INTEGRATED DESIGN COMMISSION SA

IMPROVING LIFE THROUGH DESIGN

Whipping posts & deniability: why failure can be a sign of success

Institute of Public Administration Australia April 2012

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IMPROVING LIFE THROUGH DESIGN

ROLE

Model and promote an integrated approach to design

Work across government to develop guidelines for good design policy; processes and practices based on evidence and best practice

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IMPROVING LIFE THROUGH DESIGN

COAG

The Integrated Design Commission is a new model of urban governance and wields a broad remit in matters relating to multi-disciplinary design and the built environment.

The Commission works with local, State and Commonwealth governments, as well as the planning and development sector to promote a more holistic approach to design, planning and development. It also engages with the community to raise awareness of the value of good design and a more sustainable built environment

- COAG Reform Council

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Design
Council
CABE//
_London
Sitra//
_Helsinki
_Singapore
Design
Singapore//
_Adelaide
Integrated
Design
Commission//

1944 identified design in local manufacturing

Design Council CABE// _London

Sitra// _Helsinki

1957 Bank of Finland a 'future fund' to explore innovation across economy

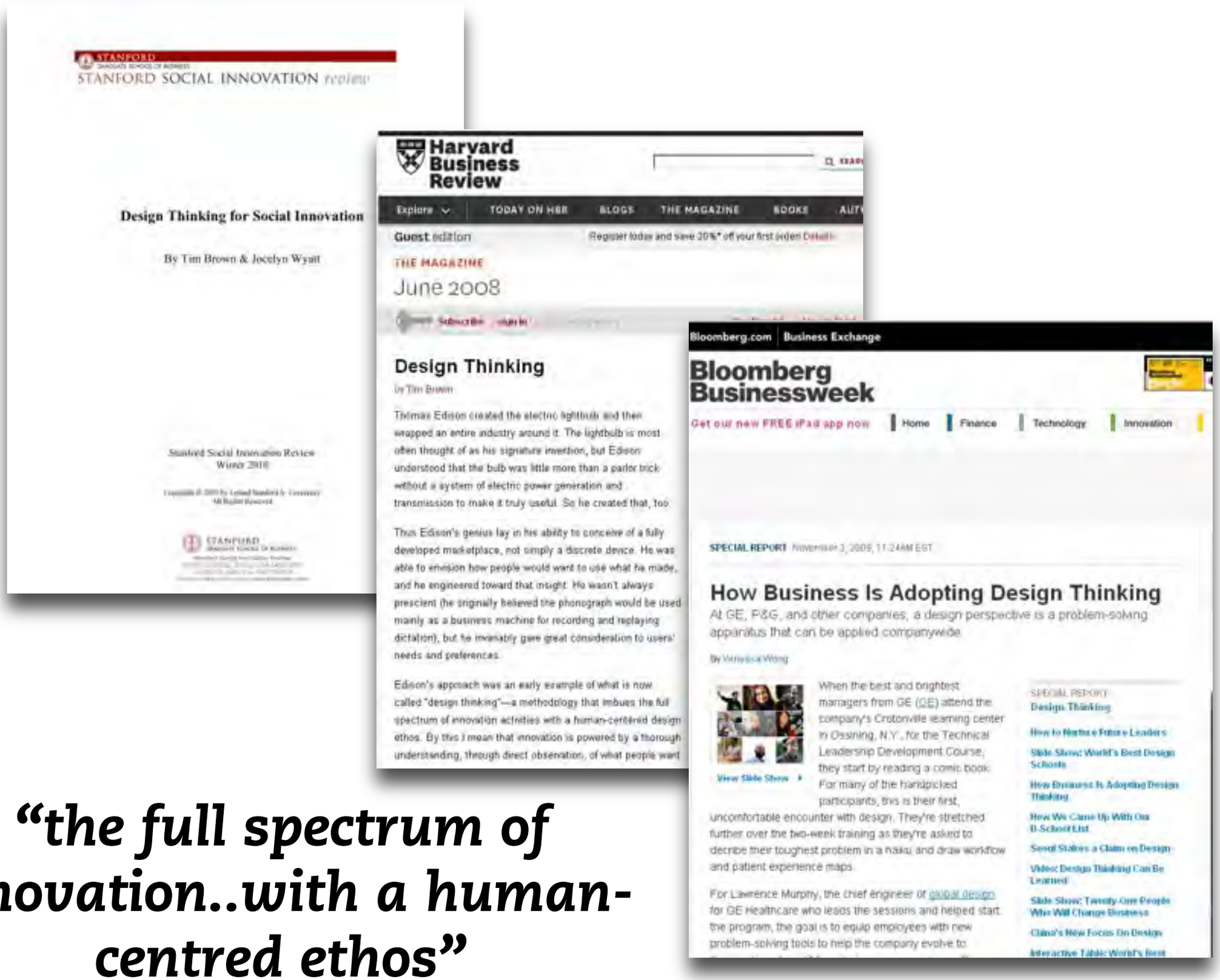
2010 joined with CABE to include the built environment

