



Our whakatauki
Ko te kete aronui
 The basket of knowledge of
 aroha, peace and the arts
 and crafts which benefit the
 earth and all living things

Letting the place speak for itself: A process of discovery must be step one - research, observation, attention to work that has gone before and the physical environment (historic, environmental, built) all need to be taken into account.

Letting people speak for the place: Communities have the local intelligence and know what makes a place liveable. Placemaking helps to connect this local knowledge to both the initial plans and through the development.

The fundamentals



Why we do it

As an urban redevelopment agency, Panuku Development Auckland has a broad range of responsibilities. Working with developers, government, Mana Whenua and local communities we design, develop and look after public places.

We consider the impacts and the outcomes of our projects from every viewpoint to ensure we are creating developments that will be successful long term.

The end users and ongoing life of places need to be factored in from the outset and this is why we adopted placemaking as a key strategy at Panuku.

Through placemaking, the people of a place play a strong cooperative role in the building of their public places. It is an inclusive approach which if done well benefits all outcomes – social, commercial and all the bits in between.



Fantastic places are designed and made with people in mind – thinking carefully about how they are used, what they feel like, and how they support the lives of the communities that live with them.

Placemaking is the creation of vital public spaces: the kind of places where people feel a strong relationship to the place, to each other and a commitment to making things better

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What is Placemaking?



CASE STUDY

The Wynyard Quarter Piano

Place by Activation – the Wynyard Quarter Piano is a favourite combination of creativity, spontaneity and people making places.



CASE STUDY

Music City Activations

Place by Programme – a series of regular programming in Manukau, by local developing artists and crew, and in celebration of Auckland as a Music City.

The meaning of Panuku

The word panuku refers to a unified, integrated, collective and consistent approach – a responsive and aligned effort being critical to the support of vibrant communities.

In short, our name Panuku means ‘to move forward’ and that is exactly what we’re helping Auckland do.

Panuku Development Auckland is an Auckland Council organisation established to redevelop parts of our city and help respond to the growth that Auckland is experiencing.



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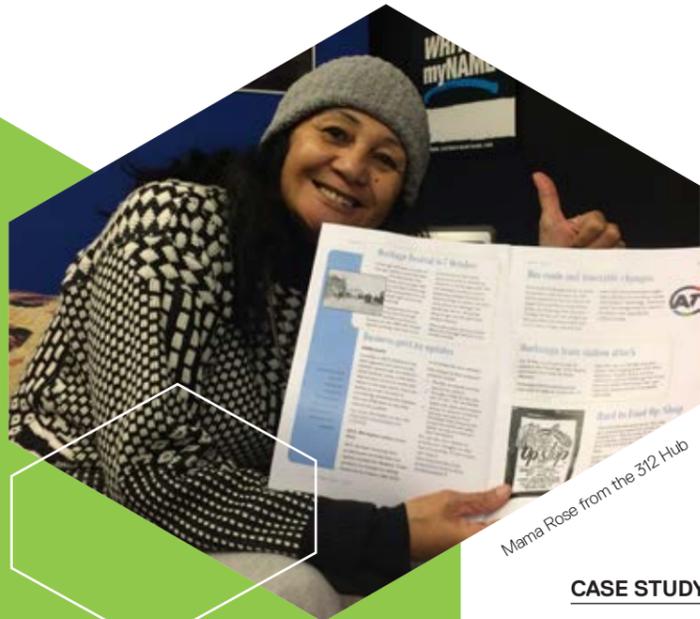
The Panuku approach to Placemaking

Our values for Placemaking

All cultures can find a time, in their recent or distant pasts, where they knew how to live harmoniously with each other and their environments.

Placemaking at Panuku is strengthened and guided by recognising Mana Whenua values and in particular their role as kaitiaki (guardians).

The following terms, borrowed from te reo Māori, each have much broader meanings than the brief translations provided.

