2014 Sydney Architecture Festival
Dashboard report to partners

NSW
Architects
Registration
Board

Australian
Institute of
Architects

"...tomorrow belongs to those who hear it coming. Few hear it better than those who design, plan and build it.
Artists, makers, architects - those who scribe the culture of their place in the technology of their time - they know what others fear. They hear tomorrow coming"

Dominic Perrottet MP, Minister for Finance & Services launching the 2014 Sydney Architecture Festival

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What do we aim to do?

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 the Festival is part of a global network.

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 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 through a celebration of community.

It is public and accessible - engaging community 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

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 a fringe.

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.

Who do we reach?

The Sydney Architecture Festival exists to bring architecture and design to those that experience it first hand.

But we know not everyone can make it to every event; especially when Sydney's Spring program of parties and end of year events kicks off.

That's why the Festival makes a real effort to use its social media tools to inform, engage and educate on all things architecture. Save, fave & rave.

Through radio, television, newspapers and a range of social media channels, the Sydney Architecture Festival is able to reach beyond the seats in an auditorium, the Lego bricks on the table or the models and drawings of Sydney's next architectural block buster.

So how did we do this year?

Tweet:

"About to talk about sh*t, death and the building code. #SAF14"

@driantoware 3/11/2014 17:46

Tweet:

"Learning many things at the Sydney Architecture Festival 'laughter travels more than traffic' #SAF14"

@dismithnow 3/11/2014 19:18

More than

2,700

came along to events in just 10 days

More than

9,500

visits to sydneyarchitecturefestival.org

More than

48,500

page views on sydneyarchitecturefestival.org

More than

100,000

impressions on Twitter

3
Where to from here?

Tweet:

"Impressive start to #SAF14 #thecollquium by @tonyJones_ qanda "our cities are fast becoming places of growing inequality" need for planning!"

@John_OCal, 7/11/2014 09:36

Tweet:

"Welcome Tony Jones, Lucy Turnbull AO, David Borger, @helenlochhead, Paul Donegan & more speaking at @sydarchfest Colloquium today! #SAF14"

@parracity 7/11/2014 07:30

6 Sydney is booming, and architecture continues to play a role in harnessing that growth for public good.

From CBD icons to everyone's own home; export services in the Asian century and smarter construction back home - architects, architecture and the built environment are an intrinsic part of the NSW economy.

In 2015 and beyond, the architecture of the city will continue to change. We think the Sydney community will continue to value an annual forum on design and architecture so that we all have a chance to contribute our own voice. Just some of the themes we think we might be talking about next year include;

Sydney's Metro Strategy guiding the growth of the city, its centres, schools, homes, culture & commerce

Sydney residential growth - whether in the tall CBD towers looking out over the city, townhouses on the park or shop top housing on our main streets - what makes housing great?

Cultural growth - Sydney Modern? Powerhouse? A new indigenous centre on Sydney's west, and the City of Sydney's Cultural Ribbon. What will it take for Sydney to be a global hub of culture?

Smart construction - jobs for the future or just another auto sector? Changing technology and global markets could see local housing imported just like our appliances. Is this sustainable? Are we keeping up?

A global export service? With ink still drying on the China Australia free trade agreement, and a global infrastructure hub planned for Sydney what role does architecture play?

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Building on partneship 2008-2014

● Over eight years, we've grown the Festival family to include government and non government, professional and community groups. We've worked with some of the greats from around the world, and some of those even greater from right here in NSW.

From a standing start of three presenting partners including the NSW Architects Registration Board, the Australian Institute of Architects, The Australian Architecture Association, the Festival has bloomed in to a true collaborative network.

2007
Australian Architecture Association, UNSW Faculty of the Built Environment, NSW Government Architect and the City of Sydney Council

2008
Australian Architecture Association; Customs House, Sydney Opera House, Stockland, SPUN, Powerhouse Museum, Historic Houses Trust (now Sydney Living Museums); Sydney Harbour Foreshore Authority

2009
Australian Architecture Association, Customs House, City of Sydney, Sydney Opera House, SPUN, Stockland, Bligh Voller Nield, Archicentre, Powerhouse Museum, UTS, Eric Sierens, Historic Houses Trust (now Sydney Living Museums), Architects Without Frontiers, Emergency Architects, MCA

2010
Customs House, Powerhouse Museum, NSW Government Architects Office, Historic Houses Trust (now Sydney Living Museums), Alliance Francaise Sydney, State Library, Object Gallery, Australian Institute of Landscape Architects (AILA), Australian Architecture Association (AAA) Sydney Architecture Walks (SAW), University of Newcastle, University of New South Wales, University of Sydney, University of Technology, Sydney, BVN Architecture, Cox, fjmt (francis-jones morehen thorp), Hassell, JPW (Johnson Pilton Walker), DARCH, Emergency Architects Australia, Number One Wine Bar, Carriageworks, Expanded Architecture

