

{ intimate }

SERIES

For High Density at a Human Scale

intimate infrastructure vol.1

intimate homes vol.2

*intimate neighbourhoods LDN*NYC vol.3*

Intimate Infrastructure & Intimate Homes

The Intimate Infrastructure concept was selected by the Mayor of London and New London Architecture as a winner in an international competition for innovative proposals to help solve the housing crisis in 2015.

Following a high-level roundtable with senior GLA officials at City Hall to workshop how the ideas can be put into practice, the concept has been further developed with this publication as the outcome.

Intimate Infrastructure and Intimate Homes are a set of tools which advocate for a new type of regeneration; one which tackles the large scale changes urgently needed but is driven by human-centric, people-conscious values at its core. The initiative set out a new conceptual framework with a toolkit of strategic principles and prototypes for delivering high density development at a "human scale", ranging from the scope of a home to a neighbourhood.

The proposals are purposefully aspirational, polemical and open-ended; aiming to act as a springboard for cross-industry discussions rather than offering design as the single solution to multi-faceted and deeply complex problems.

About the Intimate Series

The Intimate Series is a research and development programme by Natasha Reid Design that explores approaches to making a more people-orientated city by challenging the status quo. In the face of the housing crisis in London and at a time of increasing change, we believe that we need to rethink established industry models in order to address contemporary city challenges and accommodate 21st century patterns of life.

The Intimate Series questions whether civic, economic, cultural and social values could be better stitched together. Seeking to go deeper than surface appearances and form, it asks;

could design thinking be applied as a tool to unlock transformative change in addressing some of the most pressing challenges that society is facing?

Upcoming: Intimate Neighbourhoods - LDN*NYC

We have been awarded funding by the British Council to partner with leading New York institutions and experts across the built environment for the upcoming initiative Intimate Neighbourhoods - LDN*NYC.

This cross-city research and development project which will develop insights on approaches to Place-making, Community Co-Creation and Citizenship in the context of high-density development. It seeks to generate shared perspectives, foster dialogue and learning by holding up a mirror between two cities concurrently undergoing rapid change under different forces.



WINNER

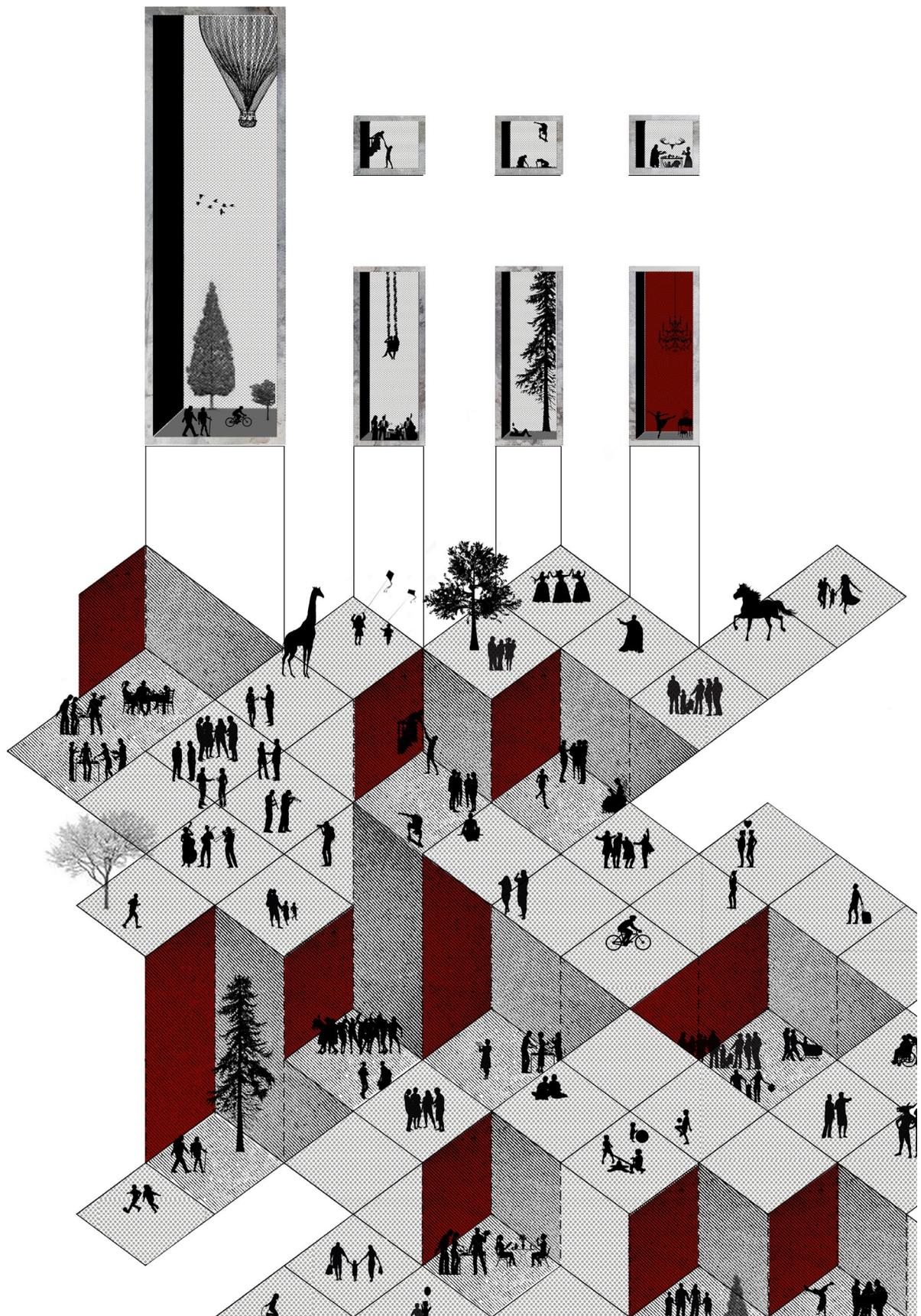
NEW IDEAS FOR HOUSING 2015
NLA AND MAYOR OF LONDON

MAYOR OF LONDON



Supported using public funding by
**ARTS COUNCIL
ENGLAND**





*“In the rush to build the quantity of
new homes that we desperately need
**we must continue to improve and
innovate and not regress.**”*

How Design is Improving the Quality of New Homes
Design Council report April 2016
Julia Wallace, Programme Lead, Design Council Cobe

at a time of increasing change, we believe that we need to **rethink established industry models to address contemporary city challenges** and to accommodate 21st century patterns of life. We propose putting **people's needs at the heart of the process** in order to deliver the types of homes that meet current and changing demands and **to create the types of places people want to live in.**

In response to the housing crisis in London, **Intimate Infrastructure is a conceptual framework with a toolkit of principles and prototypes** calling for a new type of regeneration; one which tackles the large scale impact urgently needed but is driven by human-centric, people-conscious or “intimate” values at its core.

The concept advocates for “**High Density at a Human Scale**” and has been further developed following a high-level **roundtable with senior GLA officials at City Hall, with this toolkit as the outcome.**

The proposals are **purposefully aspirational, polemical and open-ended**; aiming to act as a springboard for cross-industry discussions rather than offering design as the single solution to multi-faceted and deeply complex problems.

CONCEPTUAL FRAMEWORK

- Making places to fit people, not the other way around.
- Bridge the gap between “top-down” and “bottom-up”, community-led development approaches.
- Make impact at scale, whilst also paying attention to the finer details of quality of life, well-being, urban vitality, character of place and community relations.

TOOLKIT

Strategic Principles

1. Embrace the sharing economy & pool resources
2. Respond to pressing & future needs
3. Combine new & existing typologies & tenures
4. Catalyse connectedness
5. Create distinctive, liveable places
6. Overlap generations, uses & adaptability
7. Innovate new ideas of living

Intimate homes: Prototypes for Private Rental

- New purpose-built shared house
- Cluster flats for intergenerational housing
- Re-thinking larger family homes