2003 sub committee of Treasury identified Creative industries as a key growth strategy

_Singapore Design Singapore//

_Adelaide Integrated Design Commission//

2010 Thinker in Residence with support from cabinet



"the full spectrum of innovation..with a human-centred ethos"

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The New York Times - Breaking News...
http://www.nytimes.com
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Text
Calendar
Photos
Camera
YouTube
Stocks
Maps
Weather
Clock
Calculator
Notes
Settings
iTunes
Phone
Mail
Safari
iPod
Mary J. Blige
Work That
Growing Pains
MARY J BLIGE
GROWING PAINS
MJB
John Appleseed
calling...
mute
keypad
speaker
add call
hold
contacts
End Call

dyson

Gillette

3 tiers

Local Government

Adelaide City Council
City of Prospect
Town of Walkerville
City of Norwood, Payneham & St Peters
City of Burnside
City of Unley
City of West Torrens
City of Charles Sturt

State Government

Department of Planning & Local Govt
Department of Transport, Energy & Infrastructure
Department of Families & Communities
Department of Premier & Cabinet

Australian Government

Major Cities Unit
Department of Regional Australia, Regional Development & Local Govt

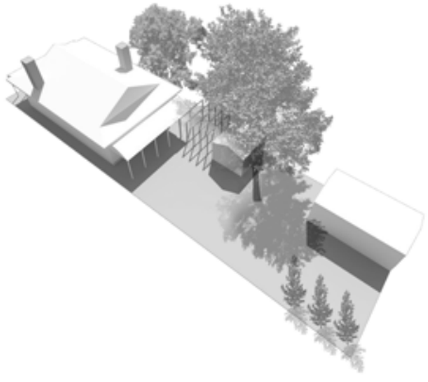
x10

1. Human centred
2. A systems approach
3. Community engagement
4. A shared vision & guiding principles
5. Grounded in an evidence base
6. Design testing & visualisation
7. Collaborative processes
8. Utilising technology
9. Demonstration projects & exemplary procurement
10. Ongoing monitoring & measurement

Character areas

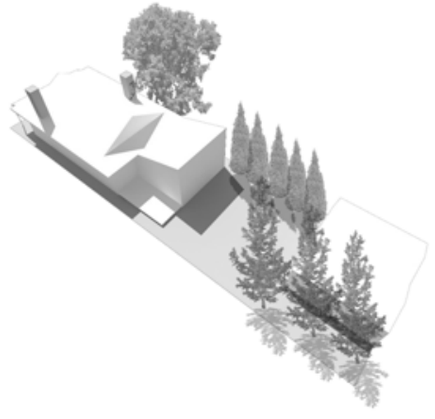
1850-1889

laneway is used to service the outhouse. The backyard itself ranges from the ornamental to the forgotten



1890-1950

The growing density of cities revive the backyards to become places that come to define the home, from the vegie patch and the hills hoist to the handymans shed



1951-1990

The post-war backyard became an extension to the modest house. It gave definition to the 'Australian dream'. The laneway though becomes a service corridor for the growing car population

