

## **Introduction**

'3 Over 4 Under' is an annual exhibition / forum presented by Merge, providing an opportunity for three established practices and four emerging practices to present and discuss current works.

**Theme: On Idea Forum Location:** Ruby Room, Ibis Hotel, 334 Murray Street, Perth

**Speakers: Owers** Gérard Siero, Cameron Chisholm Nicol, Hassell **Unders** Brad Ladyman, Fratelle Group, Q3 Architecture, Sarah Besly & Marcello Greco.

'On Idea' is the theme for this year's event, the 6th in our themed series previously exploring 'On Home' 'On Site' 'On Weathering' 'On Language' and 'On Re-Use'.

**On Idea** This year's theme seeks to explore a fundamental component of architecture by providing an insight into the way ideas influence & guide architects, inform the inception of design and the subsequent development, evolution and outcomes of architecture.

We hope that the interest in idea will form a colourful discourse for the 2010 '3 Over 4 Under' forum and help explain its function and diverse characteristics in shaping the production of architecture and the influence on our speaker's practices.

### **MERGE**

October 2010

'On Idea'

suggest

explore

create

Gérard Siero

Architect Gérard Siero



**Name of Practice:** Architect Gérard Siero

**Name of Principal:** Gerardus Siero

**Date of Practice Commencement:** 1987, reformed 1994

**Size of Office:** sole practitioner

**No of projects completed for family members:** 0

**Practice Statement:** "Your best project is always your next one!"  
"You cannot make architecture unless you are joyously engaged" (Louis Kahn)  
Respecting "the children of all species for all time" (MacDonough)  
I'm learning all the time, from almost everyone I encounter. The basic idea is "design for life". Living things created the Earth's Biosphere. We evolved and inhabit it. It is finite and fragile. We are totally dependant on and interconnected with the Earth (if in doubt, try holding your breath) - there is nowhere else.

Architecture celebrates humanity and life. Sites and clients are unique. The aim is to create a place that reflects genius loci and the inhabitants, and harmonises the opportunities and challenges of the project towards creating something life giving, functional and beautiful.

**Ongoing Research:** "Design with Nature"/"Design for Life" with a view to "reintegrating natural and human-made environments", considering:

- Design for climate
- Inhabitation - light, air, comfort, beauty, functionality,
- Sustainability and life-cycle design, "build to last" - design and detailing with durable and sustainable materials, embodied impacts, dismantle-ability and recycling,
- Microclimate amelioration using landscape,
- Habitat conservation and "Nature Development" ...

Recent enrichments include "Cradle to Cradle" and "a house as a tree, a city as a forest" ...

**Current Projects:** (key projects for the night)

PELOHA, Peg's Place Solar Hemicycle House, Gosnells

2nd Wave, Solar Extension and Retrofit, South Perth - under construction

Seabird, Beach House, Bremer Bay



## **On Idea**

### Eco-Effective Design

I grew up in a beautiful valley, that I came to see as "sacred" - echoing Aboriginal land and spiritual values: the creek, waterfalls and cascades, the gnamma holes with their frogs and yabbies, lush forest alive with birds, insects, animals, soaring trees ...

Its destruction for mundane streets and houses appalled me and set me on a life journey exploring ways to preserve nature in building, while pondering what had set humanity on this seemingly "anti-nature" path?

I discovered Griffin's organic development of Castlecrag, then Lepplastrier's natural art (through his "Bilgola Beach House"), while studying McHarg's "Design with Nature" at NSWIT (UTS) - Earth science meets design.

My practice continues exploring and learning - architecture with landscape - finding ways to satisfy individual briefs while responding to unique landscapes and creating places where people can thrive and be (re-)connected to the world - hence the motto: "Design for Life"; seeking elegance and beauty in ecologically sustainable design.

I am now striving towards applying C2C, considering long life cycle, with durability and ease of care, while designing for practical functionality and comfort, utilising the natural energies and qualities of each place... hence, "Ecological Architecture".