INTRODUCTION

{ **intimate series** }

OVERVIEW

*a closer focus on the human
dimension of places*

I

{ **intimate infrastructure** }

CONCEPTUAL FRAMEWORK

re-humanising housing

II

{ **strategic** }

PRINCIPLES

*7 principles for high density at
a human scale*

III

{ **intimate** }

HOMES

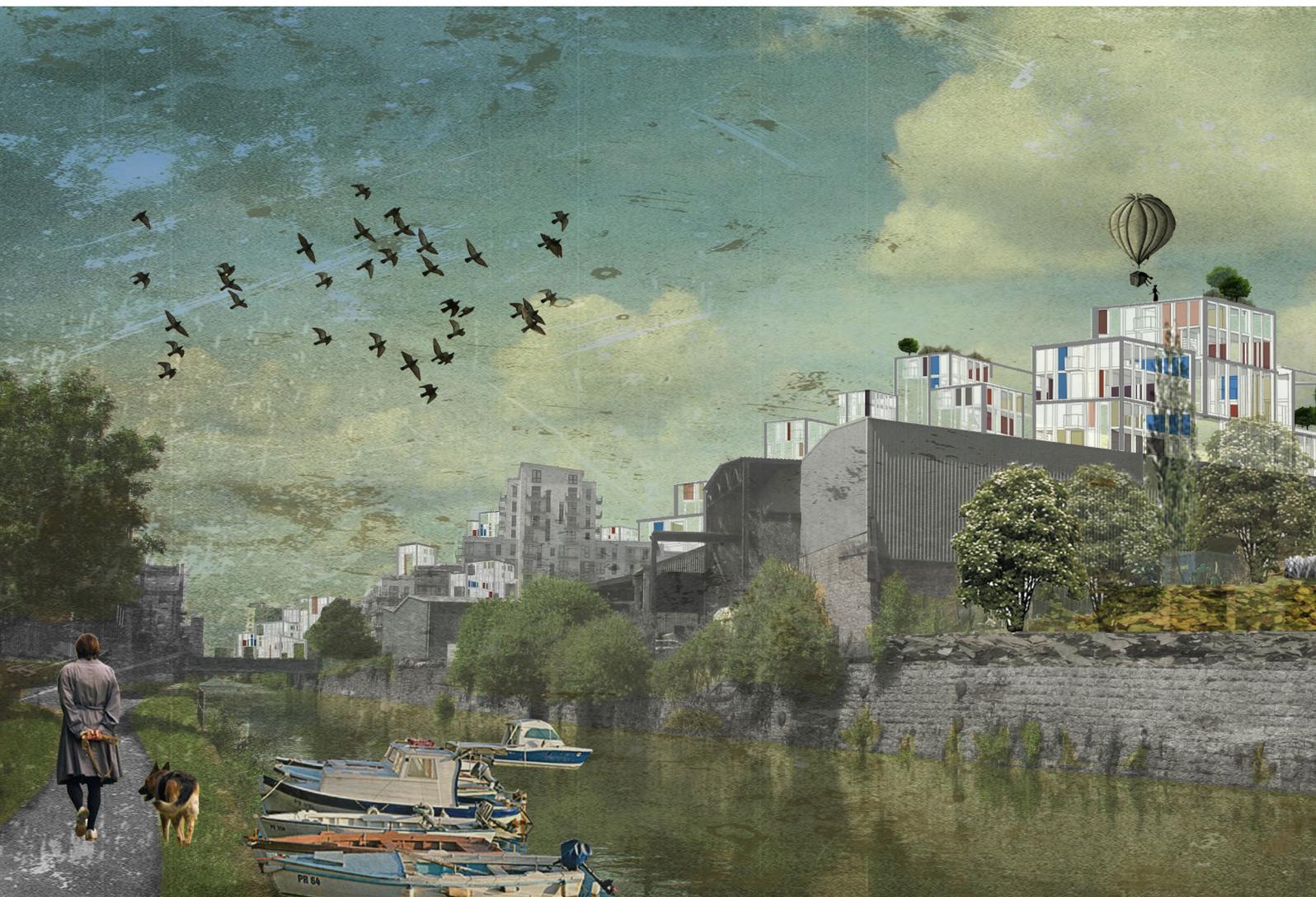
new ways of living

UPCOMING

{ **intimate** }

NEIGHBOURHOODS

*LDN*NYC Perspectives on Place-making*



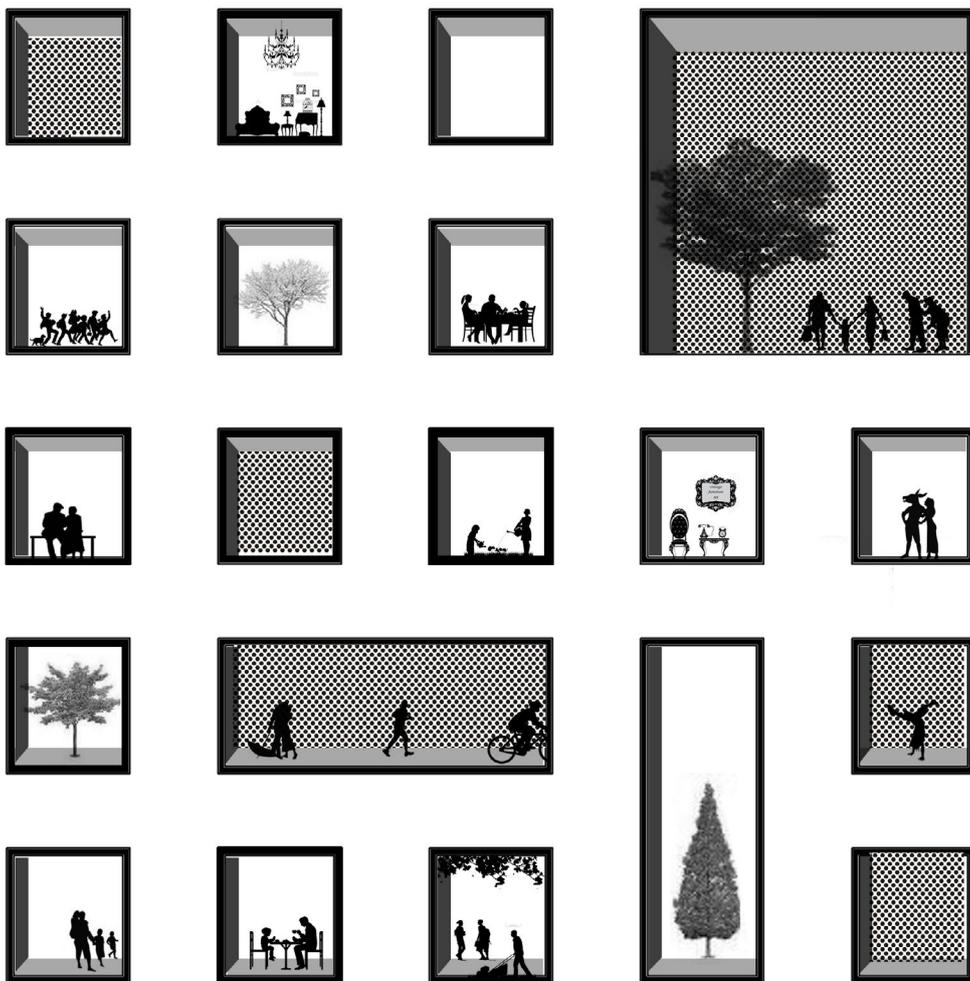


A vision for a new type of regeneration; one which tackles the large scale changes urgently needed but is driven by human-centric, people-conscious values at its core.

INTRODUCTION

{ intimate }

SERIES



a closer focus on the human dimension of places

overview & applications

intim
INFRASTR
CONCEPTUAL FRAMEWO

small scale



intimate HOMES



NEW TYPOLOGIES OF HOME

prototype typologies

benefits

- High density but not high-rise unlocks difficult sites by increasing viability & lowering cost risk
- Innovations based on current needs = new markets
- Potential for accelerated planning through LDOs.
- Multi-generational, mixed tenure, mixed use communities more successful
- Connection-focused approach builds closer communities
- Emphasis on sense of place, distinctiveness & streetlife/vitality

applications; wh



intimate STRUCTURE

WORK & STRATEGIC PRINCIPLES



intimate NEIGHBOURHOODS

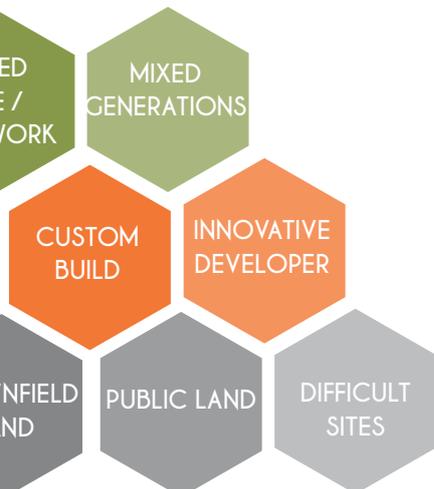
LDN*NYC



CROSS-CITY PLACE-MAKING PERSPECTIVES
(UPCOMING 2017)

place-making toolkit

what, who, where?



benefits

- Co-authorship processes builds community & social capital prior to development
- Increased transparency in development process
- Public consensus reduces opposition to development
- Emphasis on sense of place, distinctiveness & streetlife/vitality
- Place-making approach builds in quality

gla roundtable workshop

GLA team

Nick Taylor, Head of Area North West - *Housing & Land (Chair)*

Justin Carr, Senior Planning Manager, Development Decisions - *Planning*

Paul Harper, Area Manager South team - *Regeneration*

Daniel Bridge, Principle Development Manager - *Housing & Land*

Attendees

Natasha Reid, Founder & Principal Designer - *NRD*

Rupesh Varsani, Development Director - *Craigewan*

Brendan Cuddihy, Senior Scientist - *Arup*

Richard Coutis, Director - *Baca Architects*

Intimate Infrastructure: Key GLA comments:

- Impressed with way the concept incorporates a wide range of housing needs
- There could be scope for Local Development Orders to allow parameters on certain plots to get automatic planning consents
- Communal living format could provide successful housing solutions for older generations
- Format could be well suited for Live-Work developments
- Interlocking different tenure types creates many advantages for the dense city, but also is challenging regarding management and maintenance service charging
- Innovative PRS investor may look at whole concept as package



Housing Investment Group

Date of meeting: **13 January 2016**

Title of paper: **Summaries of GLA Workshops for Winners of the New London Architecture Housing Ideas Competition**

To be presented by: **Jamie Ratcliff, Assistant Director Programme, Policy and Services**

Cleared by: **Richard Blakeway, Deputy Mayor for Housing, Land and Property; and David Lunts, Executive Director of Housing and Land**

Classification: **Public**

1 Executive Summary

- 1.1 This paper provides summaries of discussions at GLA workshops for the ten winners of New London Architecture's (NLA) Housing Ideas competition, which was supported by the Mayor of London.

2 Recommendations

- 2.1 That the Group notes the outcomes of discussions at the GLA's workshops for winners of the New London Architecture Housing Ideas competition and endorses the idea of holding a winners reception.

3 Introduction and Background

- 3.1 In July 2015, New London Architecture invited submissions to a major new ideas competition, supported by the Mayor of London, to find fresh thinking on how to unlock London's housing supply and deliver more homes for an expanding population.
- 3.2 Over 200 entries were submitted from 16 countries around the world, by renowned architects, developers, consultants, local boroughs and Londoners. Of these, 100 were shortlisted for consideration by a panel of expert judges, who selected ten winning entries.
- 3.3 The ten winners were invited to present and discuss their ideas at workshops with senior GLA officers, including representatives from the Housing and Land, Planning and Regeneration teams.