Design Testing

Character areas + Ageing in place =

Design Testing

In-home formal and informal care: $11,370
per person per year

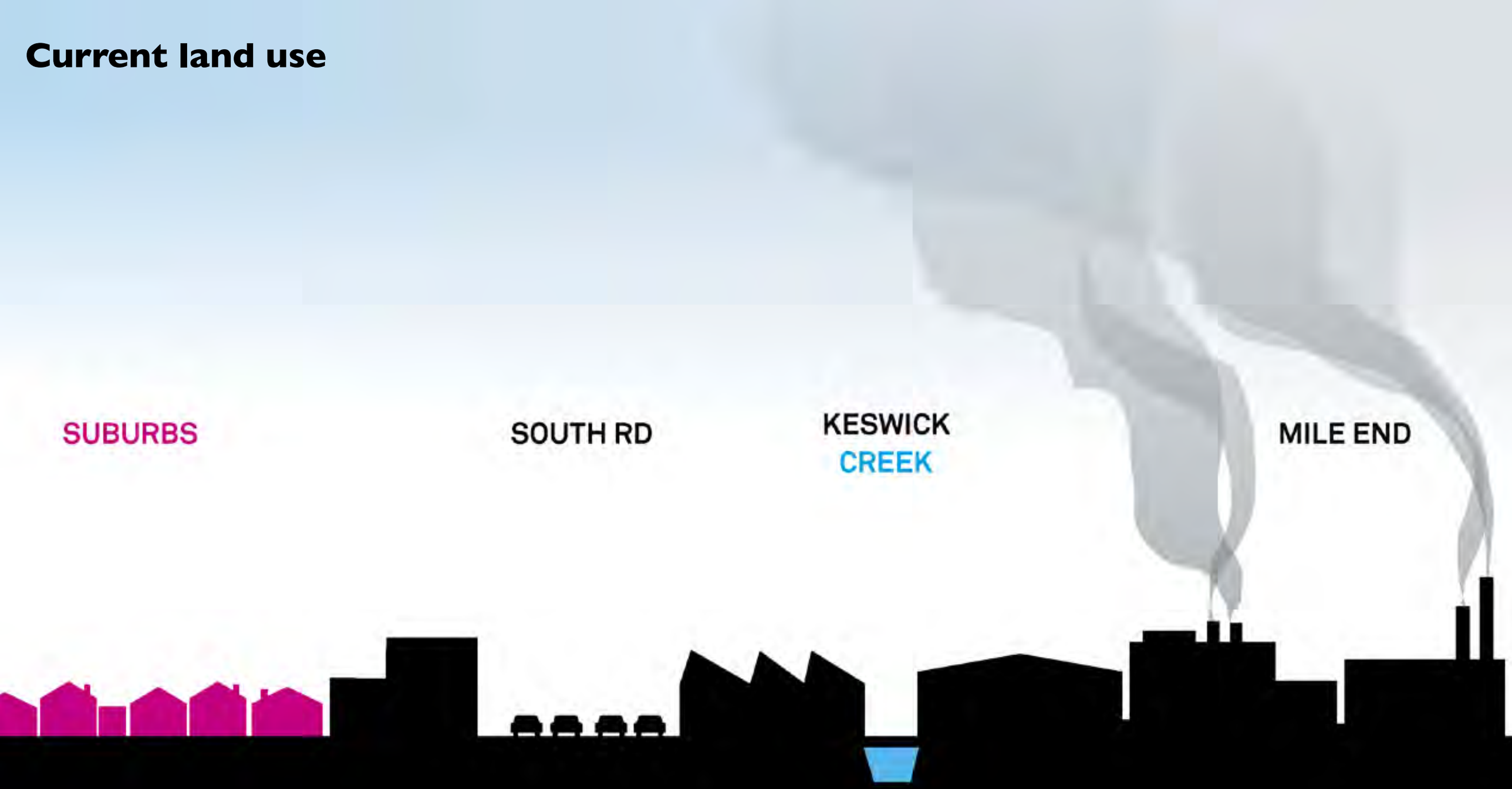
Residential aged care: $48,710
per person per year

Bridge, C., Cooper, B., Kendig, H., Phibbs, P., 'The costs and benefits of using private housing as the home base for care for older people: Secondary data analysis'. Australian Housing and Urban Research Institute, No. 115, 2008, p34

