



Media Release

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DESIGN BUILT INTO DNA OF BARANGAROO SOUTH

One of the nation's most innovative arts organisations, Object: Australian Design Centre (ADC), is in discussions with Lend Lease to relocate to Sydney's \$6bn Barangaroo South urban regeneration project with plans underway to identify a new home for the Centre.

The ADC and Lend Lease signed a Memorandum of Understanding (MOU) last year in which a key outcome was to determine a new home for the Centre within Barangaroo South.

In addition, the ADC is working with Lend Lease and some of the industry-leading financial and professional services businesses which are making the new waterfront precinct their corporate home.

Lend Lease's Barangaroo South Managing Director Andrew Wilson said: "The Centre will become a significant catalyst to inspire new thinking and creative approaches for today's business leaders as well as for the workforce of tomorrow. It will also ensure that businesses view creativity as part of their DNA."

Director of the ADC, Steven Pozel, said the businesses proposing to relocate to Barangaroo South would benefit from the Centre's diverse programming and future location at the precinct.

"Innovation is at the heart of everything taking place at Barangaroo South, and we believe the ADC is the ideal partner for businesses which understand how design in all its forms can deliver commercial and social benefits," Mr Pozel said.

"Over the last decade, there has been increasing international momentum surrounding the powerful and transformative impact of design. Across education, social services, health, culture, manufacturing and the business community – the impact of design-led innovation has escalated considerably."

Amongst its projects at Barangaroo, the ADC is developing an Overarching Public Art Strategy for the Lend Lease portion of the site.

Continuing the ADC's 50-year legacy of delivering design exhibitions to venues across Australia, the Centre plans to present exhibitions at Barangaroo South that showcase the best in fields ranging from architecture, to fashion and from data visualisation to industrial design. The Centre will also continue to expand its successful Indigenous art programs.

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