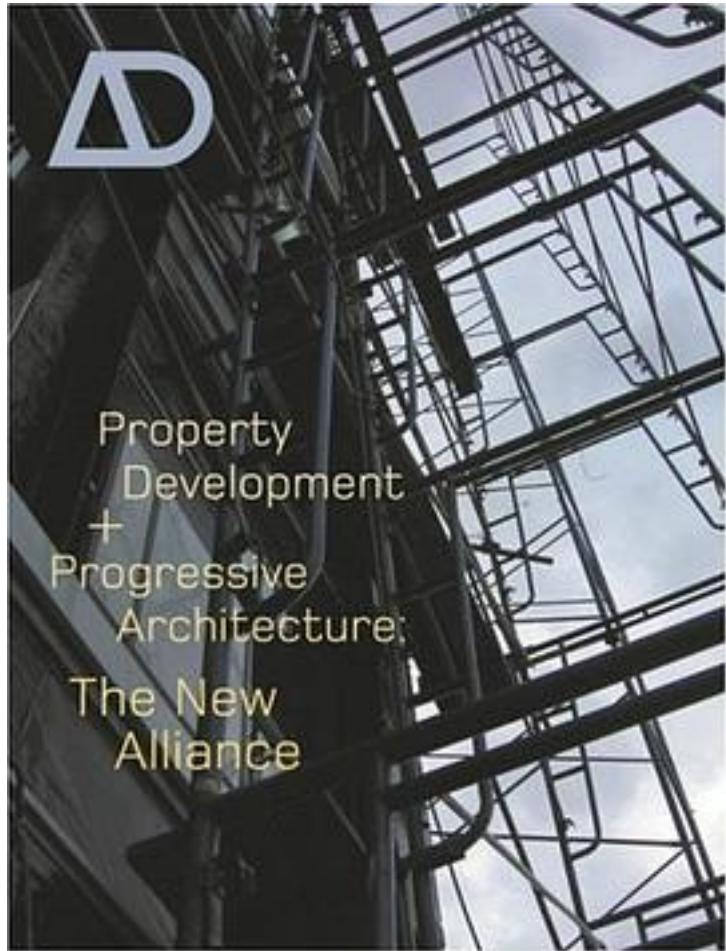


# Property Development and Progressive Architecture



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Today, a ‘new alliance’ is being forged between designers and commercial property

developers who are championing progressive design, in projects as diverse as apartment blocks, houses, hotels and offices. While some architects are taking a proactive role in property development, other firms are hammering out a new position for themselves as designer-developers. Simultaneously, property developers are starting to recognise the added value that an architect can bring to a project in terms of planning, design quality and creativity. This issue takes a truly international look at the projects architects and developers are achieving together. It explores the opportunities that are driving the architect-developer alliance in Hong Kong, London, Tokyo and Melbourne, as well as the marketing potential of design excellence in New York. ‘Property development has to be market driven and certainly not product driven. The architect can creatively add great value to the developers’ commercial objectives by design - in doing so he can achieve his architectural agenda at the same time.’ Ken Yeang. ‘Thank goodness the old guard is dying of obsolescence. Our cities will revel for the evolution.’ Gregg Pasquarelli, SHoP/Sharples Holden Pasquarelli

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