located at:
3 Manning St
POTTS POINT
T. +61 2 9246 4055
@architectureNSW



CONTENTS

1 What do we aim to do?

1

2 How we like to work

3 Our 2015 design principles

4 Message, media and measurement

5 Sponsors, supporters and partners

6 #DesignSecrets

7 #TheGoods

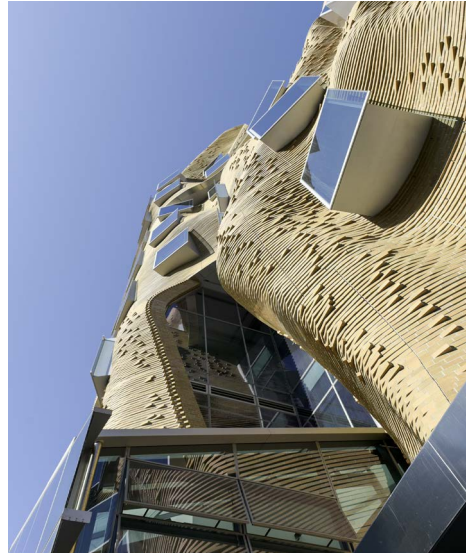
8 #NewCity

9 #GoGlobal

10 Thank you!

1

What do we aim to do?



- 2 The Sydney Architecture Festival aims to transform the public's experience of architecture and design, by connecting people to place, through public celebration and engagement.

It's about understanding Sydney and imagining the future of our city through the environment we choose to design, plan and build around us.

Architecture is about converting ideas in to action. That's why the Festival aims to empower the community to shape our city by being;

A forum for intelligent ideas

A vehicle for informed advocacy

An incubator for agency - connecting community to decision makers.

The partners behind the Festival see its aims driven by three big ideas;

1 Sydney - a great global city

Sydney is the first global city to wake up to each new day. We think we can shape actions around the world in those that take our lead.

We believe global cities care about the quality of the buildings, spaces and places they create. We think great cities produce carefully crafted architecture that delights, surprises - but most importantly, lasts.

The best cities share opportunities with all. That's why we aim to engage International guests and locals alike.

The Festival builds connections between architects and community leaders, business & universities.

The Festival should be a laboratory for new thought - engaging intelligently and accessibly across all ages; with schools, working age and those looking to make an impact in the next phase of life.



2 Make place / placemake

The Festival showcases the best of making places, and place-making by celebrating the strategies, techniques and tools behind design in our built environment.

It is public and accessible - engaging communities to promote a wider understanding of the positive potential of change possible through a better built environment.

Place-making in the public domain means taking architecture out of the boardrooms and studios to those that experience it first hand.

We do this through a program of events connecting community to business leaders, professionals, researchers, thought leaders and government in a way that activates and animates public space.

3 Design think/ design do

3

Just as architecture is based in design thinking, so the Festival is powered by design thinking. It infiltrates the city and connects with other events. The ideas live within the community.

The Festival curates the meeting of different minds, and has a discerning quality of core events, plus events that challenge and extend us all.

There is an intelligent policy focus that gives it a strong foundation beyond events management, so that its influence goes beyond the event with government and business.

The Festival is more than a series of events. We join up and connect to reveal an integrated 'theory of change'.

2

How we like to work

"Architecture for me is who we are, where we work and how we want to live. The modernist idea of form following function is only partly right. We should allow form to break free from function when it serves the higher purpose of inspiration...we are breaking free again in universities, thinking literally outside the box, hopefully to recapture the sense of curiosity and idealism which architecture should inspire. Frank Gehry's design for the UTS Business School is an exemplar of form and function, in delightfully loose but precisely structured association. While I'm not usually given to quoting Winston Churchill, he was perceptive when he said 'first we shape our buildings, then they shape ourselves'."

- Prof Roy Green -
Festival Ambassador

The Sydney Architecture Festival began its life in 2007 - in the forecourt of Sydney's Customs House. This year we honoured our roots by returning to Customs House for some of our public key events, and we were thrilled by a lift in face to face participation in the Festival with around 40% more people attending events than last year.

This year we doubled our ambitions, and decided on a curated program which gave us the chance to choreograph events in to an integrated program. And we welcomed some new help along the way, because #sydarchfest has always been a collaboration.

We've worked with more than 140 organizations over the last 9 years; and welcomed more than 33,000 people to our events. This year we invited Event Directors on board - young architect and award winning public artist, Lucy Humphrey; Director of Programs at the Australian Centre for Design, Claire McCaughan; and dynamic young planner, John O'Callaghan. We also worked across more than a dozen sites - including some of Sydney's great icons, and one of its newest.

Early on, we decided to embrace the idea that Sydney is on the cusp of a 'creative boom'; growing, evolving, and renewing. We see the Festival opening a channel between our public, our policymakers and our professionals to share expertise and experience; exploring the impact of our architecture on the shape of our city - its people, its culture, its buildings, and all the spaces in-between.

But most importantly, we take the view that - with apologies to Auckland - Sydney is the first truly global city to wake up to each new day. So we think Sydney has a role to play in setting the tone for each new day. That's why we chose to move this year's Festival from November to October - culminating on World Architecture Day, Monday 5 October.

The Sydney Architecture Festival aims to be a forum where we share design secrets, broadcast emerging ideas, and reveal the global networks and influences shaping our city right now, and for the future.

The original intent of the Sydney Architecture Festival was to inform, engage and educate the public, architects and policymakers in ways to bring architecture out of the boardrooms and studios, to those who experience it first-hand.

In 2015 we wanted to continue this tradition. This document aims to be more than a promotional brochure to sponsors or "stakeholders". We wanted to document and share what we learned from the design, planning and delivery of this year's Sydney Architecture Festival.

This year, around 3,800 people came to hear 86 speakers over the four days. And thanks to 205 online contributors, we reached more who couldn't make it - generating more than 1.75m online interactions via Twitter, Instagram, Facebook and our website. We were genuinely thrilled with the response to this year's program. It shows Sydney has a hunger for information on design, architecture and the built environment.

But, like you, we also ask: 'what's next?'





3

Our 2015 design principles

"Great places are built on good architecture and design. At the City of Sydney we're creating buildings, spaces and places that properly fulfil their purpose and that will bring delight and enjoyment to our community, visitors and future generations. To achieve our Sustainable Sydney 2030 vision, the City has delivered a major capital works program worth more than \$1 billion, including 23 community venues, 105 parks, and upgrades to streets and lanes. We continue to work with the best minds to create great places that unlock our social, economic and cultural policy objectives."

- Lord Mayor Clover Moore -
Festival Ambassador

● We decided at the outset that this Festival was bigger than just one theme. Instead, a curated program over four days lends itself to a number of themes that evolve, inter-connect and develop.

We aimed to engage people across the long weekend. This meant threading narrative between events, so themes could be revisited through another lens. For example, we explored the design secrets behind the basic building block of our cities, towns and regions; our homes.

On Friday we heard from home owners, entrepreneurs, politicians, developers and architects about how we can reinvent housing. On Sunday morning, our young architects of tomorrow did just that - reinventing the apartment with green space, chicken coops, shared living and more mixed uses in our buildings. On Sunday afternoon, some of Sydney's architects opened their own homes to show how we can tailor our buildings to our lives.

Over the four days, the themes were:

Friday, 2 October - #DesignSecrets

Saturday, 3 October - #TheGoods

Sunday, 4 October - #NewCity

Monday, 5 October - #GoGlobal

Guiding our thinking on this, were four key principles: 7

Creative - we think Sydney is on the cusp of a creative boom; growing, evolving, and renewing. We wanted to bring this creative energy in to the Festival itself.

Curative - four days: Friday was public, plural and project-based, showing tangible ways in which architecture is making a difference to the places we live, work, learn and rest. If Friday was about being accessible, the festival aimed to progressively integrate more complex threads - with the principle being that you could 'drop out' at any point; either when the program become too heavy, or when the reality of a long weekend kicked in and you just needed some downtime. By Monday, we were exploring the professional services side of architecture, and asking how we can go global.