**G rard Siero**

October 2010



Brad Ladyman

Brad Ladyman Architects

**Name of Practice:**

Brad Ladyman Architects

**Name of Principal:**

Brad Ladyman

**Date of Practice Commencement:**

2007

**Size of Office:** Small

Small = 1-5, Medium = 6-15, Large = 16-25, Extra Large = 26 and up

**No of projects completed for family members:**

1

**Practice Statement:**

A multi-disciplinary approach to establishing unique and modest works with particular interests in the perceptual relationships of architectural and urban spaces.

**Ongoing Research:**

Methodological asterisms within the constructed urban fabric.

**Current Projects:** (key projects for the night)

Asterisms, A Chicken Shed, Some Models and Drawings



## **On Idea**

Mix ideas with paint, draw lines between bricks, lemon juice veneer and an old book. The stars shine maps and ideas as they mirror the architectural phenomena within certain cultural asterisms. It's interesting these intrinsic theories that line a work to drive a project to be noticed.

We construct a wall of ideas, then look. A gap appears through timeless processes and methods to explore perceptual relationships of architectural or other spaces. The resulting works once had the ability to present propositions that contain certain devices, or at least that was the intent. We changed direction and turn on the de-mister to reveal unseen qualities that lie within the peripheral layers that lie in the gutter.

Weaving together a twine of ontological links and patterns which are formed by the juxtaposition of holographic formations, or lack of caffeine. Sixteen are in dialogue with each another. Climb that hill towards a more profound understanding of those potential outcomes, that are located on the other side, more protected from the wind. Memory and role playing, beyond our usual and accepted sense of urban wonder. The reality and experience would have been better if manipulation had not set in.

**Brad Ladyman**

October 2010

Dominic Snellgrove

Cameron Chisholm Nicol



**Name of Practice:**

Cameron Chisholm Nicol

**Name of Principals:**

Dominic Snellgrove - Greg Salter

**Date of Practice Commencement:**

1884

**Size of Office:** Extra Large

Small = 1-5, Medium = 6-15, Large = 16-25, Extra Large = 26 and up

**No of projects completed for family members:**

0

**Practice Statement:**

To create inspirational, sustainable architectural solutions through continuous improvement and a passion to exceed expectations

**Ongoing Research:**

Building Information Modeling (BIM) and Carbon Neutral Design

**Current Projects:** (key projects for the night)

Retreat at Carmel Valley California and CCN Office Sheffield House



## **On Idea**

### Sheffield House Perth-Local

The idea or concept of an architecture that can respond to our client's needs and the community's needs as well has transformed the way we think about sustainable design and the environment has been a preoccupation of ours for some time.

Our new offices at Sheffield House, whilst modest in scale, were a catalyst for changing the way we work and an opportunity to demonstrate best practice work place planning and sustainable design.

The idea of a carbon neutral operation for our practice drove us to explore ways of minimising energy through design and through the re use of existing, underutilised and vacant upper level space in Hay Street Mall.

### Retreat at Carmel Valley California-Global

After an international competition CCN were recently appointed by a luxury hospitality and leisure group to explore the idea or concept of a luxury spa retreat in Carmel Valley California.

The brief called for a paradigm shift in retreat accommodation offering 'unparalleled luxury' and 'exclusivity' and an 'unparalleled benchmark for sustainable and environmental design'.

The idea of two apparently conflicting or contradictory requirements gave us the opportunity to explore some unique ideas.

**Dominic Snellgrove**

October 2010

Kylee Schoonens &  
Adrian Fratelle

Fratelle Group

**Name of Practice:**

Fratelle Group

**Name of Principal:**

Kylee Schoonens & Adrian Fratelle

**Date of Practice Commencement:**

2001

**Size of Office:** Medium

Small = 1-5, Medium = 6-15, Large = 16-25, Extra Large = 26 and up

**No of projects completed for family members:**

3

**Practice Statement:**

Welcome to Fratelle Group. We are an award-winning architectural practice. We take real pride in the way we go about our business. We're different. Better. A hub of creative collaboration, ideas and input, where skilled craftspeople work in sync to ensure cost efficiency and innovation. Where communication with our clients is valued and prioritised every step of the way. The result? Design solutions that are not only creative and cutting-edge, but practical, reliable and flexible, delivered on time and within budget.

