

WEST END

1. PEOPLE WALK IN THE SUNSHINE*

18. PEOPLE ATTRACT PEOPLE*

44. THE DAY TO DAY HAPPENS ON THE STREET*

41. LOCALS AND TOURISTS USE THE STREETS AT DIFFERENT TIMES*

*Adelaide City Council
Adelaide City Council
Adelaide City Council
Adelaide City Council

flightpath Chloe Summers
Tim Jones
Douglas Alexander

de.co Stevie Summers
Daniel Bennett
Kelly Burton

oxigen Travis Wright
Luke Stein
James Hayter

keeping the mix collective optimism

Adelaide is renowned for Light's vision and early planning. Its design, structure and sense of space has allowed for the development of an environment that suits business, living and leisure. Ironically it is this very sense of order and planning that draws discussion regarding the city's vitality, diversity and dynamics. Adelaide experiences the paradox of international acclaim for festivals and cultural events along with a reputation for being (in the main) suburban and conservative compared to cities in the eastern States. Regulated and cautiously designated flows of traffic and allocated areas for leisure and recreation, specific precincts for retail and market shopping and established zones for cultural and educational pursuits, suggest that most aspects of city life have been considered and accommodated.

How can vibrancy and vitality be normalised out of this predetermined and established model? Why should it change and how could we benefit?

Interestingly the city also exudes differing tempos and tones within its one-mile perimeter - certain sections have evolved with apparent purpose even if in many cases this has not been formally established. The western side of Adelaide has long been regarded as the poorer cousin to its more elite eastern neighbour and has therefore developed with a different flavour and culture despite its apparent proximity. It is this unique point of difference, the rawness and eclectic mix of interests that provides opportunity for the West End.

- This view inspired a series of considerations:
- What already attracts people to the West End?
 - What currently deters people from engaging with the West End?
 - What groups are currently catered for and how well?
 - What are the existing areas of activity?
 - How are the existing buildings and spaces used?
 - What are the key places of interest?
 - How does traffic flow (both pedestrian and vehicular) affect the area?
 - What are the spaces in between and how might they be utilised?



- These considerations gave rise to three core questions:
1. Could a person's awareness and engagement be challenged by their surroundings?
 2. Could one space have a constant cycle of multiple uses?
 3. Could the spaces in between encourage exploration and offer rich discoveries?

COULD THE SPACES IN BETWEEN AND OFFER RICH DISCOVERIES?
COULD ONE SPACE HAVE A CONSTANT CYCLE OF MULTIPLE USES?
COULD A PERSON'S AWARENESS AND ENGAGEMENT BE CHALLENGED BY THEIR SURROUNDINGS?



CURRENT INITIATIVES

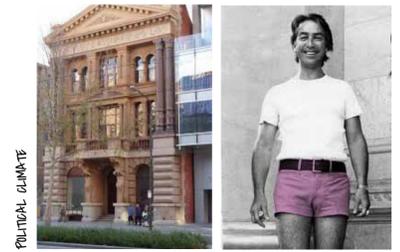
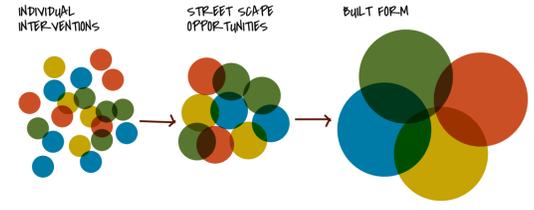
RENEW ADLAIDE

Raise the Bar!