Connective: a good festival is more than a series of individual events. A program should build, intersect and expand as lessons from events inform the next. These connections weren't always explicit but were there for those who saw them.

Integrative: we resisted the urge to 'segment'. Sure, we kept asking ourselves - "who's the audience", but only to better design those surprising intersections between the evidence and our experience; expert and everybody else!

4

Message, media and measurement

"I am a strong believer in the ability for innovation to improve the NSW economy as well as the wellbeing of people. A key part of this is innovation in our cities and built environment. Design puts people at the centre, and architecture shapes the physical environment through which innovation can be brought to life. I am passionate about teaming ideas and investment to discover solutions to unmet needs"

— Victor Dominello MP,
Minister for Innovation & Better Regulation
Festival Ambassador

8 Any Festival is all about 'reach'.

We measure reach in three ways;
1. Who took part face to face?
2. Who heard about the event through media?
3. Who engaged online?

1. Who took part face to face?
We think around 3,800 people took part in events at this year's Festival. This is a 40% increase on last year, which is even more remarkable given the festival program in 2014 ran for twice as long.

2. Who heard about the event through media?
Of course, we can't really answer this one. But our 'proxy' for this measure is the reach through mainstream media; radio, print and television. This year, we were thrilled to see our Event Directors in the ABC24 studios, to hear them on radio, and to see them in print!

Some of our favourite media moments were also:

The Daily Telegraph, Best Weekend: Feature on #TheGoods including an interview and photo with our Event Directors, printed Saturday 26 September.

The Sydney Morning Herald, Spectrum: #TheGoods included in the Planner section, printed on 26-27 September.

Australian Financial Review, feature story by Michael Bleby, covering #GoGlobal and including an interview with our Monday keynote, Kim Herforth Neilsen

Sun Herald, featuring the Architects Homes, profiling tours of architects' own homes, printed on Sunday 27 September

11 interviews with Sydney radio stations including ABC 702, Koori Radio, FBI, Northside and Eastside radio.

42 feature articles online, from The Guardian, Broadsheet, Concrete Playground, Time Out Sydney, Australian Design Review and Architecture AU

3. Who engaged online?
For the first time, we asked some of the most inspiring, design-savvy social media identities to help us share the stories of the Sydney Architecture Festival, including 8 Festival ambassadors, 10 Twitter ambassadors, and 10 Instagram ambassadors.

Thanks to this clever cohort, the 2015 Festival engaged through social media better than ever before - recording more than 1.5m impressions on Twitter and driving more than 250,000 hits in just four days from more than 8,700 visits to the Festival website.

But of all the measures from the 2015 Sydney Architecture Festival, our favourite indicator that we were doing something right, was the recurring report from speakers who told us that they didn't recognize many faces in the audience.

We think this means we reached beyond the usual suspects to those who joined us for the first time.

1401,515,667
impressions on
Twitter in 2015

organizations
participated
since 2007



33,800+



people have attended an event

1,270,016

HITS

50,000+

No. of visits

sydneyarchitecturefestival.org



Feature Articles Online

Respected mastheads

Feature articles	Feature articles
online means	online means
online feature	online feature
articles online.	articles online.
Feature articles	Feature articles
online means	online means
online feature	online feature
articles online.	articles online.
Feature articles	Feature articles
online means	online means
online feature	online feature

42

One Forties'
Twitter Ambassadors Impressions
#sydarchfest 1,515,667

Nicola Balch 123

Benjamin Driver 2,300

Fiona Dewar 15,300

Jennifer Duke 6,400

Angela Ferguson 34,700

Joe Larkings 2,600

Tony Peric 96,200

Janne Ryan 20,800

Liane Rossler 28,700

Urbanistas 2,700

Tim Ross 19,500

The Sydney Lens
Gram Ambassadors Likes
#thesydneylens
#thesydneylens

Posts
439
65

Sarah Chaabo	125	1
Tina Fox	303	5
Will Fung	728	10
Denise Kwong	2,313	1
Eric Ng	1,440	4
Keith Ng	750	12
Demis Rusli	2,254	2
Athena Zo	430	1
William Smart		

1
5
10
1
4
12
2
1

RADIO INTERVIEWS

11

ABC702, Koori Radio, FBi, Northside
and Eastside Radio

5

Sponsors, supporters and partners

"What I love about architecture is that it is both a generalist and a specialist profession: it's for those who can think strategically and engage with the detail"

— Michelle Tabet
Festival Ambassador

● The Festival has always been a collaboration with like minded organizations. Since it began, more than 140 organisations and agencies have been a part of the Festival program.

2015 was no different. We worked with more than 20 organizations, sponsors and supporters.

City of Sydney supported the Festival through a Knowledge Exchange grant. But rightly, the City of Sydney also wanted to know how we'd share knowledge – what about? To whom? How would we measure success in that public exchange of experiences and ideas?

We welcomed Lord Mayor Clover Moore as a Festival ambassador, and Councillor Jenny Green who launched the Festival on Friday night at Customs House.

AMP Capital supported the Festival by making it possible for us to host the inaugural Sydney Architecture Festival global oration thanks to Kim Herforth Nielsen whose firm, 3XN is working with local practice BVN and others on the 50 Bridge St tower, and Quay Quarters.

Our friends at the German Australian Chamber of Commerce and Industry made it possible for us to take up the suggestion by the University of Sydney's school of Architecture, Design and Planning to include a lunchtime lecture by renowned German engineer, Prof Manfred Grohmann which was also supported by the University of NSW's Bachelor of Computational Design.

The NSW Government Architect's office supported events that shared fresh research on the role that architecture plays in Australia's innovation economy, and in ways to get architecture to the table. 10

Modern House supported our program of opening architects' own homes to the public. Philip Shaw Wines supported us with the only wine appropriate for a Festival on Architecture – a cool climate chardonnay called 'The Architect'. Woods Bagot put on a great morning spread for guests at World Architecture Day.

Sydney Harbour Foreshore Authority and the Museum of Applied Arts and Science; the Sydney Opera House and Customs House, and UTS all made it easy to find the right venues for the right purpose across the four days and we're really grateful to all of them for their support.

A festival also has to look and feel right. And somehow the 'collateral' needs to...sing. So we're especially grateful to Sydney design studio, Nowhere Famous, for the fresh identity they gave us.



Deutsch-Australische
Industrie- und Handelskammer
German-Australian Chamber
of Industry and Commerce



Government Architect's Office



Sydney Harbour
Foreshore Authority

Nowhere

Famous



MODERN
HOUSE



6

#DesignSecrets Friday, 2 October

Tweet:

"Launch of the Syd Architecture Festival this morning to hear from the next gen of designers and their thoughts for Sydney 2020"

@Brad_Wright_Syd

● George St 2020

Global cities set new standards. Presented in collaboration with the renowned Urban Land Institute, the Festival opened with a launch of something big; the inaugural ULI Urban Innovations initiative announced the winners of the global ideas competition 'George St 2020: re-imagine Sydney's main street'.

This initiative is led by ULI's Young Leaders Group - a cohort of under 35-year old professionals drawn from architecture, finance, property, construction and other fields that share expertise in city shaping.

We met the next generation of architects, developers, planners, digital storytellers and more who are itching to grasp the baton and assume a role in shaping the architecture of Sydney's tomorrow.

The launch attracted those from media and development, design and investment, policymakers and a new generation of Sydneysiders looking forward to the transformation of Australia's oldest street in to something truly appropriate for a 21st century global city.

Graham Jahn, Director of City Planning, Development and Transport spoke of the rejuvenation of the city since 1990 - when the decline in the population of those who lived in the city was reversed. The transformation of George St continues a sustained 25 year program of city revitalisation that is about the city we want in the future.