Character areas + Ageing in place = diverse, affordable housing

Design Testing

Current land use



URBAN FABRIC_
EXISTING

Current land use + future transport infrastructure thinking =

SUBURBS

SOUTH RD

KESWICK CREEK

MILE END

URBAN FABRIC_
PROPOSED

Current land use + future transport infrastructure thinking =

SOUTH ROAD_
EXISTING

Current land use + future transport infrastructure thinking = liveable corridors

INTEGRATED
DESIGN
COMMISSION SA
IMPROVING
LIFE THROUGH
DESIGN

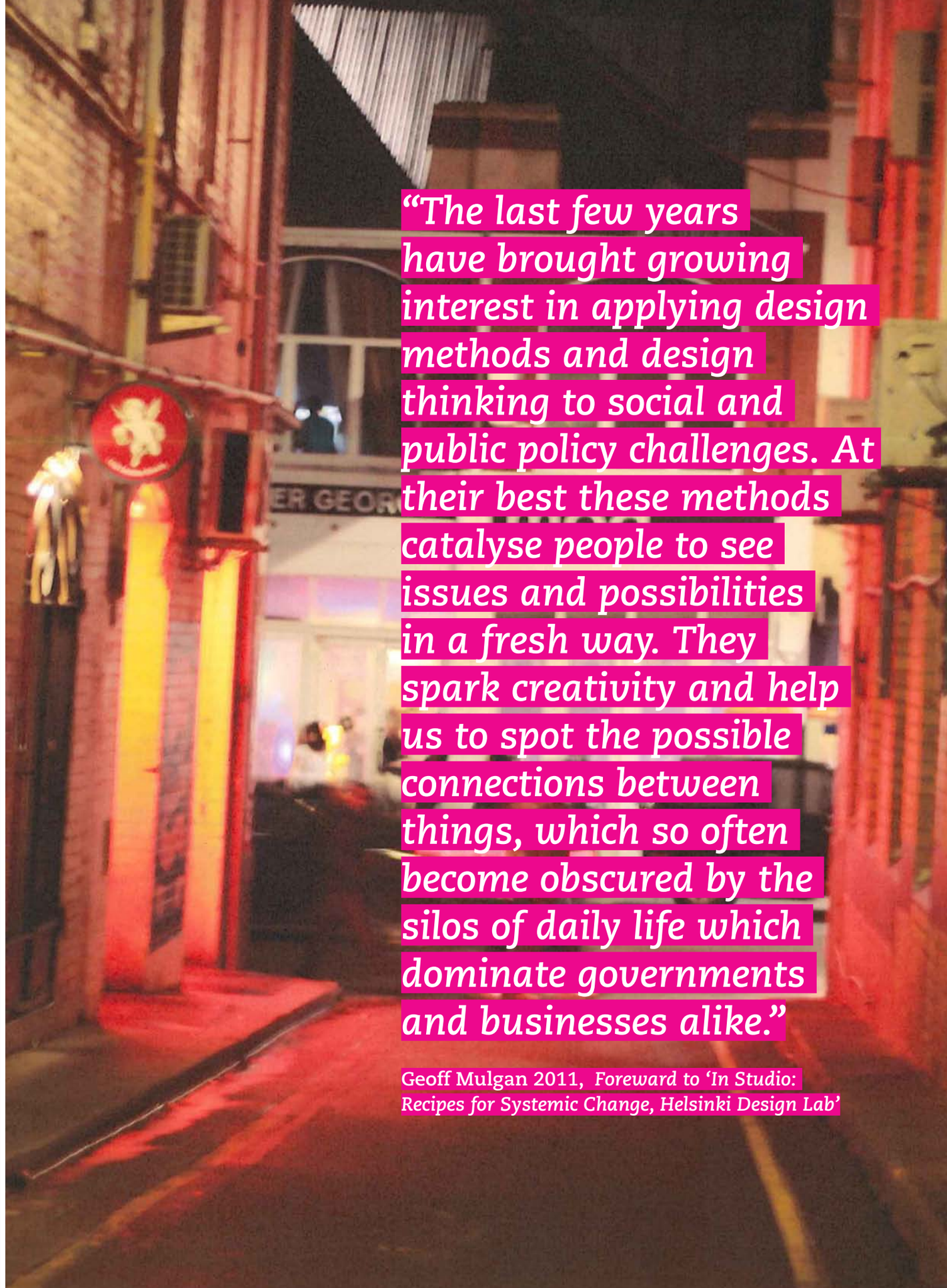
DesignLAB v1.0

Safety in the City

5000+
YOUR IDEAS FOR A GREAT CITY

5000+ an integrated design strategy for inner Adelaide is supported by the Department of Regional Australia, Regional Development & Local Government and is a joint initiative of the South Australian Government and the Adelaide City Council, in association with the seven councils adjoining Adelaide.

Government
of South Australia



“The last few years have brought growing interest in applying design methods and design thinking to social and public policy challenges. At their best these methods catalyse people to see issues and possibilities in a fresh way. They spark creativity and help us to spot the possible connections between things, which so often become obscured by the silos of daily life which dominate governments and businesses alike.”

Geoff Mulgan 2011, *Foreward to ‘In Studio: Recipes for Systemic Change, Helsinki Design Lab’*

1 **Christie Anthoney**
Creative Director, TAFE Adelaide College of the Arts.