More than 120 partners in just 8 years

2011

| Artichoke | ARUP | Australian Institute of Landscape Architects | Alliance Francaise Sydney | Architecture Australia | Australian Architecture Association | Bike Tank | Boutwell Draper Gallery | Customs House Sydney | Expanded Architecture | Goethe-Institut Australia | Government Architects Office | Grand Designs Australia Live | Greater West Architects Network | Happy Talk | Historic Houses Trust | Inner West Architects Network | Instituto Cervantes | Kogarah Council | Mosman Council | Marrickville Council | North Sydney Council | Parramatta Council | Penrith City Council | Randwick City Council | Strathfield Council | Sydney Architecture Walks | Sydney College of The Arts | State Library of New South Wales | Surry Hills Library | The Museum of Contemporary Art | The Museum of Sydney | The Powerhouse Discovery Centre | The Powerhouse Museum | The Royal Australian Historical Society | The Stanton Library | The University of Newcastle | The University of Sydney | The University of New South Wales | University of Technology, Sydney | Upper North Network | Woollahra Council |

2012

41 Councils of Sydney in SuperSydney | Archikidz | Australian Architects Association | Australian Institute of Landscape Architects | Alliance Francaise Sydney | BVN | College of Fine Arts | Consulate General of Switzerland | COX | Customs House Sydney | DAB LAB Research Gallery | DARCH | fjmt | Government Architects Office | HASSELL | Historic Houses Trust | Inner West Architects Network | Italian Institute of Culture | Kogarah Council | Living Room Theatre Project | Make Space 4 Architecture | Leichhardt Council | Local Government and Shires Association | Mosman Council | Marrickville Council | North Sydney Council | Open Agenda | Parramatta Council | Penrith City Council | Randwick City Council | Sherman Contemporary Art Foundation | Sofitel Luxury Hotels | Sydney Architecture Walks | Surry Hills Library | SHFA | TEKTUM Ltd | The Museum of Contemporary Art | The Stanton Library | Tin Sheds Gallery | University of New South Wales | University of Sydney | University of Technology, Sydney | Upper North Network | Waverley Council | Willoughby Council | Woods Bagot

2013

| Archikidz | Art Atrium, Bondi | Australian Architecture Association | Alliance Francaise Sydney | Customs House Sydney | DAB LAB Research Gallery | DARCH | Expanded Architecture | Fairfield City Museum & Gallery | Goethe | Government Architects Office | Grasshopper | Greater West Architects Network | Hornsby Council | ICE | Inner West Architects Network | Mosman Council | Marrickville Council | North Sydney Council | Open Agenda | Open Studio Practices | Parramatta City Council | Penrith City Council | Randwick City Council | SIBLING | Sydney Architecture Walks | Sydney Living Museums | Sydney Harbour Federation Trust | Sydney Harbour Foreshore Authority | Surry Hills Library | TEKTUM Ltd | The Museum of Contemporary Art | The Stanton Library | Tin Sheds Gallery | University of New South Wales | University of Sydney | University of Technology, Sydney | Upper North Network | Waverley Council | Willoughby City Council | Woollahra Council

2014

Angawadi Project | Architecture Media | Customs House Sydney | DARCH | Expanded Architecture | Greater West Architects Network | Hornsby Council | Golden Age Cinema | ICE | Inner West Architects Network| Mosman Council | Marrickville Council | North Sydney Council | Parramatta City Council | Randwick City Council | Roads & Maritime Services | Sydney Living Museums | University of New South Wales | University of Technology, Sydney | Upper North Network |

London's Serpentine Gallery, Jean Nouvel
Pic credit: Tim Horton

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Building on success in 2015 and beyond

The Festival is already a success. But we think it can be more. Here's 5 ideas we have for an even better Festival in '15.

Creative direction
We want some smart creative directors - maybe a small trans-disciplinary team - supported by the staff at the two presenting partner organizations and a broader steering group involving individuals and organizations based on merit, not sector representation (we also see scope for a Festival interns program to help with social media, logistics and events).

Broader church, bigger themes
We have two partners with a solid history of working together. But earlier engagement with more partners can increase the Festival's reach beyond the usual suspects and promote 'bigger' meta themes to bring unusual suspects together (eg Digital fabrication encompassing; software developers, architects, builders, Google, manufacturers, educators and kids)

Reconnect the SAF to WAD
Originally, the Festival sprang from a link to World Architecture Day; an important catalyst for global engagement. Reconecting the Festival & World Architecture Day would set the the Festival in a greater national and global context.