Splash Adelaide

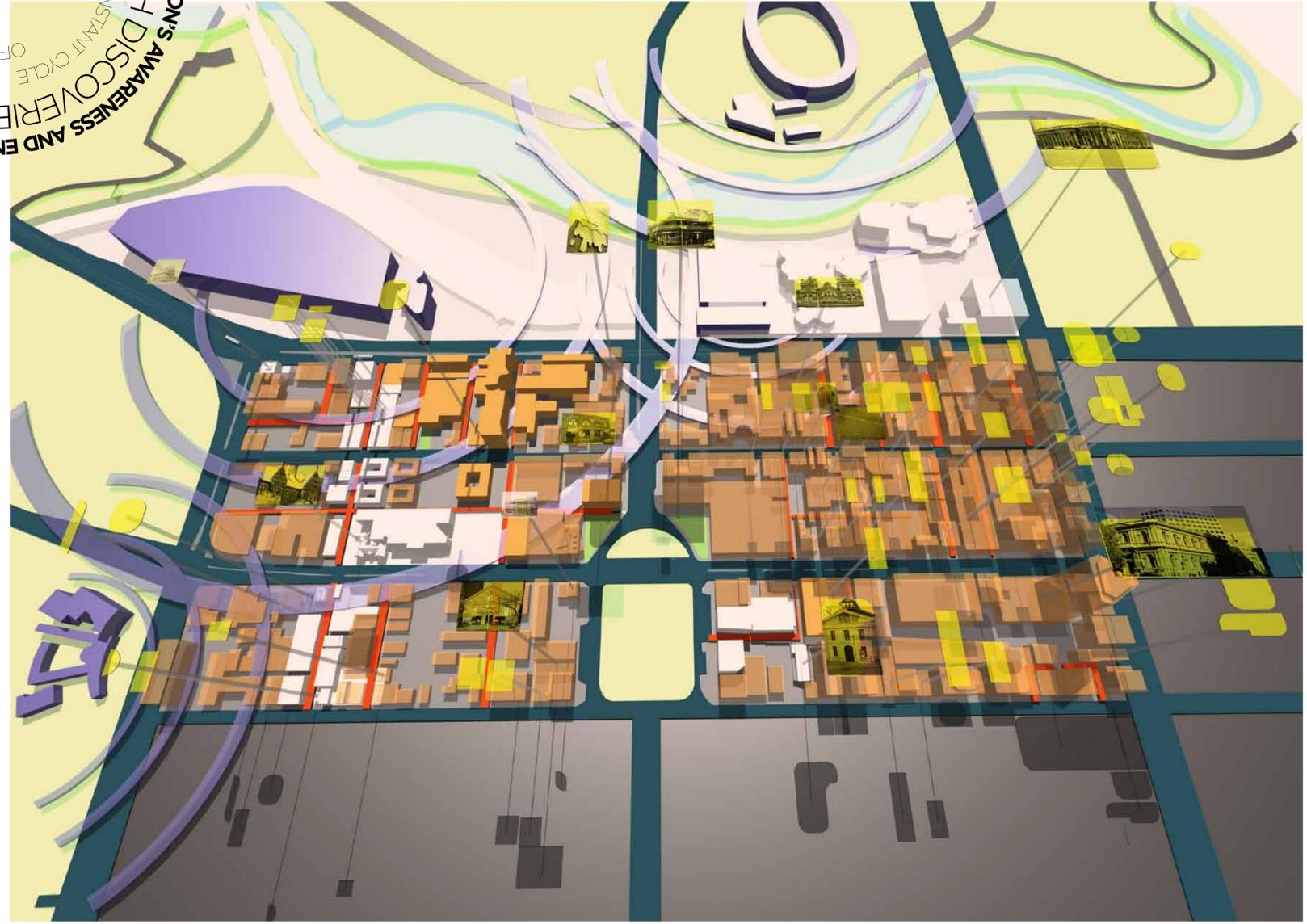
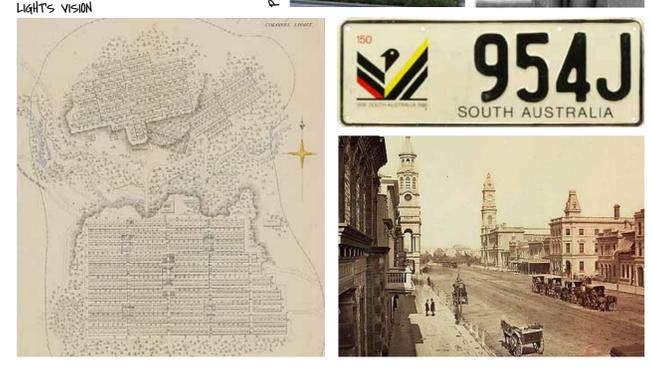
LeWork Shop
Adelaide's newest collaborative space

we we we we we



1.3m Greater Adelaide's current population

8th Most liveable city



BUILT FORM
existing city fabric, ownership, areas of opportunity

HERITAGE
iconic buildings, areas of focus

MOVEMENT
laneways, main thoroughfare

FESTIVALS
convention centre, adelaide high, rah & research centre, adelaide oval

MAPPING THE WEST END HIGHLIGHTING THE SPACES IN BETWEEN LOCATIONS WITH POTENTIAL CAPACITY ACKNOWLEDGING DESIGNATED TRAFFIC ROUTES, POSSIBLE PEDESTRIAN LINKS LOCATING THE FEEDERS SHOWCASING HERITAGE GEMS. RETAIN THE BEST PART OF OUR PAST

what exists. what do we value. building on what's there and engaging with the individual.

