



**DESIGN MATTERS**

*Creating The Bliss Point in  
Architecture and Engineering*


Alastair Richardson, November 2013


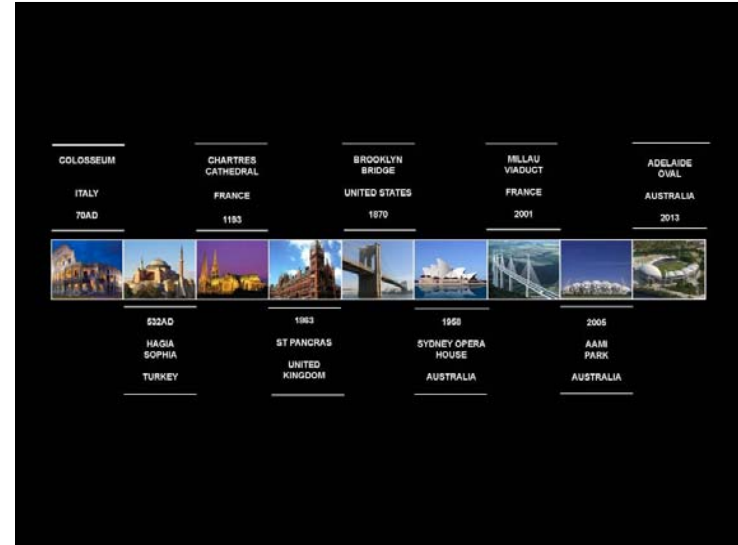
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**ALASTAIR RICHARDSON**  
DIRECTOR - COX ARCHITECTURE



No more....  
 No less!

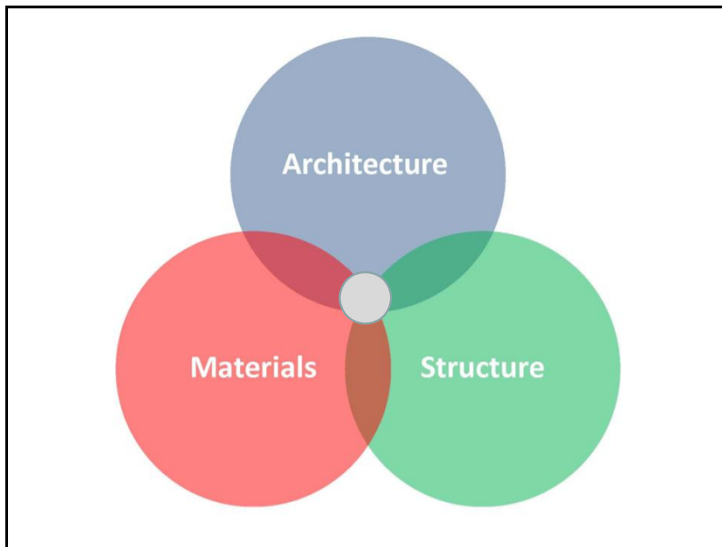
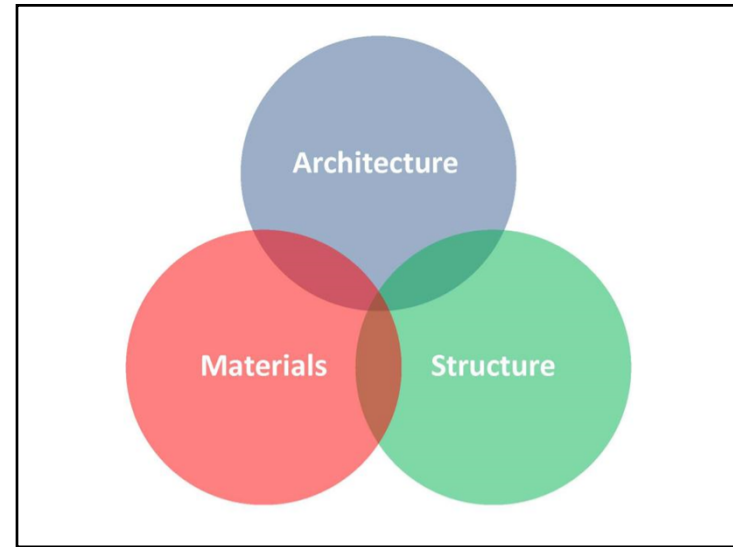