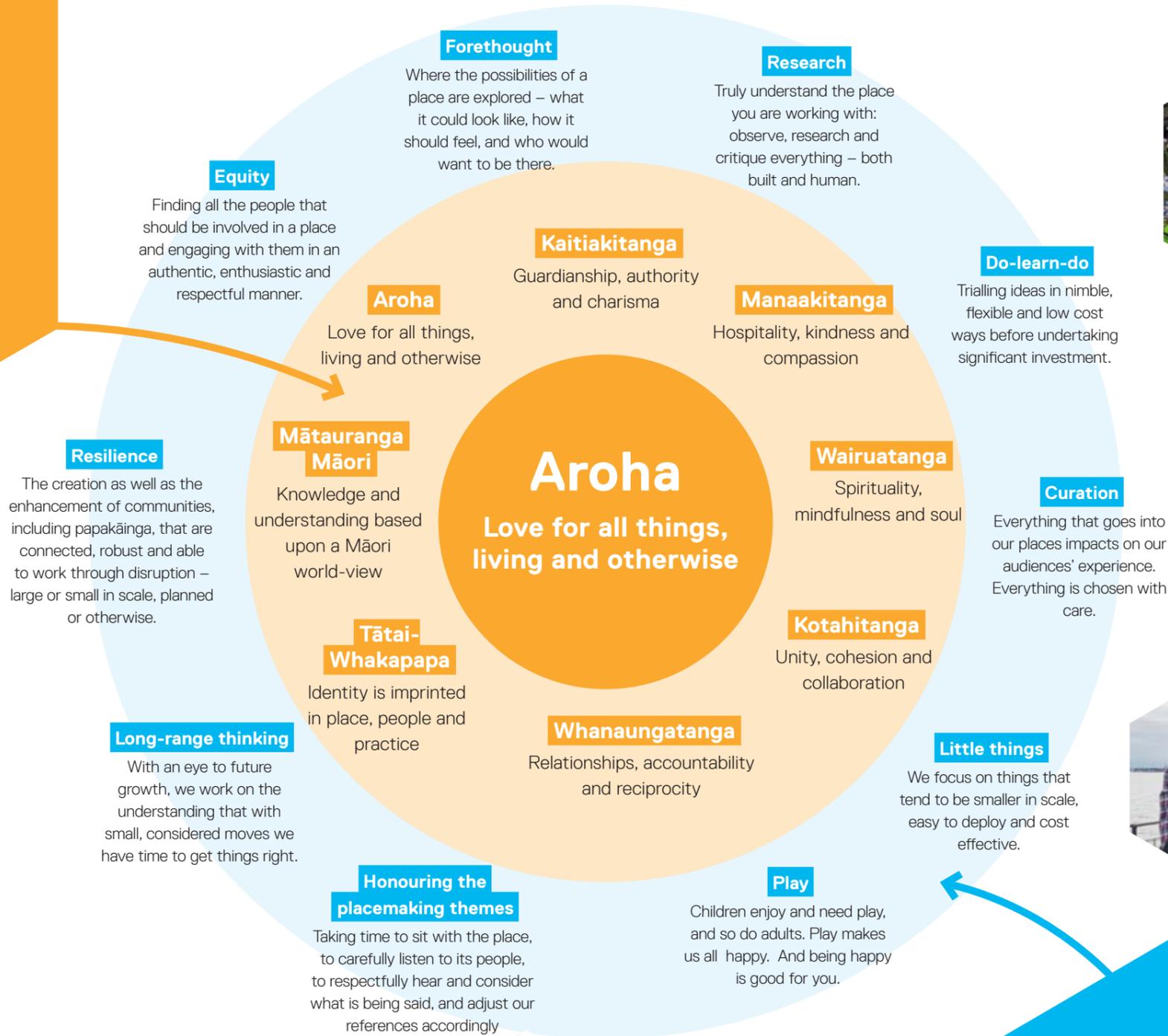


Mama Rose from the 312 Hub

CASE STUDY

Onehunga Hub

Do-Learn-Do – young, local creatives utilising a disused council property to create a space for art and culture to grow.



CASE STUDY

Eastern Viaduct

Place by Design – what was a carpark is now being used as an urban lab – trialling public use and then design of a key waterfront space.



Rangatahi (young Māori) on the waka Haunui as part of He Pia, He Taurira – a programme to develop local placemakers.

Our principles for Placemaking

To be responsive, adaptive and attuned to the needs of the people of Tāmaki Makaurau, we work to a series of principles, which help us ensure that the places we are responsible for, and the people that use them, continue to thrive.