

Thursday 23<sup>rd</sup> October 2008

**WOODS BAGOT EXPANDS TO NORTH AMERICA – SAN FRANCISCO AND NEW YORK  
AND WELCOMES WORLD CITY LEADERS TO SYDNEY**

Global architecture and design firm, Woods Bagot has opened its first North American studio in San Francisco and will follow with a studio in New York to service the growing interests of the firm's international clients.

Group Managing Director of Woods Bagot, Ross Donaldson said competing in the global economy requires an innovative and strategic approach that is agile and driven by research and the best talent worldwide.

The new North American studios expand Woods Bagot's network of 14 studios currently serving Australia, Asia, Europe and the Middle East. The move advances the firm's "one global studio" strategy, which uses proprietary research and technology to deliver its international expertise to clients around the world.

"Woods Bagot's one studio practice model and deep commitment to research is a perfect fit with innovation-minded San Francisco. The San Francisco studio—with Design Principal Patrick Daly, a specialist in tall structures and landmark civic and cultural buildings—is currently collaborating on the design of mixed-use towers in the Middle East," Ross Donaldson said.

"The new North American studios add an important link to our knowledge network, tapping into the remarkable design and technological expertise in their region. We foresee exciting collaborations that will continue to elevate our worldwide presence as an architectural innovator and better serve our clients' interests in the region and around the world," said Ross Donaldson.

Ross Donaldson announced the expansion at an exclusive function welcoming local and international city leaders and government officials to Sydney at a Metropolis Congress 2008 post welcome reception party at the Ivy.

Woods Bagot is proudly supporting Metropolis Congress 2008 as a research partner of the *Connecting Cities* series of four publications prepared for the 2008 Metropolis Congress, which brings world city leaders to Sydney this week to discuss key issues facing the urban growth and development of the world's cities.

"Woods Bagot is committed to fostering innovation through research. We have made a commitment to invest 2 percent of our revenue to research and knowledge initiatives that capture, share and build upon the intellectual capital of our people and projects across the globe," Ross Donaldson said.

The *14 hour work city* is one of the chapters in the *Connecting Cities* research books, by James Calder, Director of Workplace at Woods Bagot who looks at better use of city infrastructure and resources with early and late shifts across a 14 hour work day to increase utilisation of public transport, roads, and office buildings and end the peak hour rush.

Richard Marshall, Director of Urban Design at Woods Bagot will present the key note address at a waterfront cities workshop at the Congress following his research chapter about Shanghai repositioning itself as an international financial centre by redefining the waterfront and creating new city image.

"Woods Bagot is winning landmark projects and international awards because of its dedication to research and the stringent interrogation of design - initiatives which are founded on the knowledge and ideas of our people," Ross Donaldson said.

Last week, Woods Bagot was recognised as the first architecture firm to win an international, Most Admired Knowledge Enterprise (MAKE) award for their ability to maximize business growth and add value to shareholders through innovative research, thought leadership and knowledge management.

The Qatar Science and Technology Park designed by Woods Bagot also won the project of the year award at the Middle East Architect Awards in Dubai.

Ross Donaldson said Woods Bagot is also focused on positioning the Sydney studio as a significant hub of global connectivity and contributing to the sustainable development of the built environment, our communities and the world we live in.

“We will continue to focus on understanding the functional, operational and cultural needs of projects; drawing on our research and experience to create design intelligent solutions around the world.”

“The 2008 Metropolis Congress provides a unique opportunity to participate in the exchange of ideas, experience and solutions for some of the critical issues around sustainability and urban design facing global cities,” Ross Donaldson said.

## **About Woods Bagot**

Woods Bagot originated in Adelaide, Australia in 1869, established a strong base of offices in Australia and Asia, and began its expansion into Europe and the Middle East in 2001. Demand for the firm’s expertise in lifestyle, workplace, and education projects has since increased the firm’s annual revenue five times. During this period, Woods Bagot also launched PUBLIC, an interdisciplinary research arm that provides a platform for clients, staff, researchers, and other collaborators to further the advanced thinking and investigation that underpins the firm’s work.

Woods Bagot is a global design studio specialising in the design and planning of facilities across three key sectors: Education and Science, Lifestyle and Workplace.

Woods Bagot’s focus is to understand the functional, operational and cultural needs of their clients, drawing upon research and experience to create innovative solutions that work. This is demonstrated by the successful delivery of a range of high profile projects within the commercial workplace, hospitality, mixed-use, education and science sectors, including:

- Qatar Science and Technology Park in Doha, part of the nation-building Education City project
- The Melbourne Exhibition and Convention Centre, the worlds first convention centre to achieve 6 Star Green Star certification from the Green Building Council of Australia
- The Ivy, 330 George Street Sydney
- Adelaide City Central, and other major office projects in Australia, setting new benchmarks for sustainability in commercial development
- Hong Kong University of Science and Technology's new Institute of Advanced Study, won through an international design competition

For additional information please visit [www.woodsbagot.com](http://www.woodsbagot.com)

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