Intimate Infrastructures by Natasha Reid Design

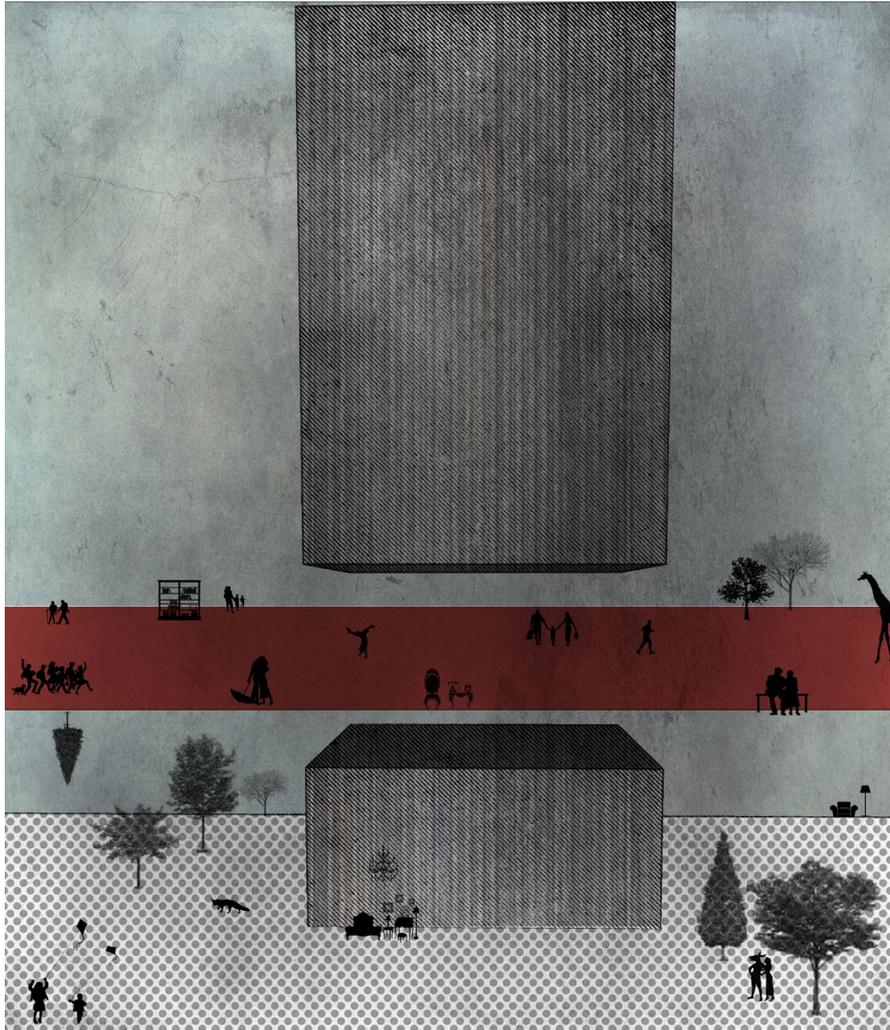
- 4.8 *Idea:* in response to the drastic urban changes occurring in east London, an alternative to more dominant forms of volume housebuilding is proposed. This provides solutions for both private renters in the form of purpose built shared homes and local communities vulnerable to displacement. The project addresses a 'missing typology' of purpose-built shared housing to meet the demand of private renters in the immediate term, while also accommodating larger family homes within a framework that focuses on qualities of place and mixing tenures.
- 4.9 *Workshop summary:* the workshop panel was impressed by the way that the 'New Perspective' piece of work, commissioned as part of the British Council's International Architecture showcase in 2014, looked to incorporate a wide range of housing needs all contained within one concept project. Each of the component parts had been looked at extensively across the capital but not under one roof. Interlocking two different tenure types, such as older person's accommodation or private renters sharing a house, creates many advantages for the dense city but also creates many challenges regarding management and maintenance service charging.

I

{ intimate infrastructure }

CONCEPTUAL FRAMEWORK

Rehumanising housing



Proposing an alternative to dominant models of volume housing delivery

mission;

make places to fit people

London has been booming yet we have a crisis.

Much has been written on the subject but it is clear that many of those who make the city function and thrive can no longer afford to live here.

We believe it is critical not just to deliver *MORE* units, but provide a wide range of alternatives that produce *HOMES* and inspiring places that are socially and economically sustainable.

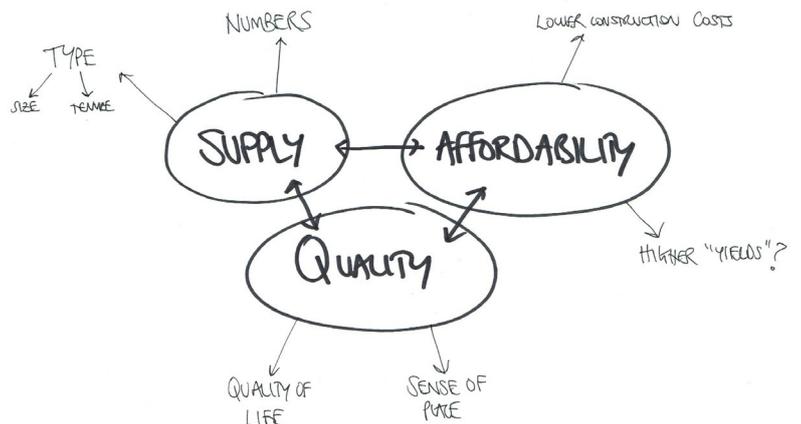
To do this, we propose to put people's needs at the heart of the process in order to deliver the types of homes that meet changing demands, to create the types of places people want to live in and build the types of neighbourhoods and communities that will support the vitality and diversity so crucial to London's distinctiveness and success.

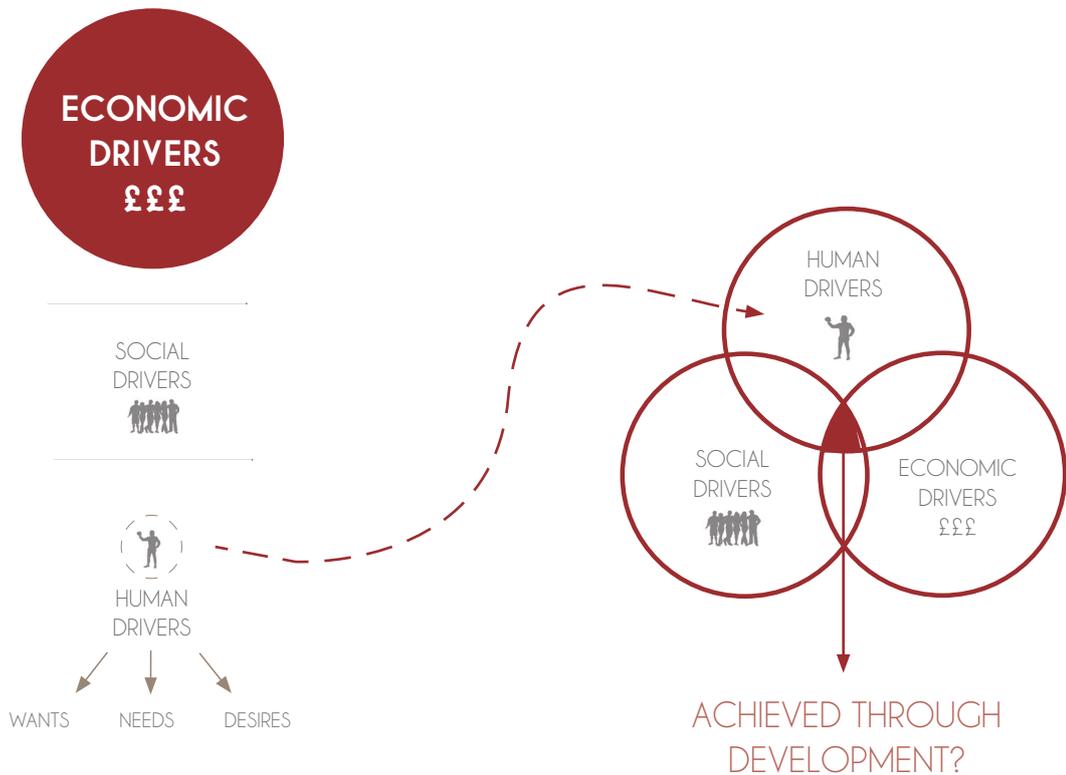
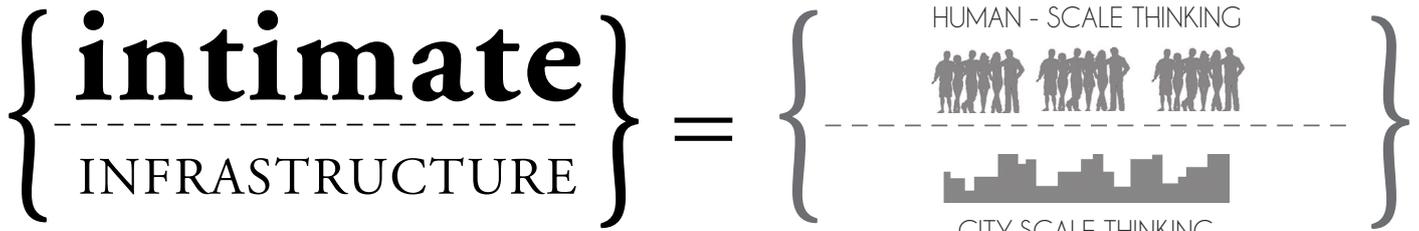
Often the inclusion of community assets and affordable housing is perceived as an "extractive tax on top of the economic basis for development" and the "industry struggles to quantify the value of the interactions between built fabric and social capital".¹

We ask is it possible for socio-economic objectives to be instead achieved THROUGH development?

Can we create solutions with impact, but which are also relevant and meaningful to people, to create places that are simply enjoyable to be in?

Can we create places to fit people, and not the other way around?





{for HOMES not just units}

ethos;

bridge the gap

We ask if there is a way of working at a big scale, whilst also paying attention to quality of life, urban vitality, character of place and civic relations?

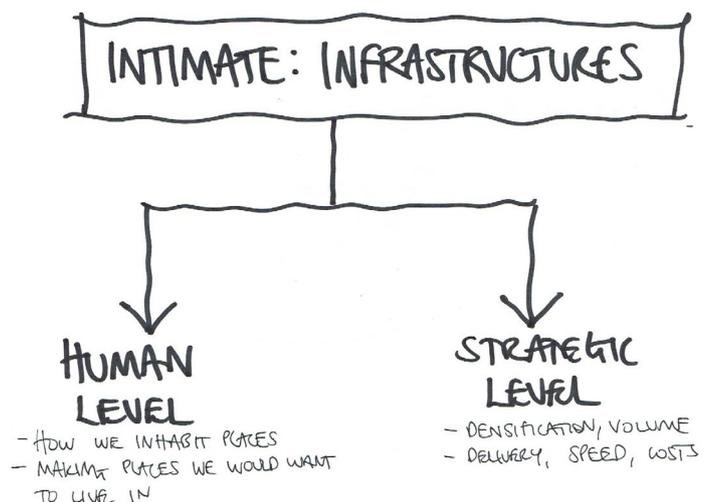
There is currently a sharp divide between the dominant forms of volume housing delivery, which speculatively deliver a vision and product mostly without involvement of the end user, and the growing trends of custom build and community-led initiatives, which are markedly the exception to the rule.