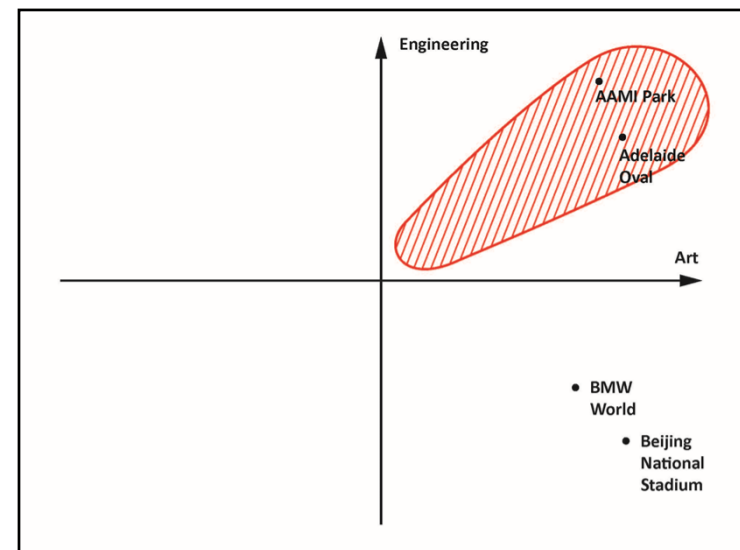
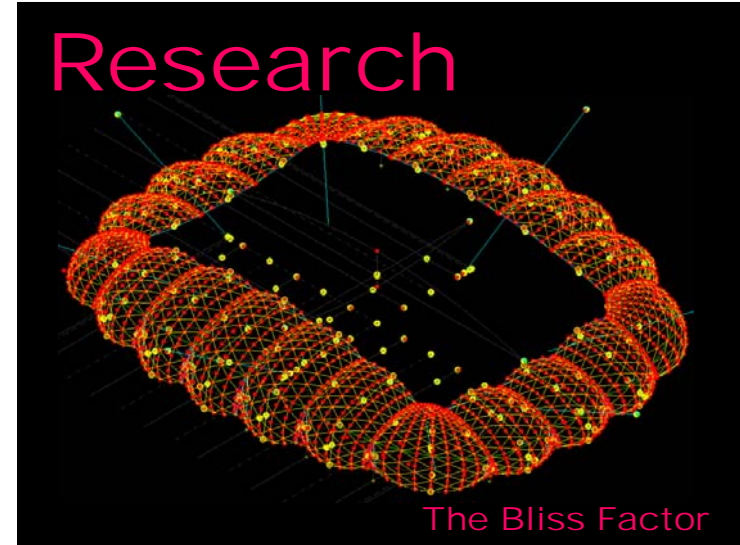
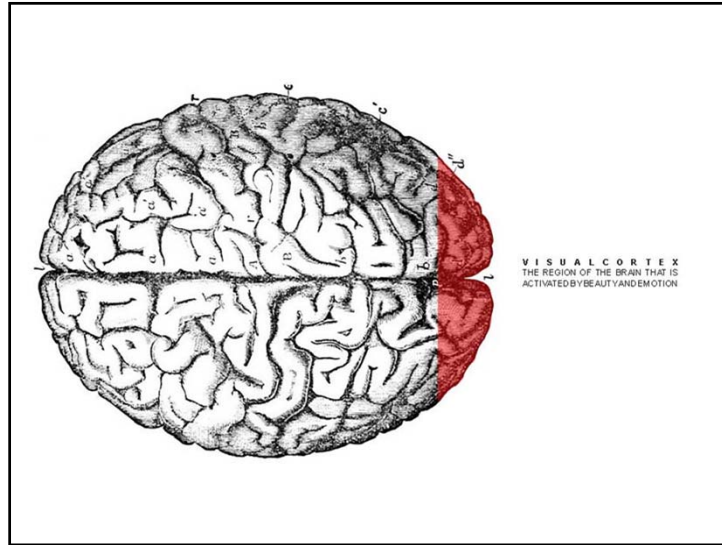