2 **Matt Davis**
Design Leader, 5000+ Integrated Design Commission

3 **Andrew Wallace**
President, Adelaide West End Association. LecturerUniSA

4 **Dr Ianto Ware**
Renew Adelaide
Co-founder Format Festival and Format Collective

5 **Jennifer West**
Senior Safety Strategy Consultant, Adelaide City Council

6 **Warwick Keates**
Director WAX Design
DesignLAB facilitator

DesignLAB program

9:00	Introductions
9:15	Session 1: Methodology and Approach. The DesignLAB challenge
9:30	Session 2: Look & Listen. Site visit and stakeholder conversations
11:00	Session 3: Expert Briefings [SA Police, Drug & Alcohol Services SA]
12:00	Session 4: Positive Defiance: Extreme propositions
3:00	Session 5: Identifying the ‘hunches’
4:30	Presentation to Vibrant City forum.

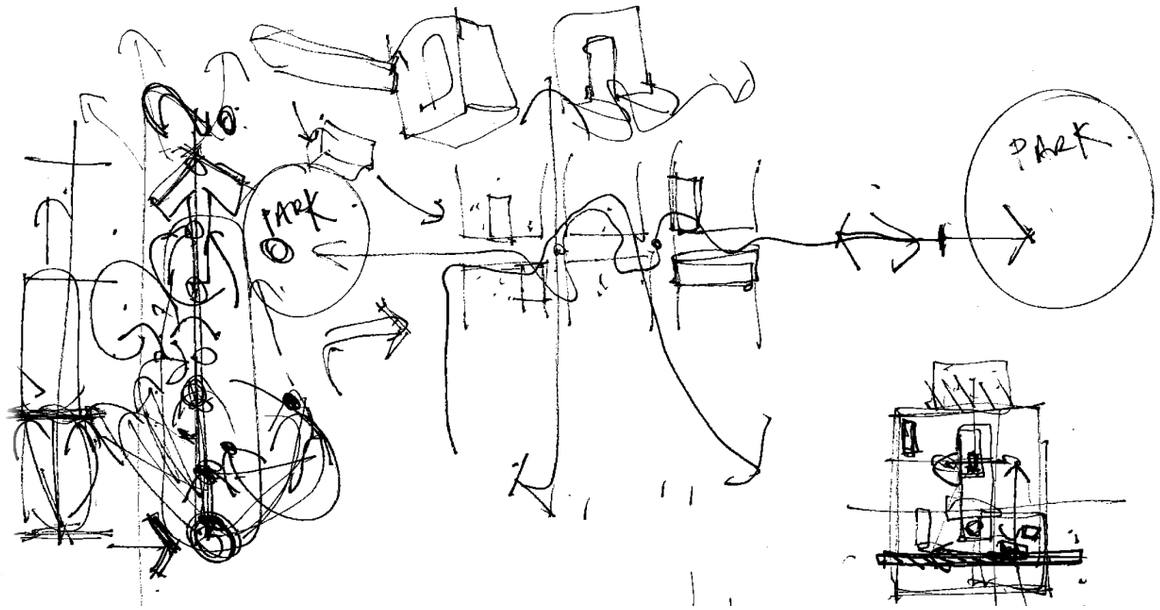
Understanding the architecture of the problem:

- is it ‘city safety’?

or

- a ‘vibrant night time economy’?