Three winners were announced:

12

George Street Living Room by Nicola Balch, urban designer at McGregor Coxall, and Albert Quizon, architect at CHROFI.

Urban Street Craft by team leader Christian Vitulli, landscape architect at Site Image, as part of a wider team.

Staying Place Moving Place by team leader Krystal Pua, graduate of architecture with Tropman and Tropman, as part of a four-person team.

Architecture and structure: a simple love affair

Truly innovative architecture is demanding. That's what makes it innovative. It can be complex, and generally demands new ways of working. It integrates ideas, materials, structure, services and a building's skin. So is this the work of a single 'starchitect'? A brilliant engineer? We often think so.

Renowned German engineer Prof Manfred Grohmann of Bollinger Grohmann shared 30 years of design secrets behind some of the world's great works of architecture and engineering, and the tools being developed to make impossible structures possible.

His recurring theme was that innovation comes from the architect and engineer working together with local manufacturers and skilled labour to invent solutions that move us forward as a society.

.....

Tweet:

"25,000m2 of public space being created in the heart of Sydney by the pedestrianisation of George St

#sydarchfest #ULI"

@SydUrbanistas

.....

Tweet:

"At the #housingreinvented panel for #SydArchFest -
Densification more important as we age - easier access to community"

@CredCommunity

.....

Housing reinvented

Our cities are changing and so are the ways that we live in them. The home of our grandparents and the home we dream of in the future, is different to the one we experience today. With the rise of the sharing economy and a newly mobile world, our choices on ownership are changing.

Housing Reinvented posed the question: how can we prepare our housing to suit future needs?

The event brought together architects whose work is inventive or clever - showing real world examples of designing for easy, compact living that frees us from needing more space than we can afford - with developers, university researchers, the social sector, and forward-thinking political leaders.

Presented over two panel discussions and chaired by urbanist, educator and curator Tarsha Finney, *Housing Reinvented* brought together a diverse range of experience and perspectives on the future of housing in Sydney and Australia.

Senator Scott Ludlam, deputy leader of the Australian Greens; Guy Luscombe, architect and director of AJA; and Christine Major of the Sydney practice Welsh + Major addressed both local and international models of housing, in relation to Sydney's rising population and changing demographic. Scott Ludlam brought a bigger-picture, sustainable city perspective; Christine highlighted the importance of design and function; while Guy drew on his experience of innovative building developments for the aged.

.....

The second panel refined the question - how much space 13 we really need? Bradley Swartz reflected on the liveability of the award-winning 27sqm Darlinghurst Apartment that he calls home. Catherine Karena, part of the Tiny House movement, inspired with her experiments in smaller, sustainable and affordable living options.

And, George Karageorge brought insight into the potential for progressive development from his experience in multi-residential property in the inner suburbs.

So what did we all agree? That while cost and size are the indicators we hear most of the time, micro apartments can work if well designed. We do need need new affordable entry point for housing. As Senator Ludlam put it; "we exist in a housing market that's designed to price people out of it...an asset class so it's being effectively gambled on".

Or as audience member, and journalist, Janne Ryan put it - "small spaces have great value when crafted beautifully". Part of this beautiful crafting includes molding spaces to our changing values. Like our rediscovering the value of social interaction and living close to others. This can mean designing for communal spaces - like viewing a laundry as a social hub. To Guy Luscombe, this means catering to people across all ages. This, after all, describes the reality of communities in all our cities, towns and regions.

.....

"Architecture is always public. We see the legacy of the past in our public buildings and civic spaces; our schools, stations, hospitals, and libraries. Every age leaves a legacy for the next through its architecture."

— Peter Poulet
NSW Government Architect
Festival Ambassador

.....

Tweet:

"Great to launch #sydarchfest 2015 tonight. Check out all the events over the next 4 days!"

@JennyGreen4

● **Design Secrets**

Designed as the formal launch of the Festival, this blockbuster stage event brought together architects from some of Australia's most loved design programs, with entrepreneurs and home owners.

We asked *House Rules'*, Joe Snell and Lifestyle channel's Peter Maddison from *Grand Designs Australia* to share the design secrets they've seen through their own architectural practice, and by visiting hundreds of Australian home owners in their own homes and apartments over the many seasons of their TV series.

Joe Snell's premise was simple - that the real power and value of architecture is in its capacity to make us do, act and feel better. And while architecture can seem complex and confusing to some, the difference is intuitive to us all. Joe compared images we see used to sell homes, contrasted by the experiences we choose; an oversized "well appointed kitchen" in the centre of the house with no daylight versus a small table by a window with sunlight glinting through fresh orange juice.

To Joe, the real secret lies less in the 'things' we buy, but the fundamentals of the setting in which we use them - a tree reflected in a bathroom mirror, or sunlight on a breakfast table.

Peter Maddison echoed this simple sentiment by taking a cross section through Australian life; showing people making choices about how they live in the middle, outer or remote parts of our cities. From an inner city terrace with a 'shed' on the ground floor for tinkering; to a handmade house in Perth that showed how ownership and originality can produce something with meaning.

.....

Houzz Australia's Tony Been introduced the value of data in design. Houzz helps and harvests at the same time - capturing the things we look for when we need information on design, renovation, materials or products.

Each month, 1.3m Australian's seek information from Houzz's online. This data tells us a lot about ourselves and prompts the question; are we all as special as we like to think? How many people does it take to make a 'trend'? And how do we differ from others? We discovered a few things about ourselves.

For example, we spend more time outdoors than most. Almost 1 in 3 go to Houzz for information on landscaping, gardens and outdoor entertaining. We also discovered that the average Australian kitchen outlasts the average Australian marriage by a factor of three. And many of us are pretty practical; looking for ways to do more with less - like clever storage ideas and good design around our homes.

But our proudest moment came when our two home owner superstars - Evonne Kalafatas and Liana Rigon took to the stage to share their design secrets and launch their stories through short film, thanks to the NSW Architects Registration Board.

Evonne and her husband, Tony, bought their house in Sydney's Bardwell Park while expecting their first child. Their 1950's brick bungalow was formerly a Housing Commission home. And, as architect Hannah Tribe puts it, was typical of most Australian homes of the time - locating all the living and bed rooms towards the street, while small bathrooms, laundry's and the kitchen prevented easy access to the best part of a home - the outside.

.....

Tweet:

"70% of renovations happening in #Australian #homes is outside the #house. The garden, 5th (outdoor) room @HouzzAU #sydarchfest"

@ShaunCarter70

.....

Tweet:

"Theory that apartments are for singles blown out of the water - Liana Rigon says it's great for her family @sydarchfest #sydarchfest"

@UrbanSydneyAU

.....

It is now a light filled home that allows the outdoors in, and the inside to flow out in to a courtyard, a garden, and Evonne's favourite luxury - an outdoor shower under the stars. You can check out Evonne's story here

Liana's experience is common to many - choosing a new apartment with her partner Troy, in a part of Sydney that was, at the time, yet to flourish. 'Mondrian' was designed by architect Frank Stanisic before Sydney's current apartment design standards, ('SEPP 65') were drafted. Stanisic's work forecast many of the simple rules set out a few years after *Mondrian* was completed. The design was guided by a simple design secret. As Stanisic puts it; "to live in the sun, and walk in the shade".

Liana shared her design secrets - both on the night, and in an opinion piece published in the *Sydney Morning Herald's* 'Domain' the next day.

Liana's advice to anyone looking to buy an apartment is;

1. Research the area - what facilities and open space is planned by the Council in your area? Council's often publish 10 year plans that help you understand how your area may grow over time.
2. Research the builder or developer. What else have they done? What is the quality and finish like? Were building defects avoided or fixed quickly?
3. Research the architect, because good design matters. Check out their website for other apartments they have completed.
4. Get involved in your strata body, because the standard by-laws may not match how you plan to live! For example, many standard strata laws don't allow children under 18 to play unaccompanied in common areas.

