

**MAKING BETTER
WORKPLACES
EXPERIENCES
CITIES
NEIGHBOURHOODS**

19 September 2023

Event summary

Pictured:
One Wilton Park, Dublin 2

SPEAKERS & CONTRIBUTORS



Dan Shannon
Managing Partner,
MdeAS Architects

Internationally recognised leader in commercial design who has overseen the development of over 50 million sq ft of buildings, including the recent redevelopment of PENN 1 and PENN 2 in New York.



Brad Zizmor
Co-Founder, Architecture
+ Information Design Agency

Award-winning designer who has delivered thoughtful, well-researched and meticulously designed environments for the most influential companies and brands in the world.



**Shelley McNamara
and Yvonne Farrell**
Co-founders, Grafton Architects

Pritzker prize laureates, Shelley and Yvonne are renowned Irish architects, designers, urbanists and academics who have delivered a range of significant buildings in Ireland and internationally.



Edwin Heathcote
Architecture and Design critic,
Financial Times

Edwin Heathcote is the architecture and design critic of The Financial Times. He is also a designer and author and his most recent book is 'On the Street: In Between Architecture'.



June Koh
Partner, EMEA Workplace
Strategy Lead
Cushman and Wakefield

A strategist who has worked with occupiers globally, delivering workplace strategies focused on people, culture and the built environment. Co-author of the Royal Institute of British Architects (RIBA's) recently published book 'Reworking the Workplace' which explores the future of work, workplace, and the role of the city.



Niall Gaffney
Chief Executive,
IPUT Real Estate Dublin

Niall has been instrumental in developing some of Dublin's best workplaces. A champion of good design and creativity, Niall is passionate about the role real estate can play to positively shape the future of Dublin city.

Over the past five years, IPUT Real Estate Dublin has led the conversation about the future of work, life and place. In 2020, IPUT published 'Making Place', an extensive insight into the relationship between buildings, places and cities; setting out a vision for the future of the workplace.

IPUT continued this journey by hosting a thought leadership event on 19 September 2023. The event, titled 'Making Better' included input from leaders in real estate and the built environment from Europe and the US with an emphasis on how thoughtful design can influence the future of the workplace, neighbourhoods and cities.

The contributors included internationally recognised architect Dan Shannon of MDeAS Architects; award-winning designer Brad Zizmor of Architecture + Information; the co-founders of Grafton Architects and Pritzker prize laureates, Shelley McNamara and Yvonne Farrell; EMEA Lead for Workplace Strategy at Cushman & Wakefield June Koh and Architecture and Design critic at the Financial Times Edwin Heathcote.

The event was attended by over 200 people and hosted in IPUT's development at Wilton Park. Building on the insights from 'Making Place' and 'Making Better', IPUT intends to set the global standard for inclusiveness and placemaking at Wilton Park, integrating the buildings and one-acre park seamlessly within the local neighbourhood.

'Making Better' was opened by our Head of Research, Marie Hunt. She spoke about the need to challenge conventional thinking and emphasised the need to revert to the principle of designing places that prioritise the social, economic, and cultural wellbeing of people.

There is a need to revert to the principle of designing places that prioritise the social, economic, and cultural wellbeing of people.

Marie was followed by Dan Shannon and Brad Zizmor who presented together – reflecting their close working relationship across many developments in New York. They spoke authoritatively about the need for all stakeholders in the built environment to collaborate at the earliest possible stage of the development process to ensure that the buildings and neighbourhoods we deliver are fit for purpose and are attractive to both occupiers and local communities. They shared examples of some of the inspiring projects and redevelopment schemes that they have collaborated on including Hudson Yards and Penn 1 & Penn 2, emphasising the importance of activating ground floors and amenitising buildings. It was clear from their contribution that anticipating the needs of all users of buildings and the needs of the local community is critical at the earliest stage of the design process.



Making Better

The founders of Grafton Architects, Shelley McNamara and Yvonne Farrell built on this theme speaking about the important role that architecture plays in shaping and invigorating cities, citing examples from the many award-winning schemes they have designed globally. They spoke about the need to move away from monoculture in buildings and places, advocating the need for flexibility and diversity. This can be achieved by incorporating a mix of uses in buildings as well as putting people at the heart of design.

An interesting panel discussion followed which included contributions from June Koh, Edwin Heathcote and IPUT Chief Executive, Niall Gaffney. June spoke about the changing nature of work and the workplace and why organisations have a duty to consider the needs of occupiers when planning and developing buildings and neighbourhoods. Edwin leaned on his experience in identifying best practice in various cities and spoke about the need for public and private sector collaboration for the benefit of the greater good when designing cities and places that attract people and facilitate engagement.

Niall Gaffney spoke about IPUT's responsibility as a long-term custodian of key neighbourhoods in Dublin and a philosophy of making places that people will love. He talked about the Wilton Park development and the principles that have shaped IPUT's thinking in designing and delivering the scheme – centred around an ambition to set the global standard in social impact investing.

The event brought many different perspectives together but there was clear consensus among panellists that to make cities socially sustainable, there needs to be increased collaboration among stakeholders to challenge existing conventions and to focus on creating places for people. The message was clear that great cities need vision and that all stakeholders in the built environment have a duty to collaborate to 'make better', recognising the potential for positive social impact of investment in workplaces, neighbourhoods and cities.

Building on the success of 'Making Place' and 'Making Better', IPUT is now engaged in a long-term study to assess the social impact of the investment in the places surrounding Wilton Park and will launch the findings of year one's research at the end of 2023.

// To make cities socially sustainable, there needs to be increased collaboration among stakeholders to challenge existing conventions and to focus on creating places for people.

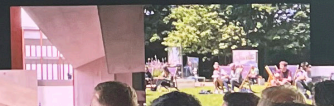




IPUT REAL ESTATE DUBLIN

MAKING BETTER EXPERIENCES

iput.com



IPUT REAL ESTATE
DUBLIN

IPUT plc
47-49 St. Stephen's Green
Dublin 2, D02 W634, Ireland

T +353 1 661 3499
info@iput.com

iput.com