Consider the cluster
The Festival enjoys credibility & goodwill with a number of event-based organizations seeking to design their own 'next phase'. Plus there's some super like-minds already - like Sydney Living Museums, Design Week and Vivid Festival. Forward planning should consider options to link with like-minded events and organizations.

Embrace the edge
Making architecture understandable to the public is one of the Festival key objectives. But a sole focus on the 'understandable' has the potential to exclude an audience wanting to be extended, challenged or introduced to something new. Events like this may benefit from being 'grouped' in a stream that encourages people to engage with a 'fringe' program. Future Festival's will include a stream for the esoteric, the challenging & unconventional.
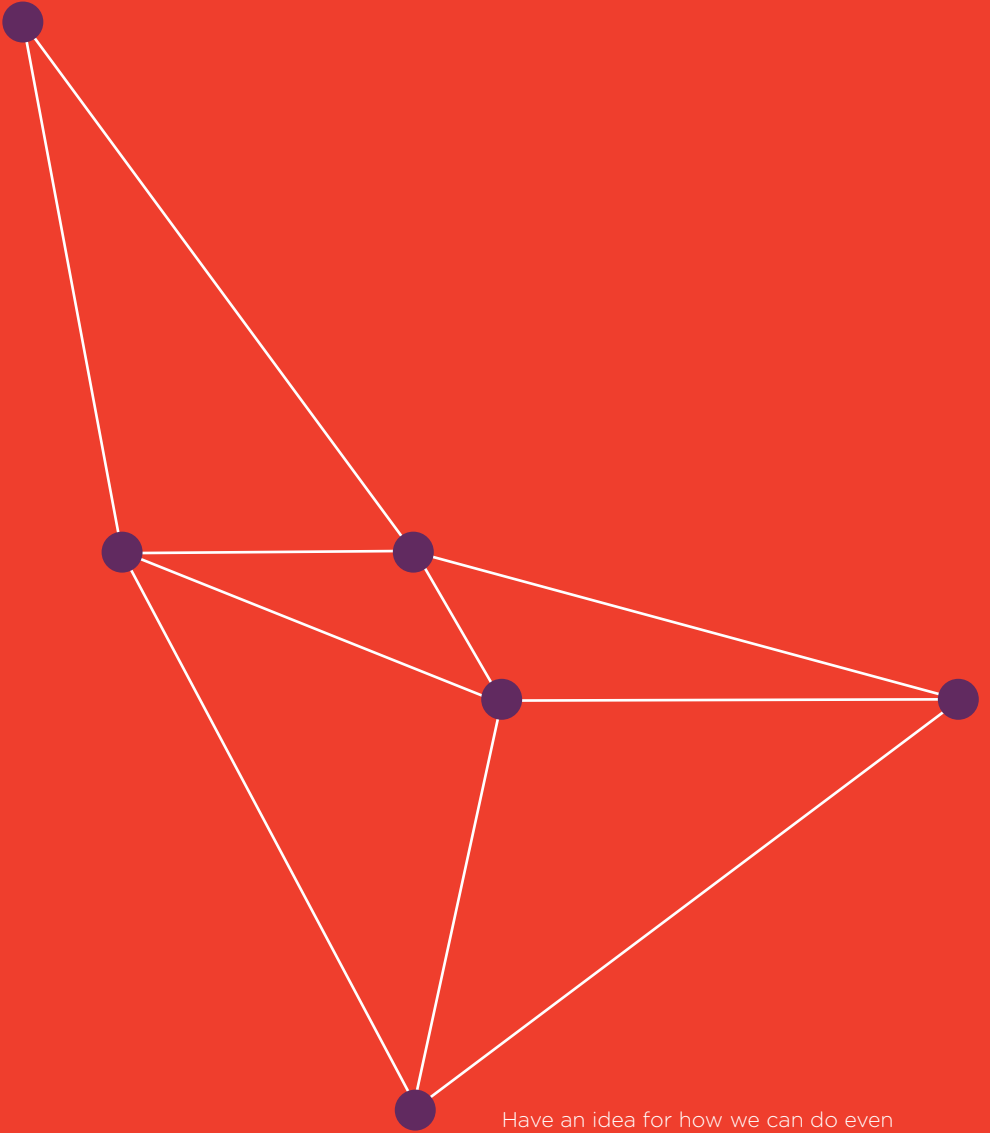
Have an idea for how we can do even
better in 2015?

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

Twitter.com/sydarchfest
Facebook/Sydney Architecture Festival