15



Check out Evonne's video on "building for life"



Check out Liana's video on great apartment living

7

#TheGoods Saturday, 3 October: A public day on The Goods Line

Tweet:

"#sydarchfest well under way at new #thegoodslane - free rolling talks - now technology - panel incl @unsungsongs come!"

@stuartnharrison

● Architecture is not limited to individual buildings. Architects also bring their skills to urban design of the spaces in between; to public space; street furniture, signage and way finding in a city.

That's why we chose Sydney's newest public space - The Goods Line - as the stage for a day of events, talks and activities in public. In many ways, we aimed to show Sydney how to use The Goods Line.

That's why we worked so closely with the design team to understand the drivers of the design; and how the team intended it to be brought to life. For us, this meant designing our event for the space - avoiding new structures or signage.

More than 3,800 Sydneysiders joined architects, landscape architects, educators, policymakers and community leaders interested in sharing ideas, lessons and solutions for living better in a more urban world.

Meet an architect

What does an architect do, and what do they bring to a renovation or new home? Is the answer always to build bigger, or can we design ways to live more sustainably with what we have? Meet and architect was a way to bring home owners and curious Sydneysiders together with 8 engaging architects throughout the day. These casual chats took place in what the designers of the Goods Line call the outdoor 'study pods' - cantilevered decks that project into the trunks and treeline along Darling Drive.

Yellow Table talks

What are the ingredients that make great buildings, spaces and places? We wanted to explore this question by bringing back the 'street corner' meeting in a way that connected experts in fields, with those of us who experience public space first hand.

Around 25 speakers shared their thoughts - from designing with children for a more accessible city, to what we can learn from indigenous knowledge, how to integrate public art or measure success in the quality of spaces we produce; to the changes that technology is bringing to manufacturing; the future of work and the future of craft-based, tech-enabled retail.

Some of our speakers included:

Lisa Cahill, Toby Pickett, Jillian Hopkins, Alana Thomas, Dr M Hank Haeusler, Chris Bamborough, Dr Dagmar Reinhardt, Marcus Westbury, Michael Hromek, Kevin O'Brien, Jefa Greenway, Dillon Kombumerri, Linda Kennedy, Bob Perry, Sarah Carrington, David Tickle, Nick Ritar, Karen Erdos, Michael Mobbs, Elke Haeger, Dr Deborah Dearing, Stuart Harrison, Sacha Coles, John Choi

Zine Fair

The way we share ideas is changing. More affordable digital tools give us more options both online and in analogue platforms. This explains the resurgence of the 'zine' as an affordable means to connect author with market more directly. We worked with design curators 'Project Archonic' on a zine fair with an architectural bent.

Drawing and photography classes

Architecture is a visual thing. So it's no surprise architects sketch, draw and build models as a means to communicate ideas. Sharing these design tools can help bring architects and their clients closer together. That's why drawing and photography classes were a big part of our day.

Walking tours of #TheGoods

Led by UTS lecturer in architecture, Tom Rivard, and SHFA's own archeologist, Wayne Johnston these tours were a popular way to engage people with the stories and secrets of this wonderful new public space.



Measuring up: the architecture of innovation

We often understand architecture by the building or space we see produced. We understand less about the story of how the client, architects, engineers or construction trades worked to make it happen. As Prof Thomas Fisher puts it; listen to the conversations on a building site and it's a wonder anything ever gets built, as the builder and trades talk about how to construct something, the engineer about how big it should be, and the client about what it will cost and when it will be finished.

It's even more remarkable when a building tests the limits of technology or trade skill - like the new UTS Chau Chak Wing building, or Renzo Piano's Macquarie St apartments. Both buildings demanded new building products and technologies to be developed in order to realise the extraordinary vision of the architect. So how do we measure the value of innovation in architecture and our built environment? Or put another way, what contribution does architecture make to the innovation economy when it pushes the envelope of what's possible? This was the question we asked UTS in research shared at the Festival.

Launched by the NSW Government Architect, Peter Poulet, the research offers a totally new lens through which we can see architecture - not only for the individual buildings and spaces it produces, but also for the business models, software systems and potential spin offs this sector produces in order to make great buildings, spaces and places.

The research shows:

The architectural sector is structurally under-valued by around 15% or \$1bn annually. The value of architectural tourism needs to be better understood. The Chau Chak Wing generates around \$46m each year in value thanks to local spend from tourists coming to see this innovative building.

Architectural tourism in Australia is valued at around **\$827m**

Real value gets generated when we develop great precincts. 'Bundling' great buildings, spaces and places - like Sydney's Central Park or Green Square - attracts more visitors than a single icon alone.

The sector must do better to capture data if it wants to truly measure the value of architecture

Find out more about the Goods Line

We wanted to capture the design story behind The Goods Line in a way that can be shared. A short film by UTS architecture students Theodore Anaxagorou and Jan-Hendrik Hohnk explains the origins and history of this former rail corridor through interview with the design team.



Check out 'The Goods Line' video from UTS students Theodore Anaxagorou and Jan-Hendrik Hohnk

#TheGoods

Saturday, 3 October: SAFShorts

Tweet:

"Great wok, @ASPECTLandscape @CHROFI - Mary Anne St's amphitheatre comes to life for #SydArchFest on balmy night..."

@timhorton_

The new Mary Anne St amphitheatre on The Goods Line was the ideal site for a short film festival we called 'SAF-Shorts'. Working with Sandfly Films, we put out a call for short films on architecture and the built environment from around the world. As a result, we received more than 300 short films and animations.

Our 6m wide inflatable film screen was installed on Mary Anne St at sunset. Cafe 80, on the ground floor of the Chau Chak Wing building, provided more than 200 bags of free, fresh, warm popcorn. It was a brilliant use of public space, and a great temporary use for a roadway; something we shared with around 350 Sydneysiders; passersby and residents who joined us from Ultimo.

The NSW Architects Registration Board offered \$1000 in prizes for the 13 short films shown on the night. The jury comprised Event co-director, Lucy Humphrey; architect and broadcaster, Stuart Harrison and, representing the NSW Architects Registration Board, Peter Salhani.

Thirteen films were shown on the night, including;
The Goods Line
Theodore Anaxagorou and Jan-Hendrik Höhnk

Silvester Fuller
Joumana Elomar and Freya Spencer

Boxing Day 2040: William's Story
Alex Symes

The Play Roof
Hamish Mackenzie and Savio Lima Do Vale Junior

Story of a Project: Building for Life
NSW Architects Registration Board

Story of a Project: Apartment Living
NSW Architects Registration Board

Looking for Gromit
Marie Duval

Stripy
Babak Nekooei and Behnoud Nekooei

Cities Potential Space
Katja Pratschke

Oscar Niemeyer: The Fight is Long
Bernardo Pinheiro Mota / Visorama Brazil

Chamber Music
Katharina Blanken

Happy Dance
Greta Nash

The Illusion
Nazareno Guerra

Winners of the inaugural Sydney Architectural Festival SAFShorts prize were:

Chamber Music, by Katharina Blanken
(Audiovisual Sound Portrait // Germany)
An audiovisual sound portrait portraying the inner life of a building of practising musicians from the Schumann School of Music in Düsseldorf.

Boxing Day 2040: William's story by Alex Symes
(Sketch Animation // Australia)
A hand-sketched vision of Sydney's sustainable, collaborative, community focused future.



8

#NewCity Sunday, 4 October: Architects of Tomorrow

Tweet:

"Rooftop gardens & pools trending in Architects of Tomorrow workshop @sydarchfest #newcity #sydarchfest"

@archrival_syd

When will the future arrive, and who will design it? We wanted to go behind the scenes of some important new buildings in the pipeline, hearing directly from the designers and clients. Complementing our tours of new buildings, spaces and places was our great Architects of Tomorrow kid's do-tank at Customs House.

We teamed 6 young architects and designers with 20 children between the age of 8-12 who got their chance to redesign a Sydney apartment.