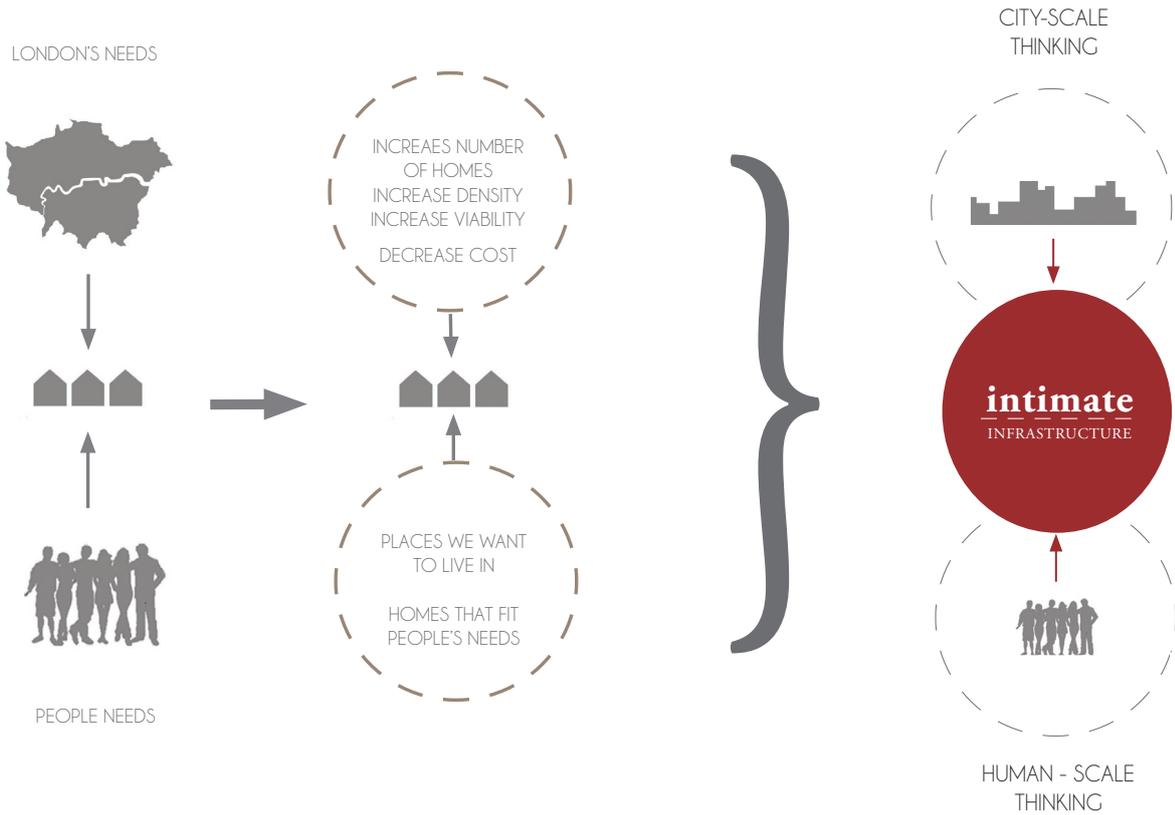
We think it is important to think both big and small at the same time, in order to bridge the gap between "top down" and "bottom up" approaches, to create the most effective solutions for both people that will live in new homes created and the organisations which deliver housing.

Whilst the scope of this study doesn't encompass community co-creation processes, it is intended that the proposed models could be harnessed to this purpose through further development.

Intimate Infrastructure combines two types of design thinking approaches -

- **Strategic Level;** which considers the more quantitative, or objective aspects such as viability, volume, costs, speed, delivery.
- **Human Level ;** which considers the subjective aspects of quality of life and well-being, such as how people interact with their environment, and emphasises the connections and relationships





{Bridging the Gap}

strategy; high density at a **human** scale

London has one of the lowest density rates of any major city around the world.¹

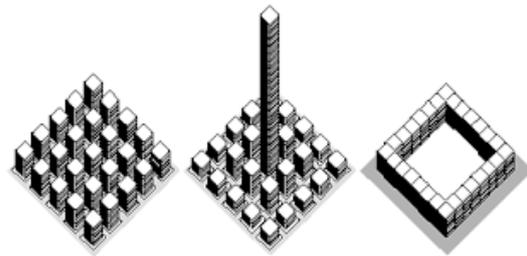
We propose to capitalise on the land available within the city, to allow for urban intensification rather than sprawl.

However high density does not need to mean high rise. So the concept challenges the pervasive model of residential towers as the go-to solution.

Is there another model for maximising land available without incurring the formidable build costs of high-rise, to provide an economic housing solution for different groups in need?

We ask, can we build at high density, but with an alternative form of development to towers?

Intimate Infrastructure puts forwards the idea of "human scale" as a people-conscious approach that is based on how a place is perceived and experienced, rather than necessarily dictating quantitative values, such as particular heights.



“As for urban density, researchers usually highlight the benefits of compact development in increasing opportunities for social interaction and walking activities. Therefore urban population density should have positive effects on life satisfaction”

Mobility, Sociability and Well-being of Urban Living
Donggen Wang, Shenjing He

1 “Compared to other world cities London remains relatively sparse and low density”
Density and Urban Neighbourhoods in London. Summary Report LSE CITIES



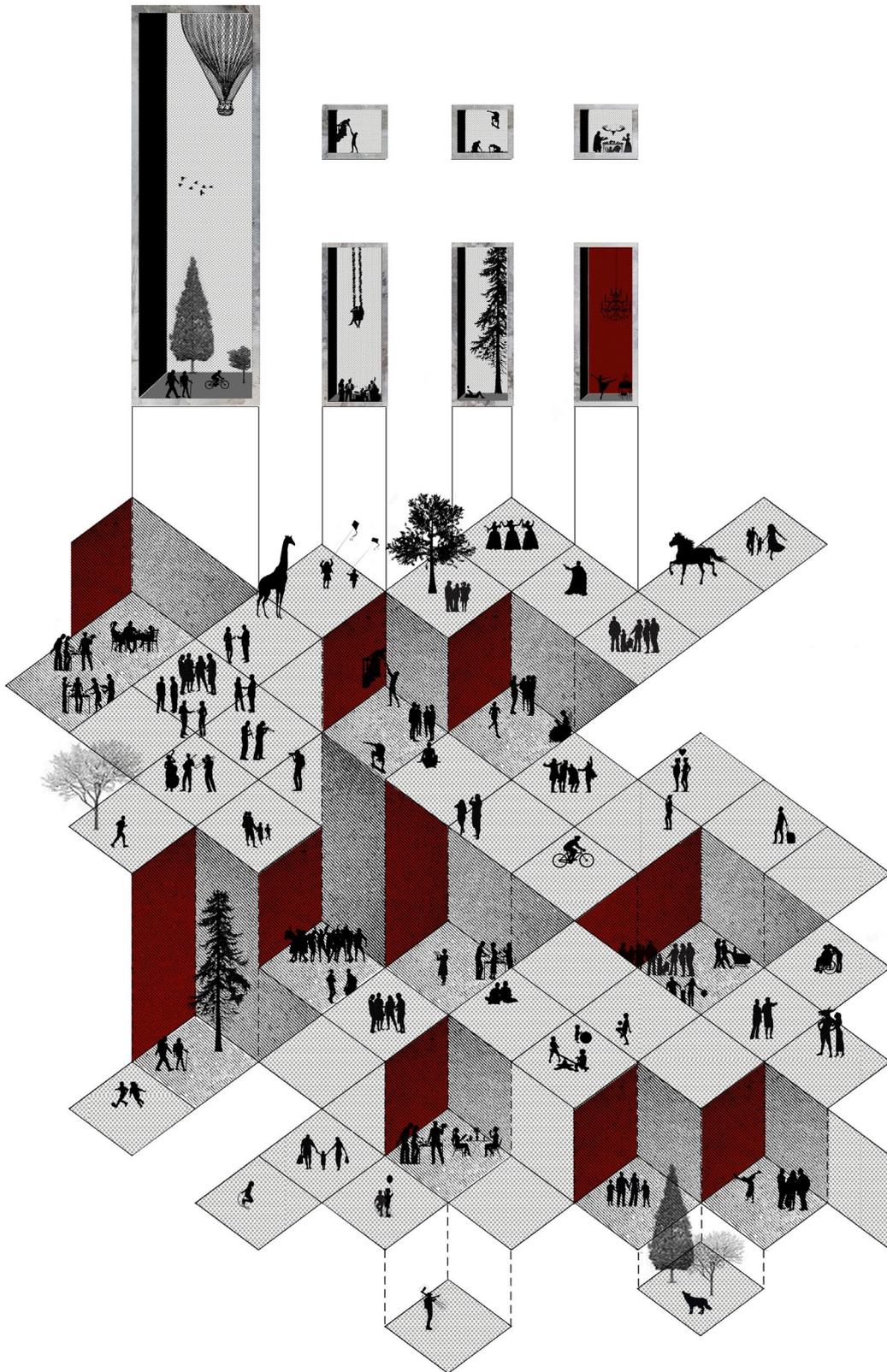
an alternative to high-rise to make more people-conscious environments?