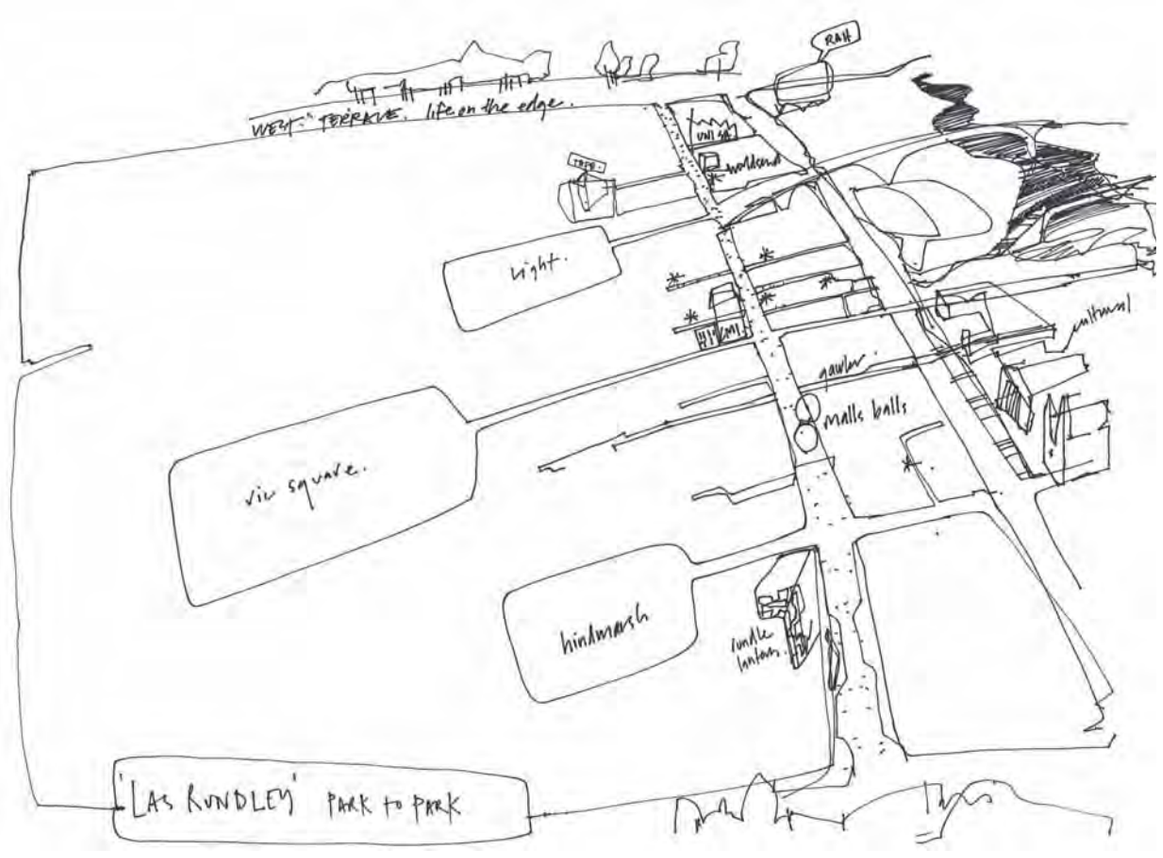
or both?


PARK
PARK

What idea
improve
es?
Hunches
What initiat
could shift
outcomes?

Identifying the ‘hunches’

A hunch is not a solution. It is more of a beginning than an end. The following six hunches are thought to have transformational potential but require further investigation.



1. **A ‘Vibrancy Enabler’**

   Vibrancy needs things to happen. It needs people to say yes. It sometimes needs encouragement. The Vibrancy Enabler is a person charged with connecting disparate people and shepherding things through where they might otherwise be lost in the system.

2. **The landlords need love**

   There are a number of key property owners in the precinct. Some demonstrate care for the quality of their buildings and quality of the tenants. Others don’t. Engaging, connecting, empowering and valuing the owners and operators is key to building a collective aspiration for the area. The key players of the West End and beyond should be invited to form an ‘alliance of distinguished owners’.

3. **Match the Bus to the Booze**

   Getting people home after a big night out is crucial. Presently the ‘after midnight’ public transport is approximately hourly and only on Saturday nights. Could a GO ZONE, with buses every 15 minutes be used to get people out of the area in a quick and orderly fashion key times, serving as an incentive for people to catch it while they can.

4. **Incentivise ‘transition traders’**

   There are presently distinct day and night economies. Entertainment at night, and a mix of arts, retail, and convenience stores during the day. The contrast is strong and neither offers much to the other. All properties should consider their role in activating the streets outside of their core hours. Consideration should be given to how the distinct activities might better transition, in particular in the afternoon / evening. Can a new evening economy be developed around diverse café’s, food, live music, small bars, performance, start-ups, grass roots, temporary use, curated retail?

5. **Liquor Licensing: Easy come, easy go.**

   To build the diversity of small bars – not the ‘booze barns’ – it should be easy for start-ups to get a limited liquor license for a small venue. It should be equally easy to lose it if the operator doesn’t fulfil their responsibilities, including the quality of their ‘offer’, the behaviour, noise management, responsible serving of alcohol etc. Conditions can be tight to stop ‘morphing’ of a licensed venue into something ‘undesirable’.

6. **Think big: ‘Las Rundley’**

   Hindley Street is stigmatised. So much folklore and bad press surrounds the precinct that the negative perceptions will be hard to shift. Hindley Street needs to be welcomed back into a bigger vision for the City. ‘Las Rundley’ – the connection of Rundle Street and Hindley Street into a mile-long promenade from Park Land to Park Land connects the disparate precincts into a cohesive space – connected, coordinated, but full of diverse pockets of character and distinct flavour. Las Rundley doesn’t mean a big Rundle Mall, but it recognises that the fortunes and failures of one piece of the city is linked to that of another.