We wanted this event to be more than just another 'free for all'. So, working with the Urban Taskforce, Bennett and Trimble's Marcus Trimble, some great VISY cardboard and our wonderful volunteers, we did some preparatory work to design and make our apartment modules; ready for our young architects to shape, modify and transform.

We also wanted to turn to the traditional focus on single, large homes on its head. That's why the brief we set our Architects of Tomorrow was about learning to live together; not apart. Each of our Architects of Tomorrow could choose between a large or small 'apartment' module (to show that not all apartments are the same).

Next, we found our aspiring architects naturally worked together. So it was natural for the designers of two apartments to design shared space. For some, that was a rooftop garden or pool. For others it was a flying fox to easily visit each other. This wasn't a lesson in bigger homes with more 'features', but a chance to design shared living where we can easily do more with less.

We found the children 'got it'.

In just two hours, our aspiring architects incorporated 20 chicken coops, rooftop gardens and green walls; co-operative living and shared playspace. The real fun came when all our new apartments were assembled and tomorrow's architects explained their clever thinking.

Bringing the apartments together to assemble also helped illustrate how much we can gain when more people share more resources; live close and design the spaces in-between. Our aspiring architects easily negotiated where each of the apartments would go, how they would relate and what the outlook might be.

The finished towers stayed on display on the ground floor of Customs House for a few more days before being relocated as a permanent installation at the NSW Architects Registration Board.



#NewCity Sunday, 4 October: Tours

Tweet:

"Awesome spaces in Matt Pullingers house #sydarchfest
#architecture #sydney @ Alexandria..."

@barkarchitects

From Circular Quay's commercial and urban developments to new public spaces and skyline icons in the CBD, the 2015 Sydney Architecture Festival tours explored the reasons for change throughout the city, while uncovering a series of contemporary architectural gems. The tour program also offered a rare opportunity to view inside the homes of high-profile architects, to learn about their personal space and individual aesthetics.

Two walking tours were organised by Sydney Architecture Walks, and led by award winning architect Eoghan Lewis and urban designer Benjamin Driver. The tours were designed to highlight recent developments and future plans for Sydney's CBD and inner suburbs.

Walking Tour: The City – What Next?

The City – What Next? concentrated on the crop of recently completed - and a few upcoming - contemporary architectural gems that are redefining Sydney's CBD. With a variety of pop-up presenters, the tour group gained valuable design insights from the architects who are leading these projects, and the clients who had commissioned them.

The City – What Next? tour opened up the conversation beyond the physical realm of each building to consider the urban, political, social, cultural and ecological ramifications of each project. Tracing a route from Circular Quay to Haymarket, the tour then concluded at the Art Gallery of New South Wales where the group were treated to a special presentation on the proposed plans for Sydney Modern.

Walking Tour: Inner-City Suburbs

The afternoon tour focused on the inner-city suburbs of Redfern, Surry Hills, Ultimo and Chippendale. The Inner-City Suburbs tour took participants on an architectural exploration of the changing face of these former working-class suburbs. Particular attention was given to the design of contemporary residential projects, ranging from high density apartment buildings to fine grain additions in the back streets, and the amenities that support and join them together.

Exploring notions of transformation and regeneration the tour considered how we inhabit our private and public realms – reflecting on ideas around contemporary living and housing. From the high-rise of Central Park, the amenity of Prince Alfred Park and the fine grain of Studio 54 apartments, the tour explored how the footprint of these inner suburbs is being maximised for residents through great design and under the governance of the City of Sydney.



Tour: The Architect's House

Festival goers had the opportunity to tour the homes of three celebrated architect's - Brian Zulaikha, Matthew Pullinger and Virginia Kerridge - as part of the full day event The Architect's House. Each hosted a Sunday catch up at their home, complete with a guided tour and insight into the design, construction and decision process involved.

The first stop on the tour was the award-winning Alexandria Courtyard House, home to Matthew Pullinger's young family. Pullinger's architectural vision establishes a strong contextual response to a diverse inner-Sydney street. The home is configured around three courtyards and the clean, generously proportioned interior permeates a sense of calm and space, creating a peaceful and cool retreat on the unseasonably hot October morning.

Pullinger discussed the humble qualities of this house which has just three bedrooms, one bathroom, no walk-in wardrobes, no air-conditioning, no ensuites and no off-street parking. Deliberately eschewing these real estate maxims, the home instead aims to cultivate a spirit of generosity and openness appropriate for a household that enjoys sharing their lives with friends and family in the heart of a great city

Next stop was the Kerridge House and Apartment. Home to Sydney architect, Virginia Kerridge it is a 1930s duplex in South Coogee where the front is conserved, and the rear augmented with a generous living pavilion and master suite opening to a private oasis landscaped by Jane Irwin and other botanically talented friends. It has been a home and canvas to the architect and artist since 2004, and contains her confident plays of texture and colour, and material warmth. Kerridge's home was a prime example of adapting an existing building with a duality of period detail and modern living. 23

Brian Zulaikha's multi award-winning home in Balmain was the final destination on The Architect's House tour. Zulaikha's design takes into consideration a very exposed site facing south onto Sydney Harbour. His challenge was to transform the mundane architecture of an existing house, whilst being informed by the robust quality of the 1918 gunpowder store on which it had been built.

Zulaikha delighted the tour group with tales of developing the home, and the personal touches and considered use of materials that make up the interior. He described his aim for a close connection with the outdoors and views at all times, so wherever possible all the windows and doors slide to engage the view and harbour setting.

9

#GoGlobal Monday 5 October: World Architecture Day

● We think Sydney is the first truly global city to wake to each new day, so it makes sense that we would be the first to celebrate World Architecture Day. World Architecture Day coincides with World Habitat Day. What better symbol is there of the responsibility for our built and natural environments to be in balance? And what better venue that Australia's global icon of architecture - the Sydney Opera House?

The theme nominated for World Architecture Day was 'Architecture. Building. Climate'. So we wanted to explore and celebrate just how Australian architecture, and Australian architects are designing with these themes in mind.

The Festival hosted a flagship morning event of TED-style talks and short commissioned videos that positioned Sydney in the global network of cities shaping their future by design. We met the people behind projects, went inside design studios and saw projects emerging that will shape the world of tomorrow. Multi-disciplinary design practices from across Sydney shared how they operate across the world - in partnership with global business and governments to deliver sustainable city infrastructure; great buildings, spaces and places.

The morning opened with a keynote from renowned Danish Architect Kim Herforth Neilsen from 3XN who spoke on how architecture can make a difference in society and for our environment. To Kim, it's about ensuring our cities are healthy. Healthy cities are about mixing social layers. Architecture is both creative and pragmatic at the same time. Architecture has to deliver what it conceives. So, for 3XN, this idea of social mixing happens through large scale staircases that are often at the centre of a building; encouraging people to walk, meet, talk and share.

Tweet:

"Kim Herforth Neilsen talking architecture, environment, and society at #sydarchfest #goglobal #danishdesign"

@DenmarkinSYD

Architecture is also about applying lessons from nature in 24
to the built world; in the materials we use, and the technologies we deploy. We heard that 3XN aim to reuse 2/3rds of the existing AMP tower at Circular Quay as they reinvent Quay Quarter as a vertical cityscape; layered with roof gardens, and access for the public.

We invited Kim Herforth Neilsen because Sydney welcomes the world. But we also wanted to show that Sydney is part of the world. That's why we invited speakers from some of Australia's largest design practices - those who are designing stadiums, medical research facilities, new workplaces and national cultural icons in countries around the world.

We heard from Ross Donaldson, Woods Bagot; Dario Spalja, PTW; Matthew Blair, BVN; Joe Agius, Cox Architecture; and Zoey Chen, Hassell.

We heard how Australian architects are making a difference here and overseas - experiencing massive growth thanks to rapid urbanisation in our region.

