

Good Design

Creating better futures through evidence and design is about:

Use

- providing a sustaining context that people benefit from;
- being adaptable to new uses, behavior or circumstances.

Innovation

- reducing resource use, both natural and technology;
- supporting new and different people, places or markets;
- utilising new technology, or existing technology in new ways.

Value

- enhancing productivity essential for development and adaptation;
- accounting for whole life value in evidence and intuitive ways;
- durable materials that are easy and safe to repair and upkeep.

Efficiency

- limit use of resources to plan, design and build the project;
- deliver quality work by attuning resources to user's needs;
- thoroughly thought through work, delivered consistently.

Adventure

- inspiring those to do better for themselves and others;
- connecting with users and audiences in ways that they understand;
- working with people over the long term;
- lifting everyday interactions and experiences beyond the ordinary.

We plan, advise and design with five essential principles in mind to guide our work.

We find that by focussing on these principles your project will achieve the outcomes you value the most and will be valued over time ...

