

INTRODUCING FREESTATE
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FREESTATE

EXPERIENCE MASTERPLANNING FOR TOMORROW'S CITIES

THE CHALLENGE

The challenge facing today's city-makers is how to create the sort of places that get better with time. It's the sort born of a rigorous understanding of the needs and wants of the people it seeks to serve. It's the place that possesses purpose, identity, and a set of distinct values. It's where every element – cultural, technological, spatial, temporal – is designed in the name of the end-user. Flexible, evolving, and continually relevant, it's where people love to live, work, and play. Our challenge is to make this sort of place happen.

OUR RESPONSE

We help our clients create places that are as socially useful as they are commercially astute. Involved in every stage - strategy, design and activation – of a given project, we design and deliver experience masterplans that test, inform, and underlay extant and future spatial masterplans. In focusing on how the brand of place better enables its design and build, we aim to ensure that our clients' projects are activity-led, financially expedient, and always relevant.

Making places continuously relevant

OUR PRINCIPLES

Whether working on projects focussed on learning, travelling, innovating, or living, the following principles guide our every move. They are what sets us apart, and why the places we help create are the places people love – now, tomorrow, and for the long term.

01

BE SOCIALLY USEFUL

Have a higher purpose and know that that purpose is one and the same as being commercially astute. This is our north star. It guides investment, investigation, planning, design, build, activation, and management.

02

FIRST AND ALWAYS LIFE

Design for the local and the locale. Be open-minded ethnographers and open-source curators. Involve the people we serve. Stand in their shoes. Become their stories, then tell them – beautifully, and with care.

03

DESIGN FOR TIME WELL-SPENT

Whatever the project, design in the name of experience. Storyboard on the basis of our findings, illustrating how we go from attraction to involvement to belonging. Design places full of purpose and character.

04

CO-CREATE THE OUTCOME

Involve all stakeholders in the strategy, design, and activation of the project. Programme the various – temporal, physical, virtual – touchpoints through the lens of evolving types of use. Be a responsible experience masterplanner.

05

A WHOLE ECOSYSTEM APPROACH

Champion diversity and silo-busting at every level. Think ‘identity’, ‘tech’, and ‘culture’ – as well as ‘place’. Create diverse transdisciplinary design teams that reflect and understand the stakeholders they serve.

06

PLAN LONG TERM, START NOW

Make plans for beginning immediately. Let your immediate doing inform infrastructure and architecture as much as it does a project’s programmatic components. In starting now, we continually field-test for the medium and the long-term.

Being socially useful and commercially astute

SELECT PROJECTS



Melbourne Airport's Traveller Experience

2018 – 2020

Informed AU\$1 billion new terminal masterplan, redesigned its domestic terminal, developed a AU\$150 million operating system, designed the staff and supplier traveller-experience training toolkit, and took creative lead on establishing the traveller experience management department.



Leeds Transit Campus

2020 – ONGOING

Designed and now creating a transit campus intervention that aims to heal a historic north-south divide and so support the wider and ongoing £3 billion masterplan for the regeneration of inner-city Leeds. Will oversee its delivery and ongoing management.



Nike World Headquarters

2020 – ONGOING

Now in the latter stages of creating an experience masterplan that: reviews and redesigns the extant masterplan; plans for an innovative, diverse, and fair campus-as-brand workplace; and facilitates a post-pandemic three-day week.

Every place needs an experience masterplan

SELECT PROJECTS



University of Western Australia

2018 – 2019

Laid the ground for the Crawley Campus Masterplan, which is notable for being an activity-generated plan of works. With activities informing refurbishment and new build needs, this is an experience-led masterplan for overhauling the campus's programme, use of Estate, and identity.



Crown Estate Linen Hall

2018 – 2019

Informed the masterplan for a landmark mixed-use city block in London's Regent Street. Designing for an entirely new type of occupier, it's a pilot for the rest of the client's Grade 1 & 2 listed estate and is described by the client as 'our most important development in a generation.'



Baker Street Neighbourhood

2019 – ONGOING

Helping Transport for London transition from absentee landlord to proactive operator, FreeState provided the framework that will align planning, licensing, and activation across the neighbourhood. Planning for the commission and direction of the project's key delivery teams for the next decade, it will serve as foundational pilot for activating similar assets across the city.

“Often in my career I have met organisations who tell me how great they are, but rarely have I ever worked with one this great.”


LYELL STRAMBI
MELBOURNE AIRPORT CEO

ABOUT US

Founded in 2002, FreeState has spent the last 20 years championing the importance of experience masterplanning for successful placemaking. From the beginning, it masterminded some of the world's largest brand experiences, and has employed this knowledge and experience of working with the likes of Nike, Sony, and MTV to inform its work with urban planners, developers, and architects.

OUR TEAM

FreeState consists of a core team of experience masterplanners. Whether architect, designer, strategist, researcher, or visualiser, we all want the same thing: to create places that are socially useful, commercially astute, and continually relevant.



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