It was all put in to context for us by Prime Minister Malcolm Turnbull on 15 September 2015: "China's rapid urbanisation has led to 80 Australian architectural studios opening up in China, with a further 220 Australian firms winning work. A good example is Cox Rayner Architects which recently won a competition to design china's 290m national maritime museum - beating a field of 80 of the worlds leading design firms in Tianjin".

The day helped us map and share how Australian architects are engaged and embedded around the world - embraced for our unique multicultural outlook on life, and with a reputation as highly skilled design professionals able to work in collaboration with governments, financiers, agencies and organizations in every context.

.....

Tweet:

"The future of healthy cities is about people, materiality, self sustainability, public spaces @ kimherforth"

@futurespace__

.....

.....

Tweet:

"Our own @meganmotto will be speaking from 2 on getting architecture to the table sydneyarchitecturefestival.org #SydArchFest"

@ConsultAusNSW

.....



#GoGlobal Monday 5 October: 2015 Architects Medallion

Tweet:

"Today Zoey Chen has been awarded the annual 2015 Architects Medallion at the @sydarchfest by @ArchInsights"

@HASSELL_Studio

● We wanted to finish the morning with a real statement on the future of architecture through the eyes of the next generation. We met Timothy Burke, Jason Goh, Jennifer McMaster and Zoey Chen - all top graduates from the four schools of architecture in NSW in 2014. As the future of the profession, we asked them to provide their reflections on the morning presentations. A common theme was the sense of optimism that aspiring architects have for the role architecture can play in addressing the grand challenges of our time.

All candidates interviewed for the NSW Architects Registration Board Architects Medallion in 2015 exemplify the future of the architectural profession. The four candidates have excelled in their own university cohort over a sustained period of study.

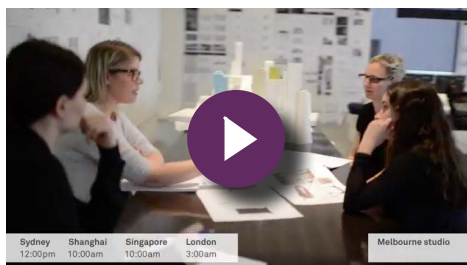
Each year since 1924, the NSW Architects Registration Board awards one of the top four graduates with the Architects Medallion. President of the Board, Richard Thorp AM announced the 2015 Architects Medallion winner was Zoey Chen.

In her university studies, Zoey demonstrated outstanding achievement in all the aspects demanded of a Masters student at the University of Technology Sydney. 26

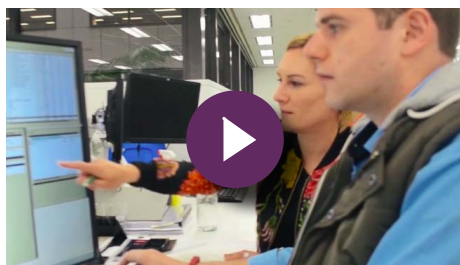
And while Zoey excelled academically in design, she also exemplifies the capabilities of a peer leader. Zoey exhibits tremendous leadership potential and insight, along with a gifted, intelligent design mind.

Zoey's work is deeply concerned with social and community issues - illustrated through a commendable, ongoing engagement with both UTS and the broader community.

The Jury believes Zoey has a brilliant future ahead of her as a leading design professional, thought leader and public advocate. In commending Zoey Chen as the 2015 recipient of the Architects Medallion, the Board shares Zoey's desire for architecture to be an effective advocate for history as it shapes our future.



Check out 'Day in the life of HASSELL'



Check out 'PTW - a day in the life'



#GoGlobal Monday 5 October: Architecture at the Table

Tweet:

"Innovation is not a grand thing. It happens through the little things we do each day" @HASSELL_studio @sydarchfest #sydarchfest #GoGlobal"

@JanneRyan

In 2014, Sydney was named a global infrastructure hub by the world's top 20 economies. So what role does architecture play in delivering on this title? McKinsey predicts that by 2025, one hundred and thirty six new cities will enter the top six hundred in size, all of them from the developing world – around 100 new cities in China alone.

Architectural design services; engineering and development capability - linked to the infrastructure needed in these new cities - is a lead customer for the technologies, products, materials and services needed to design, plan and build them.

IBISWorld estimates that architectural services revenue will grow by 2.6% per annum over the five years to 2019-20, to reach \$7.3 billion.

We brought together leaders from architecture, development and infrastructure; policymakers and universities; and Australian design practices operating across the world. Our aim was to begin the journey of building a better data-driven baseline to connect industry to sources of support that allow us to compete in the global game for trade and investment along the Silk Highway.

We wanted to shine a light on a sector that is primed for growth. Australian design practices rank among some of the world's most successful firms, and have been export-facing for decades.

Architectural services - essential to the infrastructure needed for new cities and regions around the world - are a source of cultural and technical exchange, innovation and professional services export that can be a catalyst for trade in the technologies, products, materials and services we need for healthy, sustainable and smarter cities.

Megan Motto, CEO of Consult Australia put the opportunity for Australia to leverage our region's growth like this;

we are headed for massive growth in infrastructure spend 28 - partly due to a backlog over time, but mostly due to the pace of urbanisation. Motto pointed out that as cities grow, they move up the food chain - from basics like reliable power and clean water; to other kinds of infrastructure; like the social infrastructure that bring knowledge workers together.

Productivity gains aren't assured, unless it is the right infrastructure. That's the role of architecture - to drive the best dividend from our urban infrastructure spend. Emerging economies are close to Australia. What's more, we're used to exporting our service because we're an island and always have been. We have a unique advantage given proximity to urbanisation happening now in our asian region.

Committee for Sydney's CEO, Tim Williams went further - suggesting that Sydney is not 'close' to Asia, but a part of it. Currently six of Sydney's Local Government Areas have a majority of asian population with that figure to rise to twenty by 2050.

The volume and focus of investment by, and in cities - here and in the wider region - will define the next two decades. It's forecast that US\$20 trillion will be invested in urban infrastructure by 2050. This throws the focus on those cities. Businesses no longer have 'China strategies' but 'Chengdu strategies' - there's a shift occurring that sees cities becoming more important than the countries they're in. There's a new urban business strategy at play.

Businesses are leading the charge to re-populate city centres because they need to be near to talented workers. And it's this, argues Williams, that is driving growth in tradeable urban services like planning, architecture, design, engineering, waste management, housing development, water and energy. To this, Williams adds 'big data'



handling and the application of the Internet of Things; the sharing economy and those who do density well. What they all share, is that they're 'globally fluent'.

Architects are at the centre of the tradeable urban services sector. But not all understand the value of patience, strategy and support, and much of the growth may pass us by argued PwC's Director of Property Development, Clare Sowden. It's true there is a greater growth story, but the jury is out on whether the design sector is seizing the opportunities. Earlier this year, PwC published research on The Asian Century. It showed that in ten years, half of the world's economic output will come from Asia. Yet only 9% of Australian businesses operate in Asia now. It turns out Australian business invests more in New Zealand than it does in China.

ASEAN is looking to promote greater labour mobility between economies. Labour needs to be mobile, and services go along with that. But most of our businesses are focused on short term investment. Including architectural practices that chase the project, without investing in presence.

Investing in setting up a studio in another country is significant. Partnering with a local practice is an option, but how do you do it when it's ten hours flying time to meet?

Sowden shared 8 tips relevant to Australian architectural firms engaging in the region, including;

- Lead with a strategy and take a 'portfolio approach'. This might mean; avoid setting up a studio overseas off the back of one project win.
- Invest in learning the culture, and don't assume all places and people are the same.
- Don't be fooled by 'Guanxi' - trust and relationships matter, and understanding where decisions get

made.