Scoping/designing
the project

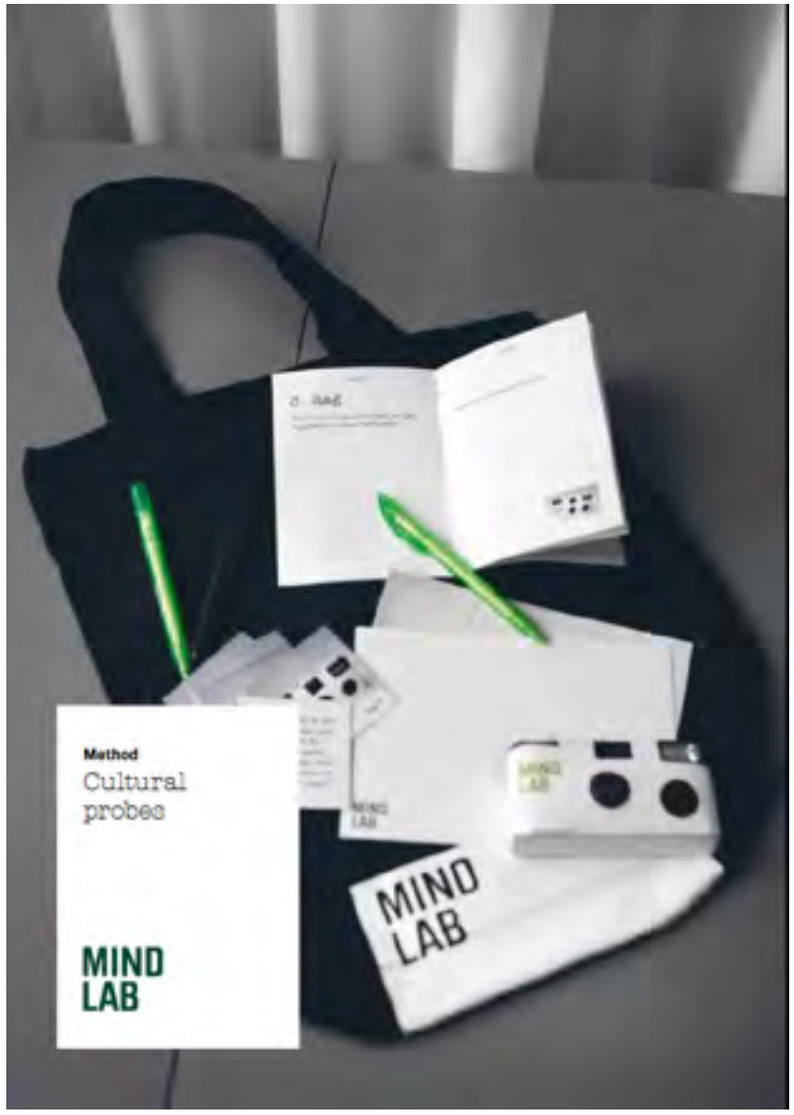
Understand the
‘architecture of the
problem’