“ if I had asked people what they wanted they would have said faster horses...”

Henry Ford



The Bliss Point



## The **Bliss Points** of the Next Generation

- 01** Natural **collaborators** who enjoy interacting
- 02** Prize freedom and freedom of **choice**
- 03** **Experience** – want individuality
- 04** **Fun + Fast** – social and technology enabled

## Collaborate

**CHARACTERISTIC SHIFT:** Natural Collaborators, **Socially Inclusive**

**PARADIGM / CULTURAL SHIFT:** informal, **Culturally aware** (gender, age, race indiscriminate)

**SPATIAL SHIFT:** **collaborative**, maximise informal space within /out, blur the boundaries, social bump spaces, network, continuous

**01**



# Choice

**CHARACTERISTIC SHIFT:** Prize freedom and freedom of choice

**PARADIGM / CULTURAL SHIFT:** Choice of options and opportunity. Experience based decisions

**SPATIAL SHIFT:** Diversity of spaces and options, creative and social spaces. Immersive technology. Plethora of food and beverage options

# 02



# Experience

**CHARACTERISTIC SHIFT:** Want to customise things.

**PARADIGM / CULTURAL SHIFT:** unique experience - shared experience through technology. LOOK AT ME

**SPATIAL SHIFT:** Unique customised spaces and options, informal and formal spaces. Personalised territory. Quality of food and beverage offering

# 03



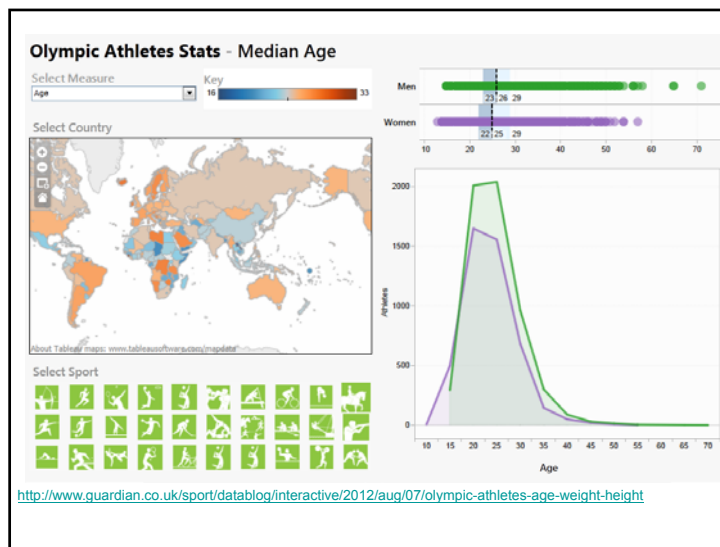
# FUN + FAST

**CHARACTERISTIC SHIFT:** they want to have fun. Speed is the new norm

**PARADIGM / CULTURAL SHIFT:** connected community – beyond the venue. Blurring of sport and entertainment. Instant Feedback

**SPATIAL SHIFT:** Playful, activity spaces bring sponsors into the venue, café culture, digitally connected, technology immersive, spacial synergy

# 04



“ differentiate by experience...”

Pine and Gilmore, The Experience Economy

## The New Structures?

- Experience
- Brand
- Identity
- Social interaction
- Safety
- Sustainability
- Technology