- Understand 'uniquely Asian' market dynamics, which can be complex and not without risk
- keep timelines realistic and be patient - don't be tempted to bail too soon, and make sure you plan beyond your own immediate priorities
- proceed with caution - too often, risks can be grossly over or understated.
- triangulate your information - transparency can be lacking so validate from as many sources as possible
- Go easy on the integration and remember the 80/20 rule (in other words, remember 80% of results from 20% of causes)

But in summary, Sowden's advice for architectural firms came down to three important factors;

1. Take long term view
2. Have the backing of bigger support
3. Have a local presence - don't FIFO

Architecture is not only about projects, but is also a significant part of Australia's education export sector. Australia's architecture schools recorded 1,293 graduates from accredited Masters programs in 2013. Overall, the schools enrolled 9,524 full time students in Bachelor and Masters level architectural studies - collectively generating over \$200m to the university sector.

According to Professor Alec Tzannes AM, this sector has historically been under-funded at a time when we better understand the critical need for innovation. Cutting edge research that develops new knowledge about the structural challenges facing urbanisation not only represents value to us all, but has the potential to position Australian researchers and companies with an advantage in a region experiencing rapid growth.

Tzannes forecast not only labour but learning mobility

.....

Tweet:

"We need to build cities as if people matter" - Tim Williams from @Committee4Syd #SydArchFest #cities"

@Trigg

.....

Tweet:

"Only 9% of Australian businesses are currently in Asia. We invest more in NZ than China @sydarchfest #sydarchfest"

@JanneRyan

.....

● across the region - predicting that universities will, in the next decade, increasingly enrol students from around the world, at different starting points but all recognised as comparable.

Recognising qualifications and experience is at the core of labour and learning mobility, and at the heart of the role of the Architects Accreditation Council of Australia. CEO, Kate Doyle outlined the importance of mechanisms to allow mutual recognition in the region, such as the APEC Architect initiative that allows architects with 10 years experience in their home country, to be recognised in participating APEC economies.

Initiatives like this can help ease an architectural firms expansion overseas, along with assistance from government in providing seed funding. Doyle noted that over the last five years, more than 108 grants were awarded to architectural service firms to the value of around \$4m. But the trend is down 28% since 2009. But more research is needed on the effects of internationalisation of architectural services on our education institutions, practice and individual practitioners - something the Architects Accreditation Council of Australia has embarked on.

CEO of dwp I uters, Leone Lorrimer, representing the Association of Consulting Architects, shared the common experiences of those architectural firms already engaged overseas, and called for government to assist the sector in the following ways;

- Forecast growth & opportunities in sectors
- Advocacy for integrated design capabilities
- Help identify opportunities to connect with clients and projects
- Provide fact sheets on regulatory frameworks, business, culture, customs and cautions
- Diplomatic support when needed on substantial in-

frastructure projects

30

Lorrimer asked government to:

- Recognise design as an export market
- Develop a comprehensive promotion methodology for the sector
- Help showcase specialist skills/ innovations
- Develop a comprehensive national register of design service providers
- Simplify export insurance schemes
- Improve technology through the NBN

Professor Ken Maher, President-designate, Australian Institute of Architects, and Ambassador for Business Events Sydney, reminded the room that, in the global competition for talent, liveability and innovation, it's no longer OK to just be OK. Maher urged Australia to seize the opportunity of aligned political leadership on cities to do three things at home, to project to the world;

- Demonstrate - to identify and support more exemplary demonstration projects in urban renewal
- Celebrate - to celebrate the value of good design, culture and architecture in our city in more meaningful and measurable ways.
- Innovate - to support the development of industry, possibly from the future fund and to seed a generation of urban research centres

The day finished with a word of encouragement from Michael T Hansen, Danish Consul General. Hansen's words were that, just as Australia is small in comparison to Asia, Denmark is small in comparison to Europe. This has driven Denmark to innovate, and export that innovation to the world. And Denmark has done this with strategic and foresight. The State of Green trade mission has been backed with investment in relationships that have seen Danish



Tweet:

"Kicking off #sydarchfest final session @ShaunCarter70 w context for Aus architecture export potential #GoGlobal"

@benhewett

Tweet:

"For every \$1 spent on infrastructure there's between a \$5-25 return on that investment" - @meganmotto @ConsultAus #sydarchfest"

@John_OCal



.....

Tweet:

"Prof Alec Tzannes says per capita universities in Australia are under-valued & under-funded compared with many OECD countries"

@Phuong_LeAD

.....

Tweet:

*"Infrastructure development in emerging economies will present major opportunity for Australia (if done right!)
@meganmotto #sydarchfest*

@_SamanthaHall

● skills, technologies and products exported.

There's no doubt that Australian architects and design firms are engaged in Asia, and beyond. We're good at engaging with the world. But can we develop a strategic view on this? What would a long term strategy look like? Can we capture the value that comes from growth in our region by fostering a more active export market for those tradeable urban services that lead to relationships; trade and exchange?

Australia's Minister for Trade, Andrew Robb MP regularly refers to the growth potential of architecture and engineering as part of a services sector offering what our international markets want, not what we think they want. As if to reinforce, UNSW Economist Tim Harcourt also points to the opportunities that come from the flow on effect from China's rapid urbanisation.

As Harcourt puts in, "as Beijing directs economic activity westward, demand for infrastructure grows. Australian services providers in building and construction, architects and designers are helping to build "the great mall of China", and the roads, airports and civic buildings." (newsroom.unsw.edu.au/ 8 September 2015)

But a vibrant export sector needs a thriving domestic sector to avoid a shortfall in skills locally. Add to this, the need to grow the 'pipeline' of skills being developed in those new services required by the smarter, more sustainable buildings, spaces and places.

This suggests Australia needs to;

1. Develop a 5 year strategy to propel Australia's built environment capability into Asia through integrated professional services export incubation; to showcase, support and connect; to foster relationships; providing on the ground intelligence and local resources to facilitate a better understanding of culture, customs and cautions. In practical terms this may mean revising current position descriptions in key consulate centres to include 'built environment' capability; provide training and resources to DFAT missions on opportunities identified by industry and by universities; encourage multilateral agreements for mutual recognition to streamline professional mobility; expand and support the APEC architect initiative through consulates; develop dedicated 'architecture & engineering' stream as part of Australia's New Colombo plan program.
 2. Foster growth in local design capability and professions to support a more vibrant export-facing sector. This may mean embracing the 'risk' often associated with engaging smaller or younger architecture firms, partnering or de-risking in other ways to ensure we grow the next generation of global design studios. In practical terms this could mean a Ministerial roundtable to implement national recognition to encourage labour mobility between States and Territories; and ensure industry productivity and competitiveness by fine tuning R&D credits for architectural firms
 3. Develop resources for high-school level curriculum aimed at expanding the traditional view of STEM to include architecture, design and planning. This may mean looking to the US initiatives like 'STEM to STEAM' - a program that recognises the value of art and design-based practice in converting technical skills for new uses.
- 32



10

Thank you!

"Great architecture can be as simple as a welcoming front door – your space, your home."

— Fenella Kernebone
Broadcaster
Festival Ambassador

● Thank you to all those who helped make the 2015 Sydney Architecture Festival such a fun and engaging four days. It's a big commitment to put your hand up. We think those listed below are heroes for the effort they put in, on top of everything else.

Firstly, to the Board members of the NSW Architects Registration Board, and to the members of the Chapter Council of the Australian Institute of Architects. Together, these two organizations have sustained the Festival since it began in 2007.

