



The Campus



With office blocks, cafés, shops, libraries, theatres, galleries, gyms, gardens and sports fields, the contemporary university campus resembles a city in miniature.

In order to develop a comprehensive masterplan we must first understand the essence of the city, its people, its places, its context.

Each campus, much like each city has its own individual character formed by its location, geography, topography, climatic conditions and most importantly, its people.

In understanding these elements we work in a collaborative manner via a series of workshops to refine the essence of the campus, to develop a sense of place and create a vision.

It is a process built on experience but one that is continually refined as we benchmark our masterplanning against the most current best practice throughout the world.

We do this through staff travel scholarships to visit cities, campuses and conferences throughout the world to physically experience a place and understand its essence.

The institution's identity is largely defined by its address and entry experience, by its central gathering places, by its orderly patterns of linking circulation, and by its quiet and secret places. Positive perception of these significant parts of the campus distinguishes one university from its competitors, helping to determine marketing success.

Universities compete commercially for students and they need to market not only academic products and reputations but also the experience of being on campus.

Landscape establishes or reinforces an identity and sense of place, and creates desirable impressions effectively.

Sense of identity and legible space must be interwoven with functional requirements of open space. Analysing pedestrian movement and supplying purposeful wayfinding devices is integral to the successful campus landscape.



Projects Examples

- Albert Park Primary School
- Camberwell Grammar
- Camp Hill, Bendigo
- Caulfield Grammar
- Coburg College
- Deakin Queensland University Campuses
- Geelong University, Burwood
- Griffith University
- Hoppers University, Parklands Drive
- Ipswich Crossing Post Primary School
- Lauriston State High School
- MLC School, Burwood & Sydney
- Monash University, Armadale Peninsula & Clayton
- Port Melbourne University, Churchhill,
- QUT, Gardens Ladies College (PLC)
- Siena College, Camberwell
- Swinburne University, Lilydale
- University of Melbourne, Kew
- Victorian University of Technology, Kew, Burke Hall
- Xavier Colleges, Kew, Burke Hall