II

{ **strategic** }

{ PRINCIPLES }

*7 principles for high density
at a human scale*



For a richly multifaceted, multi-layered urban environment of overlapping people, experiences, activities and moments

1. embrace the sharing economy & pool resources

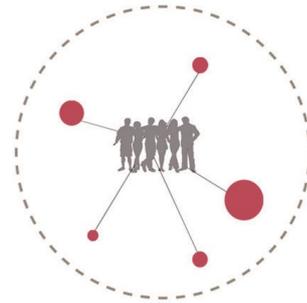
to enable urban intensification whilst building social capital

New models of collective living are becoming increasingly widespread; from co-housing taking greater hold in the UK, the continued proliferation of co-living cooperatives in Europe to newer trends of shared “hotel style” living in New York and London and even a 13 bedroom shared “house” in Japan.

Breaking free from the more traditional concepts of home ownership, these projects capitalise on shared resources as well as the potential desire for a more communal life.

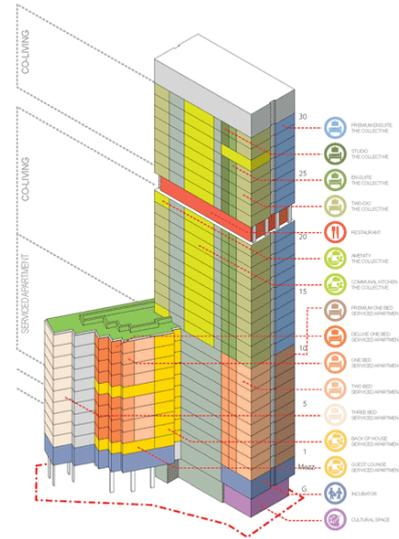
Intimate Infrastructure builds on these emergent trends and the principles of the shared economy to propose a model that that maximise not only land but sociability too.

It provides the physical infrastructure that aims to foster interactions between people, which enhances a sense of identity and feeling of belonging and helps build social capital.



*Building
connectedness*

“A social productivity approach seeks to understand the potential of places and people through the value of the relationships held in networks – which span scales from local to global. . . networks are crucial to the business community, and to the economic vitality of a place.”



*New models of shared living.
Above: The Collective / PLP
Below: Naruse Inokuma Architects*

2. respond

to pressing & future needs

to develop new and relevant solutions

The concept addresses specific groups: local communities at risk from radical urban renewal and vulnerable to displacement, and private renters who cannot access home ownership in the current crisis, for example young professionals on low incomes.

Following feedback from the GLA, we have also developed solutions for older generations who are looking for a wider range of solutions to suit different lifestyles.

All typologies are proposed as mass-produced, modular components to speed up delivery and reduce construction costs.

A 'missing typology' of new-build shared housing is proposed to meet the demand of renters in the immediate term.

The family home has been re-thought in response to the changing nature of family structures, working patterns, and with the increase in adult children returning to the family home in the face of the housing crisis.

As our population ages, there is an opportunity to provide solutions for older generations that want to actively remain part of city life, be close to amenities and involved in social networks that reduce isolation. Providing desirable alternatives could also release larger homes back into the market to become available for families.



Embracing pre-fab

Lifestyle > London Life
Rats in the kitchen and beds in the living room: Why London's Generation Rent has had enough

As a report finds we'll be tenants for longer than ever, Phoebe Luckhurst says London's unwilling renters are having a breakdown.



shared house

'Where will we live?' - new play explores London's gentrification crisis

Based on interviews with tenants affected by regeneration, the production tells the human stories behind the capital's housing bubble



Activists and residents gathered for a Reclaim Brixton protest in April against gentrification. Photograph: Mike Kemp/In Pictures/Corbis



town house

Intergenerational housing: Side by side

9 December 2015 | By Ike Ijeh

PRINT EMAIL SHARE COMMENT SAVE

One answer to the question of how to house the rapidly ageing UK population is to use an intergenerational model that mixes housing for all ages from young to old. Ike Ijeh reports on two new residential schemes that demonstrate the idea's potential



intergenerational house

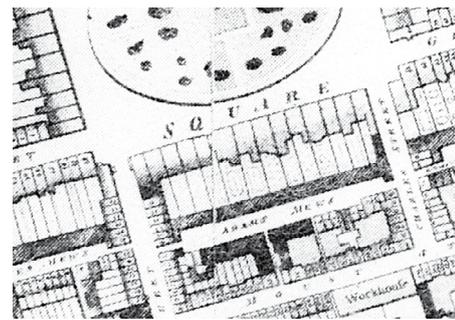
3. combine new & existing typologies & tenures

to make successful and sustainable communities

Cities are not homogenous and so the concept purposefully combines different tenures and groups by providing a range of different conditions to suit people at different stages in life, incomes and lifestyle preferences.

It seeks to truly interlock different types of people, going beyond the notion that simple proximity will lead to social cohesion, but purposefully enabling opportunities for interaction by providing spaces for chance encounter. To create this closer, denser layout of households, shared space is emphasised and privacy provided by the careful treatment of boundaries.

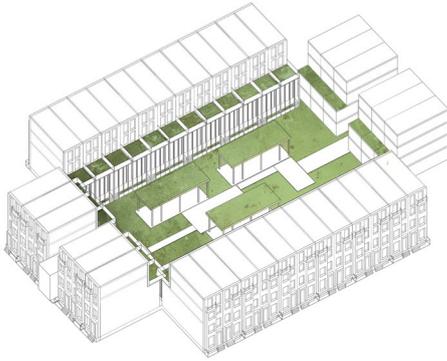
Street-based typologies are embedded at ground level in the form of townhouses which could be owner-occupied, affordable or private rental. Based on the success of the London terrace as a highly adaptable, resilient and well-loved model of city fabric, this locks in the importance of active thresholds and street-life into areas undergoing rapid change.



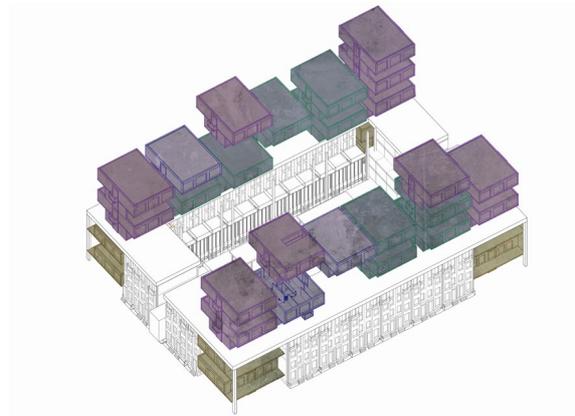
Enduring city fabric

“Poor doors segregate people who are living side by side; they drive a wedge between our communities. I want a London that rejoices in its social cohesion not separates people on the basis of their social class.”

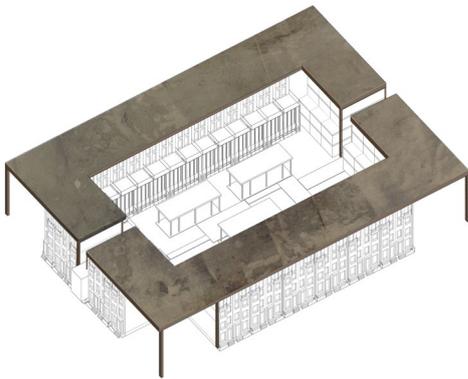
Mayor Sadiq Khan



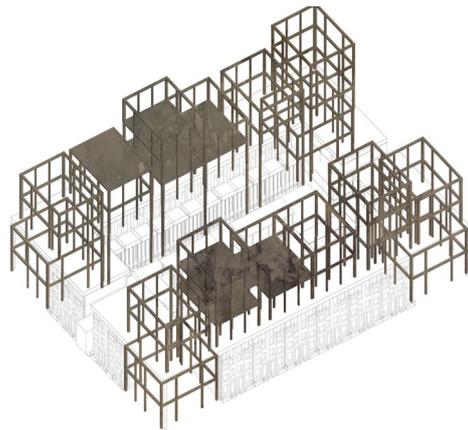
*Shared courtyard & townhouse terraces
Owner-occupied / PRS / Affordable*