But in reality, it's the hard work of everyone listed here:

Core SydArchFest team

Siobhan Abdurahman
Hannah Burgess
Hannah McKissock-Davis

Speakers

Thomas Hale
Clare Sowden
Jessica Paterson
David McCracken
Dr Dagmar Reinhardt
Dr M Hank Haeusler
Tarsha Finney
Object Gallery/ ADC
Sen Scott Ludlam
Christine Major
Guy Luscombe
Bradley Swartz
Catherine Karna
George Karageorge
Peter Maddison
Evonne Kalafatas
Liana Rigon
Joe Snell
Tony Been
Damien Shaw
Cathy Levin-Byres
Dr Deborah Dearing
Toby Pickett
Lisa Cahill
Jillian Hopkins
Alana Thomas
Marcus Westbury
Chris Bamforth
Michael Hromek
Kevin O'Brien
Dillon Kombumerri
Prof Lindsay Johnston

Ric LePlastrier
Prof Xing Ruan
Linda Kennedy
Jefa Greenway
Lara Robertson
Olivia Hyde
Bob Perry
Sarah Carrington
David Tickle
Nick Ritar
Karen Erdos
Michael Mobbs
Elke Haeger
Stuart Harrison
Sacha Coles
John Choi
Virginia Kerridge
Brian Zulaikha
Matthew Pullinger
Kim Herforth Neilsen
Dario Spralja
Zoey Chen
Ross Donaldson
Matthew Blair
Joe Agius
Kate Doyle
Prof Ken Maher
Prof Alec Tzannes
Leone Lorrimer
Peter Poulet
Tim Williams
Megan Motto
Michael T Hansen



Volunteers

Alex Cato
Alison Snow
Alice Wilkinson
America Garcia
Amy Frost
Angie Li
Anna Luong
Anna Robson
Caiquz Yang
Carla La Cioppa
Cathy Scott
Christine Panglinan
Daiming Zhu
Debra Chesterton
Denis Yu Li
Dominique Kelaher
Emily Phung
Emma Evans
Erika Suzuki
Felix Carlyle
Fion Lai
Fran Layng
Gabriela Macedo
Guadalupe Linares Basilio
Halima Begum
Hannah Stenstrom
Han-Yu Hsin
Hoi Yan Christie Foo
Isobel Lord
Jonathan Yip
Julia Cheam
Juliette Maurer

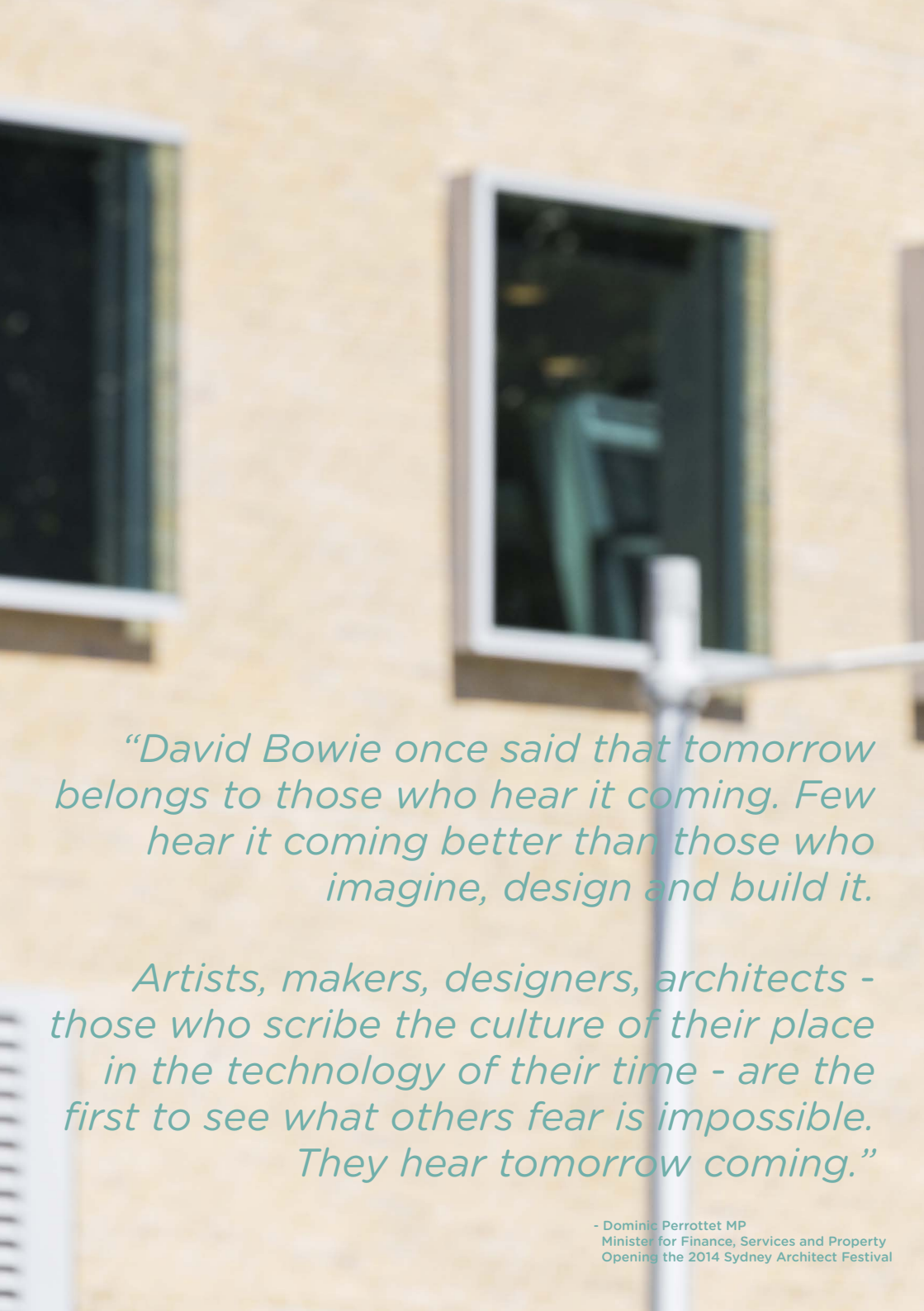
Kainaaz Variava
Katie Liao
Kate Endacott
Kimberly Everett
Kristy Chan
Liliu Lanegra
Linda Phompak
Lisa Dwyer
Maja Kos Brkic
Margaret Lowe
Mariano Rojas
Monica Love
Murray Brown
Narul Irdzra Khairuddin
Nathan Wu
Nour Yousef
Nur Amalina Hanapi
Olivia Zsigoszi
Qu Faraday
Rachel Moody
Rehaab Ali Raza
Renata Calazans
Rui Jiao
Runjia Tian
Sarah Gardiner
Sinead Abdurahman
Shengyi Xu
Sheilli Barracluff
Shirley Hou
Sophie Woodcock
Trin (JiJeong) Woo
Tsz Man Mimi Lee
Tung Hong
Ziad Georges Zahran

To this list of architecture tragics, we want to add our own special thanks to our 2015 Event Directors; John O'Callaghan, Lucy Humpfrey and Claire McCaughan, and to our publicists Kym and Anna from articulate.

And a special thanks to our Festival ambassadors; Lord Mayor Clover Moore
Victor Dominello MP
Professor Roy Green
Michelle Tabet
Fenella Kernebone
Joe Snell
Dillon Kombumerri
Peter Poulet

Thanks also to our One Forties Twitter Ambassadors Nicola Balch, Benjamin Driver, Fiona Dewar, Jennifer Duke, Angela Ferguson, Joe Larkings, Tony Peric, Janne Ryan, Liane Rossler, Urbanistas, Tim Ross

And thanks to those who captured the Festival through the lens - like our Sydney Lens Instagram Ambassadors, Sarah Chaabo, Tina Fox, Will Fung, Denise Kwong; Eric Ng, Keith Ng, Demis Rusli, Athena Zo, William Smart.



“David Bowie once said that tomorrow belongs to those who hear it coming. Few hear it coming better than those who imagine, design and build it.

Artists, makers, designers, architects - those who scribe the culture of their place in the technology of their time - are the first to see what others fear is impossible. They hear tomorrow coming.”

- Dominic Perrottet MP
Minister for Finance, Services and Property
Opening the 2014 Sydney Architect Festival





Have an idea for how we can do even better in 2016?

Get in contact. We're going to keep our Twitter and Facebook going so get in touch.

[Twitter.com/sydarchfest](https://twitter.com/sydarchfest)
[Facebook/Sydney Architecture Festival](https://facebook.com/SydneyArchitectureFestival)