**Ongoing Research:**

How to take a great idea, and turn it into an even greater building  
How to use innovative materials and push the boundaries with our design concepts  
How to change the urban fabric through the introduction of a single building  
Where do ideas come from?

**Current Projects:** (key projects for the night)

Bindoon Bakehaus & Café  
William Street Bar & Café  
Brownlie Towers Refurbishment



## **On Idea**

All it takes is one idea to change the appearance of a town, or a suburb, or a city. Especially if that town is looking tired and worn, and social problems are rife. Normally that idea relates to the change of the building fabric. All it takes is for one significant building to change, and the rest (should) happen consequentially.

We have been lucky enough to be involved in the changing of three very different areas, with three very different outcomes - a city, a suburb and a country town. All of these projects have stemmed from the idea of urban renewal and change. What is more amazing is to see how other people's ideas, or views, change for that place throughout and after the urban renewal occurring. A new sense of pride is brought about - people want to be in that space, they enjoy that place and so it brings about more urban change.

All of these projects have occurred from ideas to bring about urban change for the greater community. We have just helped those ideas come to life.

**Kylee Schoonens & Adrian Fratelle**

October 2010



Michael Green

Q3 Architecture

**Name of Practice:**

Q3 Architecture

**Name of Principal:**

Michael Green, Richard Currie, Diego Eguiguren

**Date of Practice Commencement:**

January 2008

**Size of Office:** Medium

Small = 1-5, Medium = 6-15, Large = 16-25, Extra Large = 26 and up

**No of projects completed for family members:**

1 or 2

**Practice Statement:**

Q3 Architecture was formed to create a company with a knowledge base, resource capability and approach suited to delivering sustainable architectural solutions to a diverse client base in a dynamic market.

We achieve this through a dedication to "process" and a commitment to maintaining core values which include honesty, respect, leadership, the pursuit of excellence, efficiency, sustainability, accountability and commitment.

By building a company based on these core values we aim to:

- Increase the collective skill base of the company and the effectiveness of our process delivery to enable us to add significant value to the building process,
- Develop the industry knowledge and experience necessary to provide effective leadership, and to initiate creative concept resolution, and
- Improve the service we provide by seeking to review and refine our own processes in response to feedback from clients, peers and allied construction professionals.

**Ongoing Research:**

Project specific research and sustainable business systems



## **On Idea**

In a creative industry such as ours there is no shortage of ideas and there are many forums, such as that provided by the Merge 3 over 4 under series, in which to share them. I have recently become interested in processes by which we can build on the value of ideas through cooperation and collaboration and also increase the rate at which ideas are developed to a point where implementation is possible. Opportunities for cooperation and collaboration exist between individuals, within companies, within industries, across generations, across cultures, nationally and globally.

To facilitate this in a way which is efficient and productive it becomes necessary to

- Design a mechanism to capture and record ideas
- Design a mechanism by which these ideas can be developed and implemented, and
- Establish clarity of intent, communication, leadership and accountability to guide the use of the system

Being a knowledge based industry where ideas form part of our intellectual property I believe that we often closely guard our ideas thinking that by doing so we will obtain a competitive advantage. I believe that by combining our collective creativity there is potential to significantly enhance the value of ideas.