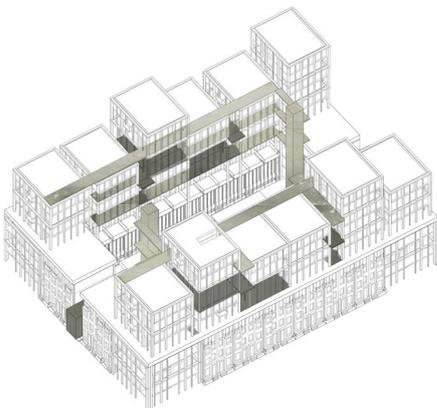
*Shared house typologies
PRS*



Elevated shared ground



Adaptable framework



*Network of passages &
“inbetween” spaces*



Privacy & Greenspace

4. catalyse

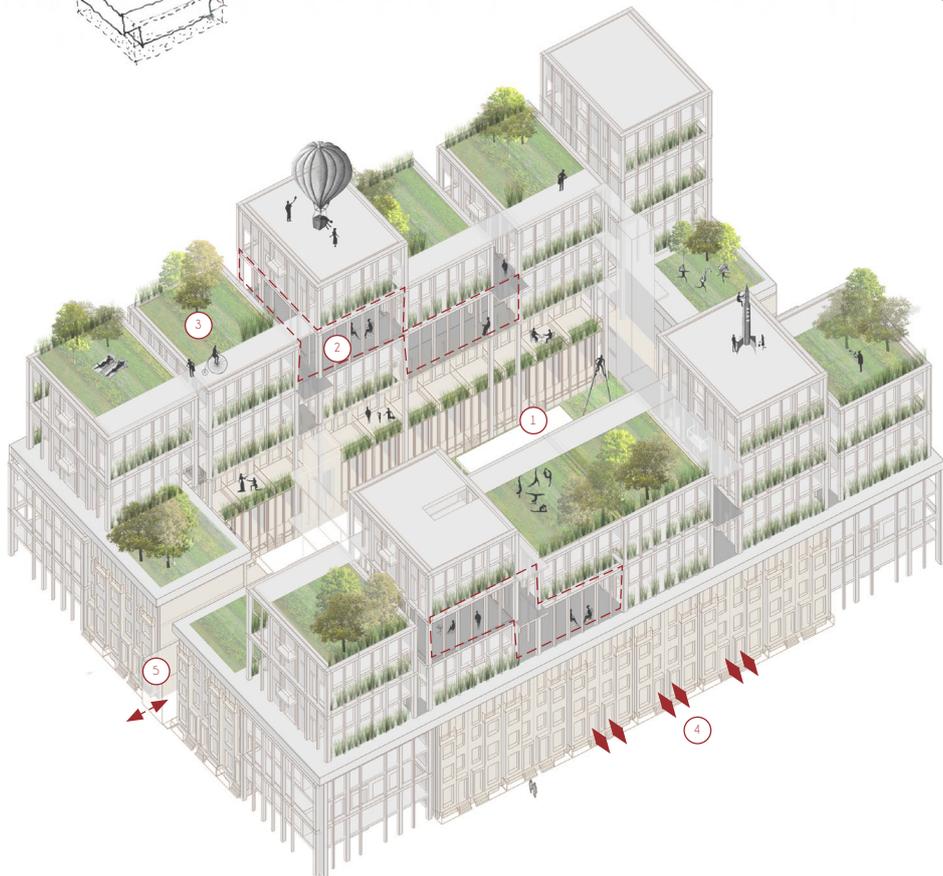
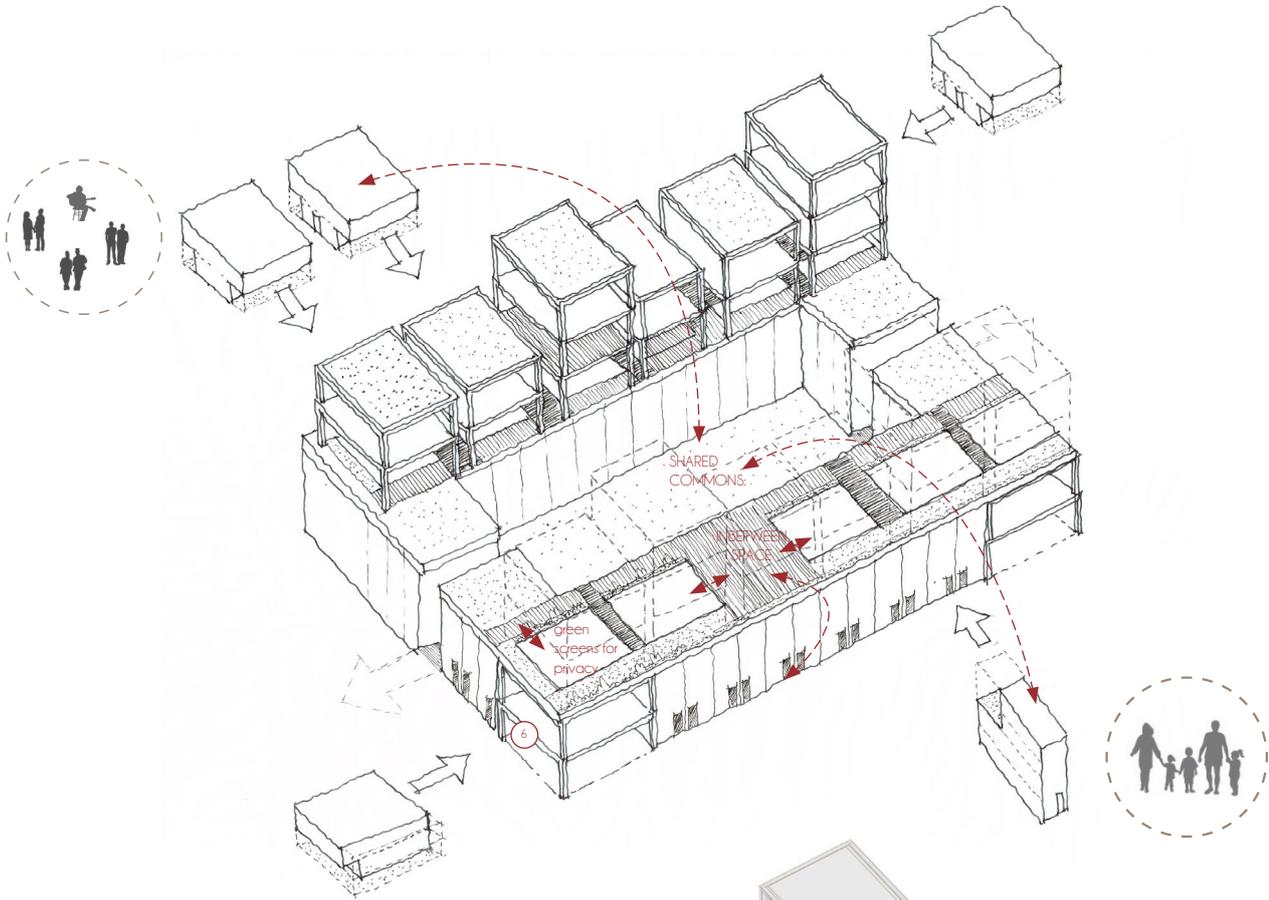
connectedness

to build a sense of community

The approach both provides physical infrastructure for urban densification, whilst setting up a social infrastructure to support strong communities. We consider the in-between spaces as important as the buildings, the areas between interior and exterior which allows for overlapping functions, and mixing of different groups.

Shared spaces are provided for communal uses which could potentially be curated by the new community, giving people the opportunity to participate in and shape their wider environment.

- ① **CLOISTERED COURTYARD:**
Heart of communal life
- ② **DOUBLE HEIGHT COMMUNAL SPACES:**
Appropriated by activities
- ③ **SHARED ROOF GARDENS & PLAYSPACES**
- ④ **STREET THRESHOLDS**
Ground level front doors interface with civic life
- ⑤ **GATEHOUSE & PASSAGE**





Ground floor plan

Spaces for collective encounter and communal life are woven throughout the building to create different settings and opportunities for interactions, not just at ground level.



Fifth floor plan

5. create

distinctive, liveable places

to enhance quality of life, well-being and belonging

Whilst the links between urban design, housing and people's well-being, happiness and quality of life is complex and can be hard to measure, our lives are profoundly shaped and impacted by our environments. Our cities have a powerful influence on the way we move, behave and feel¹

For high density environments, the qualities of a place become even more critical in order to avoid mass housing delivered as monolithic, uniform blocks, at worst leading to generic, homogenous, bland and perhaps even "soul-less" environments.

Instead, we need to make dynamic, visually diverse settings for life.

The way buildings are defined play a key role; their particular character and make-up gives the opportunity to make distinctive places.

By considering smaller scale details, by articulating individual dwellings, by creating rhythm in a street through proportions and visual hierarchy, and by understanding how to respond to the character of an existing location in a contemporary and yet deeply authentic way.

A strong sense of place and individuality helps contribute towards a strong sense of belonging and a well-loved environment which is enjoyable to be in.

"One of the great, but often unmentioned, causes of both happiness and misery is the quality of our environment: the kind of walls, chairs, buildings and streets we're surrounded by."

Alain de Botton, Architecture of Happiness.



COMMUNITY NEWS
Finisher

6. overlap

generations, uses & adaptability

to build resilience

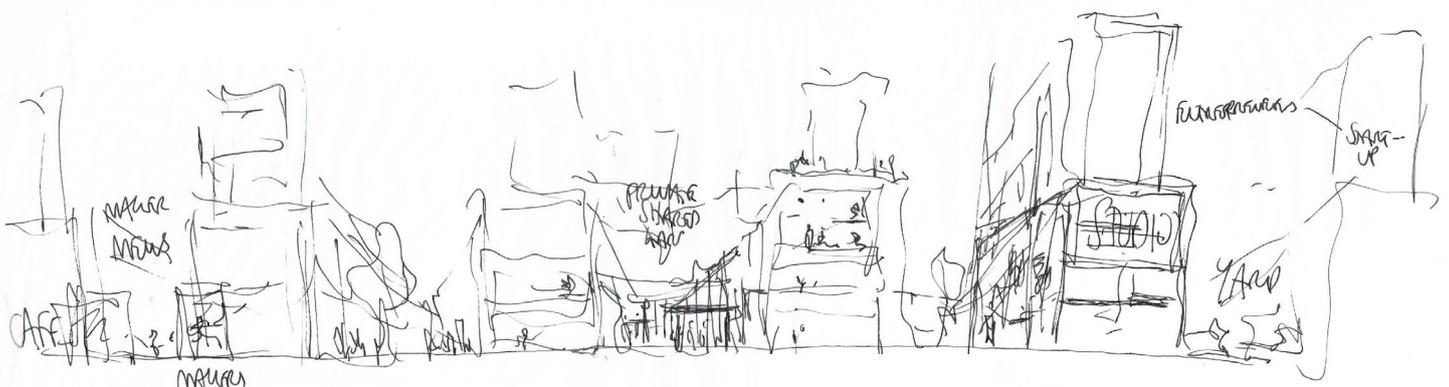
For a diverse and vibrant city, we need not only a dense mix of activities and people but also an architecture that has the capacity to adapt with changing needs. There is no “one-size-fits-all” model, but giving some flexibility to built form allows it to incorporate different situations and evolve to suit future change.

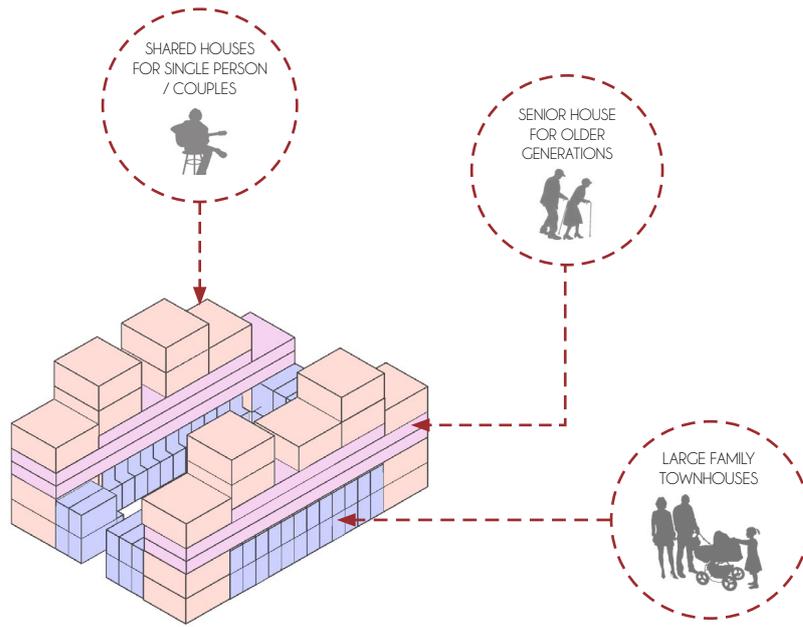
For example, as we experience a demographic shift towards an ageing population, approaches will need to adapt to ensure quality of life for older generations. Intergenerational housing is emerging as a new model that provides an alternative to the segregation of retirement villages from wider society or the individual isolation of those living alone.