Danish Mind LAB

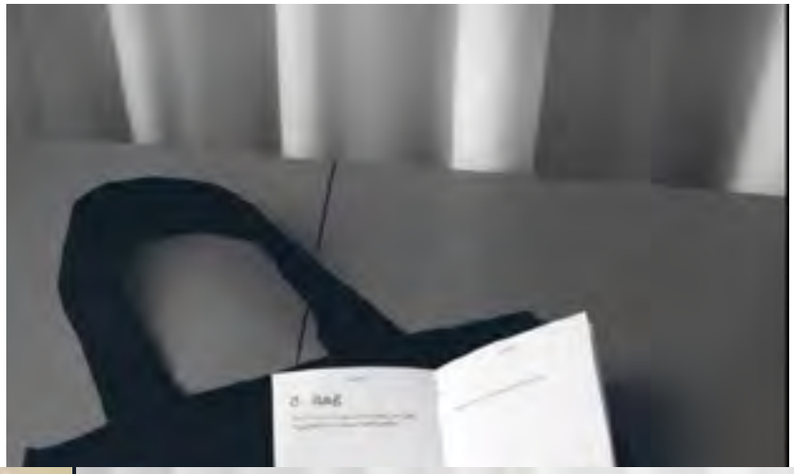
http://www.mind-lab.dk/en

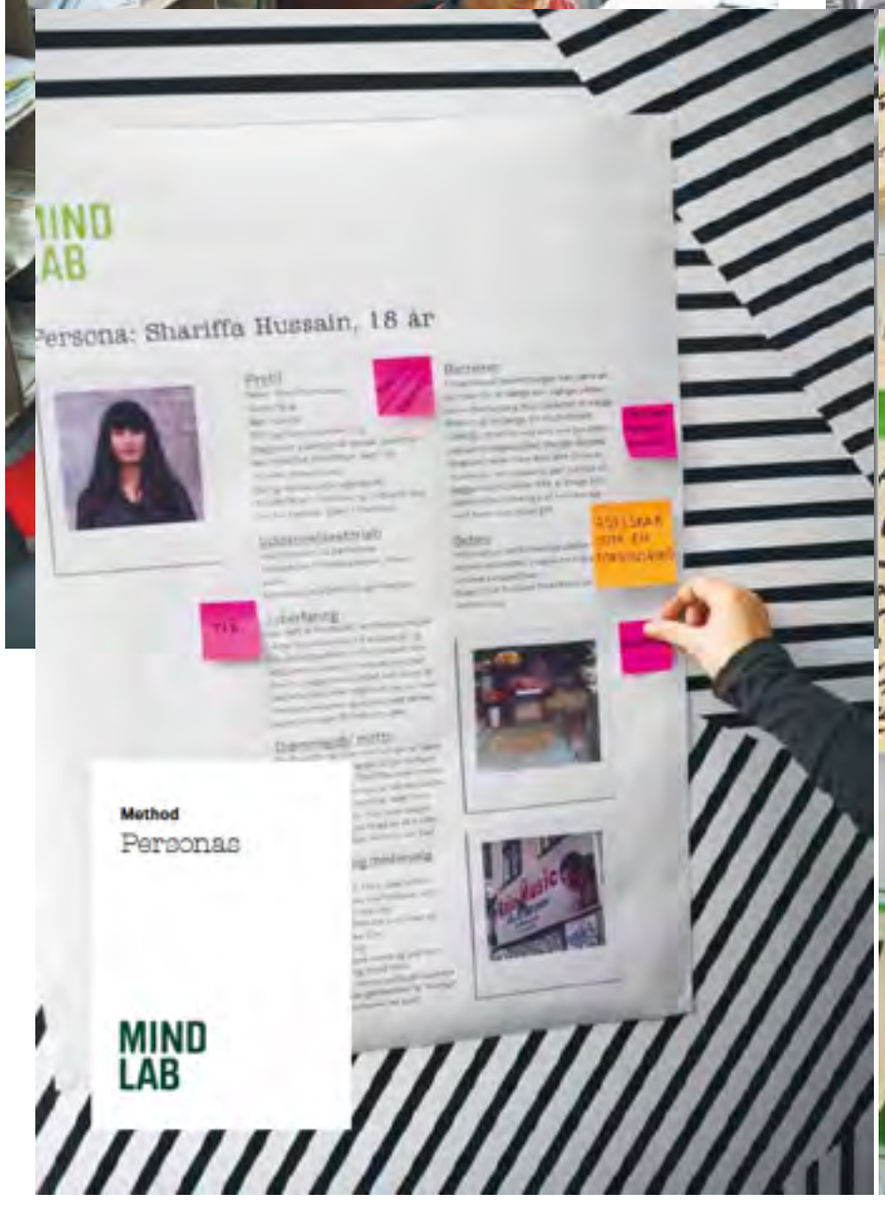
Scoping/designing the project

Put people at the centre



Observe/interview/ understand





Give the problem a human face

Be brave in problem solving

Prototype

1. Whipping posts & deniability

5000

INTEGRATED DESIGN STRATEGY
FOR INNER ADELAIDE

+

2. Space and attitude to turn ‘on’ not ‘up’.

3. Not about what 'is' or 'should'. But 'could?'...

5000+
ADELAIDE: LIVEABLE CITY

5000+ an Integrated Design Strategy for inner Adelaide is supported by the Department of Regional Australia, Regional Development and Local Governemtn and is a joint initiative of the South Australian Government and the Adelaide City Council, in association with the seven councils adjoining Adelaide.

March 2012

Government of South Australia

West Torrens Community Workshop
'What insight will you take home with you today?'
Comments in response to Patterns of Living projects.
Saturday 25 February 2012