**Michael Green**

October 2010

Sarah Besly  
& Marcello Greco

HUGH BROUGHTON ARCHITECTS  
& AECOM

**Name of Practice:**

HUGH BROUGHTON ARCHITECTS & AECOM

**Name of Principal:**

HBA - Hugh Broughton

AECOM - S de Jonghe, M Greco, A Barnett, C Bright

**Date of Practice Commencement:**

HBA - 1995

AECOM - 1895

**Size of Office:** HBA - Medium, AECOM - Extra Large

Small = 1-5, Medium = 6-15, Large = 16-25, Extra Large = 26 and up

**No of projects completed for family members:**

HBA - NA

AECOM - 0

**Practice Statement:**

HBA has developed a portfolio rooted in the research, educational, commercial and public sectors. We like to develop long term relationships with our clients, helping us to understand their needs and make valuable contributions to their businesses.

AECOM - Excellence and innovation

**Ongoing Research:**

HBA - NA

AECOM - Sustainability

**Current Projects:** (key projects for the night)

Halley VI - British Base for Antarctica



## **On Idea**

Antarctica- the ultimate 'blank page' for any designer. However when the client asks for a raised re-locatable research station to house 52 scientists in one of the most remote and extreme environments on the planet, what is the idea then? Our presentation tackles this challenge and covers some of the thinking behind the design and construction of the new British base, Halley VI, from an architectural as well as an engineering perspective.

**Sarah Besly & Marcello Greco**

October 2010

Hassell



**Name of Practice:**

Hassell

**Name of Principals:**

Peter Lee, John Crabtree, Brenden Kelly, David Gulland, Jeff Menkens, Dirk Collins, Andrew Low, Brian Delfs, Caroline Diesner, Andy Sharp, Anthony McEwan, Chris Melsom

**Date of Practice Commencement:**

Hassell - 1938, WA - 2004

**Size of Office:** Extra Large

Small = 1-5, Medium = 6-15, Large = 16-25, Extra Large = 26 and up

**No of projects completed for family members:**

0

**Practice Statement:**

Founded in Australia in 1938 HASSELL is a single, privately owned international network of design studios. Each has the flexibility and autonomy to service local clients, and the advantages of access to our integrated culture, combined resources and collective experience. A multidisciplinary design practice, we are structured around the key disciplines of architecture, interior design, landscape architecture and planning, with integrated sustainability and urban design capabilities. An interdisciplinary organisation, HASSELL combines learning and experience from all disciplines to inform our design work.

**Ongoing Research:**

Sustainability, health, urban renewal, education, justice, workplace

**Current Projects:**

One40william, City Square (BHP Billiton), Mill Street Redevelopment, Wesley Lanes



## On Idea

Ideas form the basis of all design work. Having a process to move from the abstract semantics of 'idea' towards the pragmatics of an informed design allows 'idea' to be interrogated - is an idea robust enough to be legible, pragmatic, and multifaceted enough to usefully inform a design outcome?

Does an idea really stand up to testing?

- is there clarity?
- is there delight?
- does it make an informed contribution to its context and enhance people's experience?

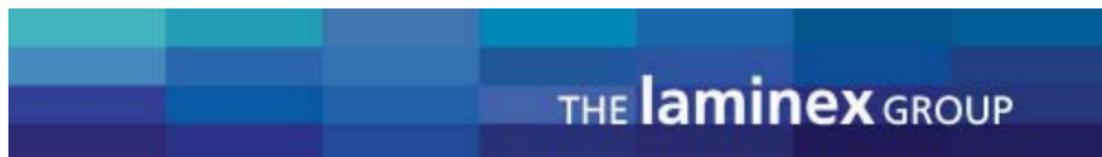
HASSELL employ a rigorous process of testing within an 'atmosphere of collaboration and critique'. This process challenges preconceptions and assumptions to identify the attributes of a compelling solution.

Collaboration is critical to our method - a diversity of minds combining a range of skills and experience add the value of different perspectives.

Critique is embedded into studio culture in a manner that crosses disciplines and includes input from both national and international studios. Critique is ongoing for the life of the project, it is both formal and incidental. Critique maintains the cache of the idea and sees the core elements of 'idea' manifested in project outcomes.

**Hassell**

October 2010



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Architects

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