Intimate Infrastructure champions building in the capacity to for future adaptation both with respect to changing housing needs and also changing uses.

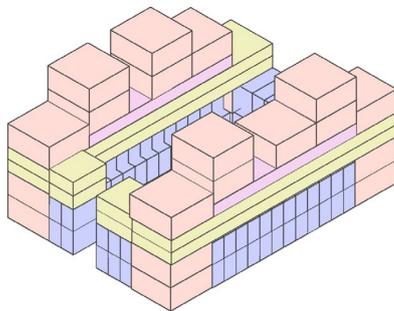
It advocates for mixing housing for all ages, from young people through to families and older people. To enable this, the new typologies are proposed in modular sizes, enabling them to easily stack and be combined to provide for people at all stages of life.

Beyond residential, mixing a variety of uses is widely viewed as urban design best practice. Combining places for people to live, work and play creates a diverse and sustainable urban economy, creating a critical mass of activity, increasing employment opportunities, sustaining businesses and vibrant, lived-in public spaces.

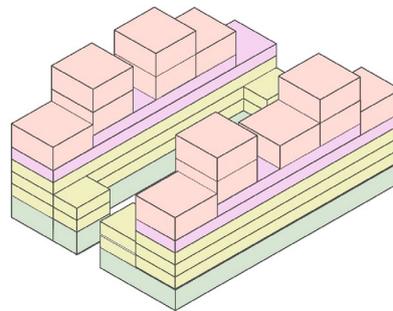




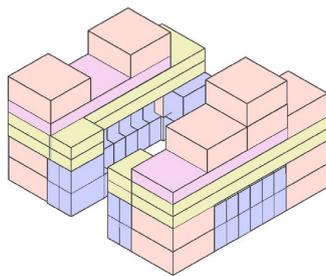
Townhouse + Shared House + Senior House



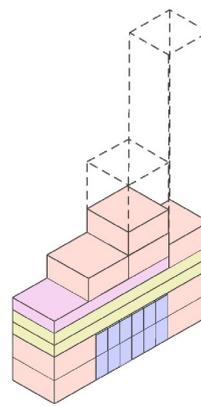
Townhouse + Shared House + Senior House + Private flats



Mixed Use: Commercial / Community / Cultural



Small courtyard block



Linear block + Tower

- town house
- shared house
- senior house
- private flats
- commercial/ cultural/ community

7. innovate

new ideas of living

to tailor house types to changing patterns of contemporary life

Intimate Infrastructure advocates for new house typologies that are generated by ways of living and enabling interactions between people.

Boundaries are the means to generate both privacy and community. By using relations as the generator for design, built space can become a tool to facilitate how people can either meet or retreat by defining the borders between the public and private realms.

A range of devices across interior and exterior conditions defines the relationships between households and even between members of the same households.

*“In the rush to build the quantity of new homes that we desperately need **we must continue to improve and innovate and not regress.**”*

YOUNG PEOPLE



*Purpose-built
shared house*



LOW-MIDDLE
INCOME FAMILIES



*Re-imagined
townhouse*



OLDER
GENERATIONS



*Cluster flats:
intergenerational
house*



III

{ **intimate** }

HOMES }

new ways of living



Expanding the boundaries of traditional models

intimate

HOMES

=



CONNECTION



DOUBLE HEIGHT



PRIVACY



NOOKS & NICHEs

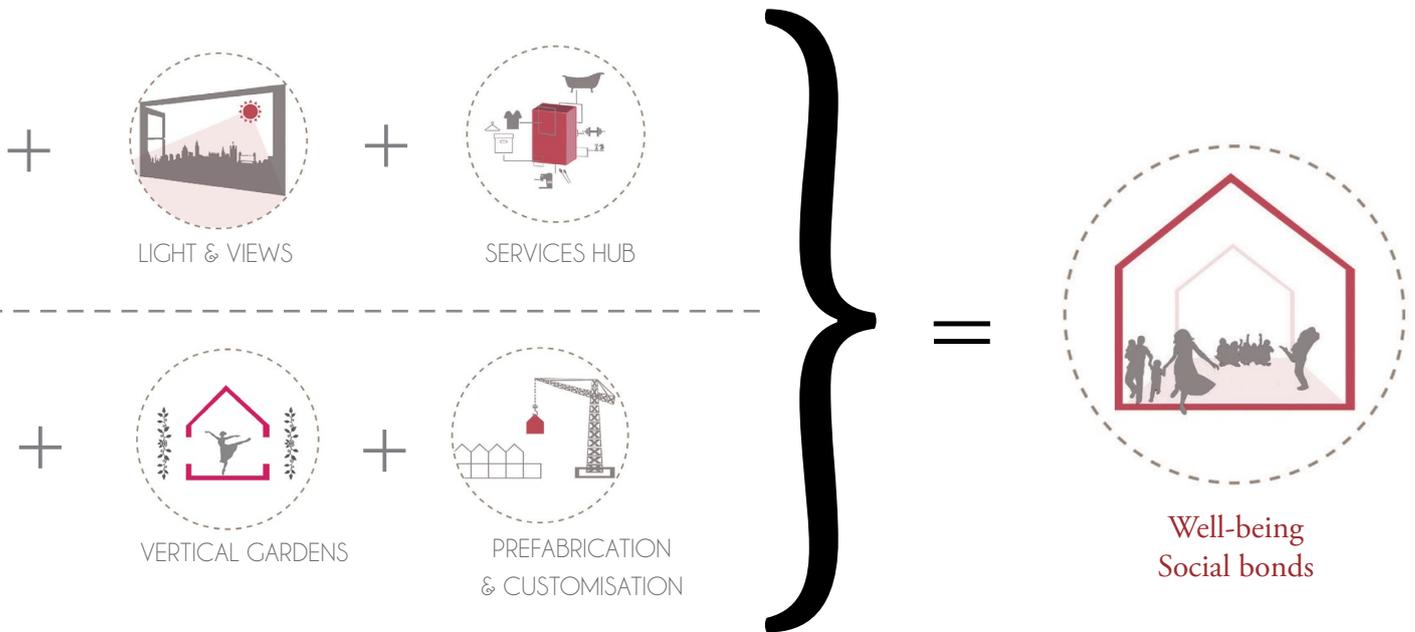
Intimate Homes sets out to design new ideas of living, with an emphasis on the connections, relationships and interactions between people to address the challenges of modern living and changing situations.

Envisaged with the Private Rental sector in mind, these new models for accommodating 21st century patterns of life, include:

- NEW PURPOSE-BUILT SHARED HOUSE
- CLUSTER FLATS FOR OLDER GENERATIONS
- REINTERPRETATION OF FAMILY TOWN HOUSE

The Intimate Homes toolkit has been developed to focus on well-being, enhancing interaction between members of a household as well as the need for privacy. Prefabricated solutions are sought, with the potential for customisation by inhabitants.

For detailed information on the prototypes, please contact NRD.



1) Connection

Generous double-height spaces form spaces where people can come together

2) Privacy

A variety of nooks and niches to form a range of retreat spaces in addition to bedrooms

3) Light & Views

Dual aspect homes with generous windows to enhance well-being

4) Nature

Vertical gardens create privacy and connect inhabitants to nature

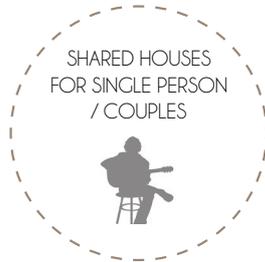
5) Service Hub

Packages multiple functions and creates a buffer zone of privacy between bedrooms.

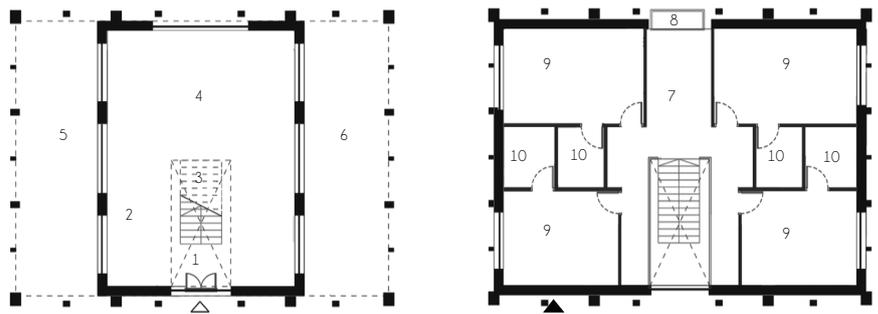
6) Pre-fabrication

Reduces costs and construction time

shared house

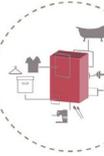


Purpose-built shared home for small groups of people that fosters a feeling of "being at home" and nurtures a micro-community amongst renters.

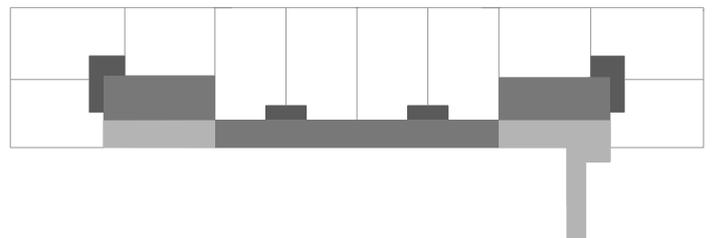
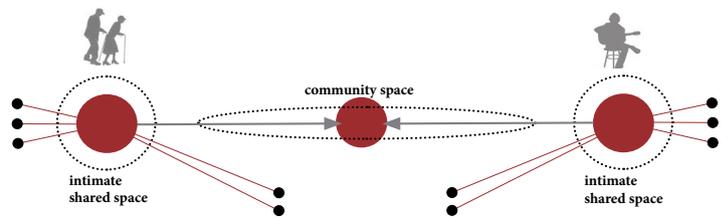


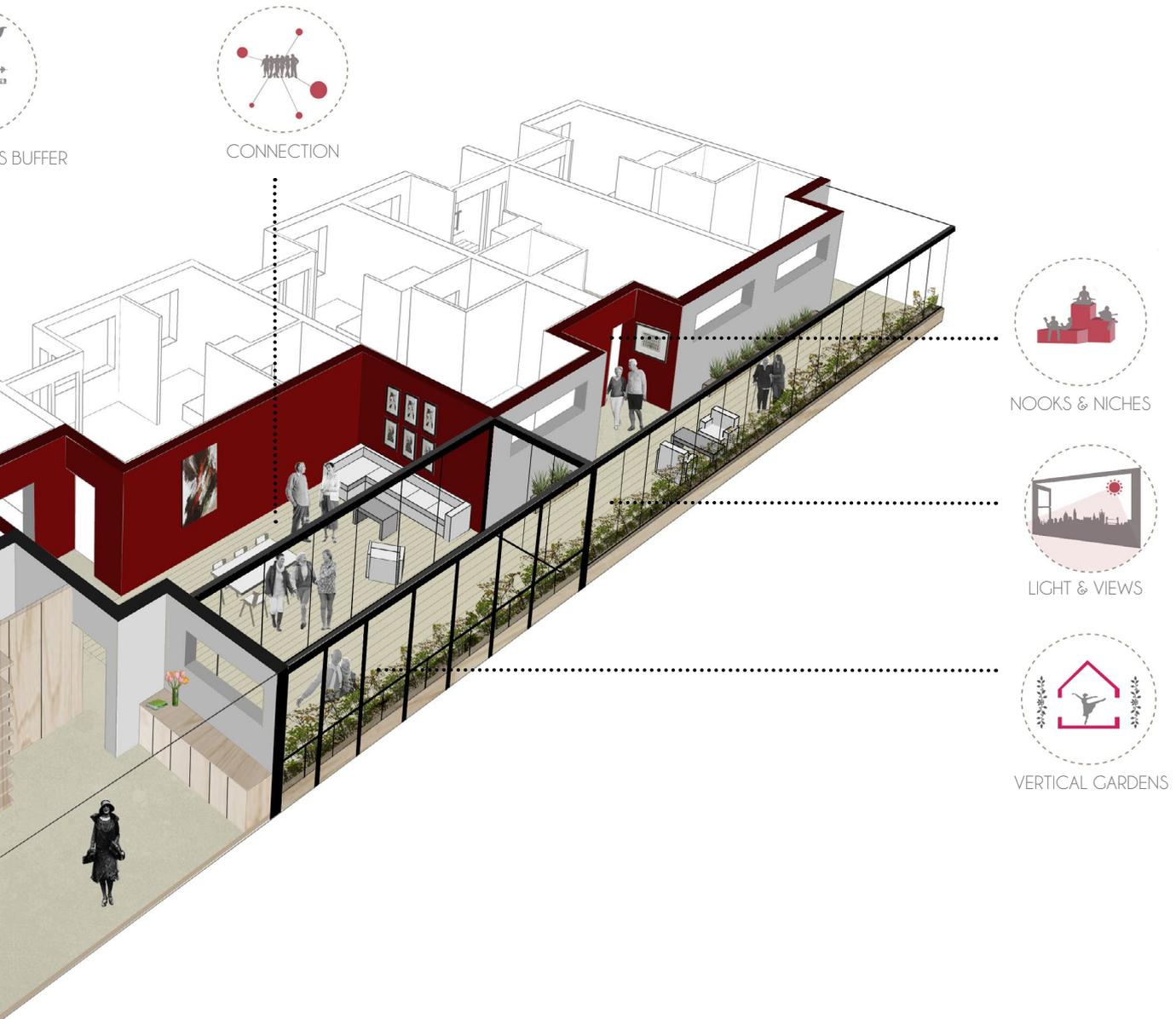
- 1. Hall
- 2. Living room
- 3. Double height
- 4. Kitchen/ dining room
- 5. Private terrace
- 6. Shared terrace/ circulation
- 7. Shared space
- 8. Balcony
- 9. Bedroom
- 10. Bathroom

intergenerational house



Clusters of flats developed around different levels of private and shared spaces for a more collective life. Combines HAPPI principles with potentials for cross-generational overlap.



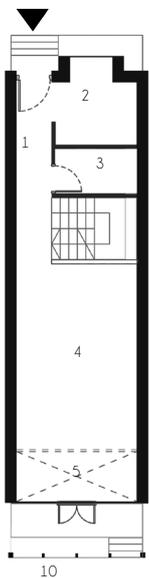


1. Nooks & niches
2. Open Kitchen
3. Dining / living room
4. Balcony
5. Bedroom
6. Bathroom
7. Shared space
8. Shared terrace

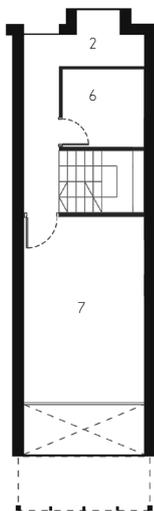
town house



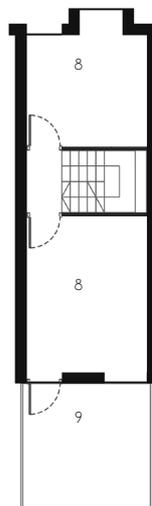
An update on the traditional townhouse typology, in response to the changing nature of family structures and working patterns, with the increase in adult children returning to the family home in the face of the housing crisis.



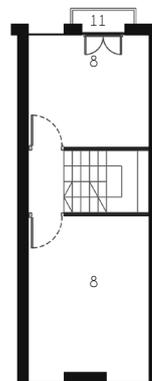
Ground Plan



1st Floor



2nd Floor



3rd Floor

1. Hall
2. Nooks & niches
3. WC
4. Living room
5. Double height
6. Bathroom
7. Kitchen / dining room
8. Bedroom
9. Terrace
10. Garden
11. Balcony

UPCOMING

{ intimate }

{ NEIGHBOURHOODS }

*LDN*NYC Perspectives on Place-making*



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



Intimate Neighborhoods - LDN*NYC is a cross-city research and development project which will develop insights on approaches to Place-making, Community Co-Creation and Citizenship in the context of high-density development. It seeks to generate shared perspectives, foster dialogue and learning by holding up a mirror between two cities concurrently undergoing rapid change under different forces.

Summary

The research will be carried out through a series of visits to engage with leading NYC voices, experts and contributors through the lens of the three following themes:

- Social Capital & Citizenship
- Community Co-authorship
- Interrogating “Place-making”

New York Partners

Pratt Institute; David Burney

Associate Professor of Planning and Place-making.

Urban Design Forum; Daniel McPhee

Executive Director at Urban Design Forum

Practice Architecture Urbanism ; Vishaan Chakrabarti

Founder. Associate Professor of Practice at Columbia University

beyond appearances

about the author

Natasha Reid Design is a fresh-thinking, spatial design agency dedicated to harnessing the potential of places to make life better, embrace the human spirit and enable people and organisations to thrive.

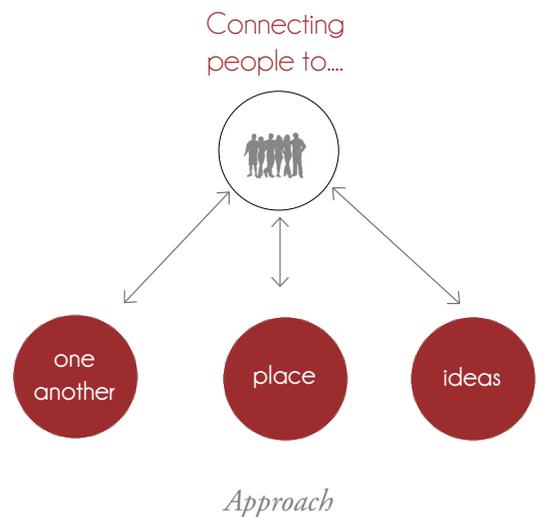
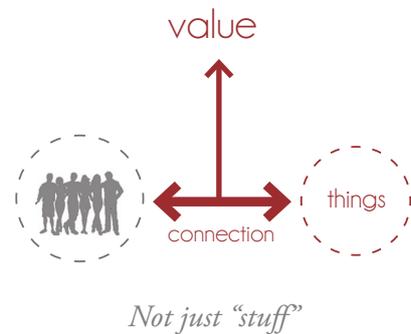
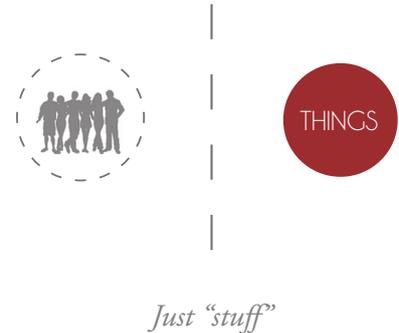
We work with and on behalf of visionary organisations, institutions, businesses and community groups to develop transformational projects that propel their purposes and provide aspirational solutions for those they serve.

We are committed to a “people-conscious” sensibility, the purposeful design of outcomes and spatial solutions that can spark emotion, delight and sociability. We operate across the mediums of architecture, urban design and public art to realise diverse aims. We love working with people to make great things happen, together.

BEYOND APPEARANCES

We believe that as we shape the settings where we live, work and play, they in turn shape us: That great design goes beyond surface appearances and that it is often the things which you can't see that matter the most. For us, it's all about the IMPACT and EFFECT of our proposals and the SHARED JOURNEY we create all we work with to make great things happen.

We focus on the purposeful design on outcomes, not only aesthetics and form. We strive to balance and carefully stitch together diverse objectives; from what is desirable from a human point of view, to what is commercially viable, socially and culturally relevant and what is most beneficial to the character of a place.



contact

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