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“An international affair...”

Woods Bagot wins major urban design project in Noumea, New Caledonia

Offering the City of Noumea a partner to work with, rather than a pre-conceived, concrete solution, was the winning approach for Woods Bagot – announced as the successful urban designers for the Strategic Masterplan for Noumea 2025.

Woods Bagot showcased their excellence, whilst competing against some of the most prestigious European Urban Design firms such as Jean-Marie Charpentier (Beijing Opera House), Philippe Madek and Studio 09 (Grand Prix de l'Urbanisme).

“Through the development of a strong and clear methodology, inherent to our approach was to offer the City of Noumea a partner to work with, to enable the client to deliver on their vision – rather than delivering a predetermined, concrete solution,” said David Tregoning, Director, Woods Bagot.



Caption: Noumea Waterfront (aerial view)

Managed by the government authorities (SODEMO) the city of Noumea and the “Port Autonome”, the Strategic Masterplan for Noumea 2025, will be delivered over a period of six months in partnership with Atelier DPJ (local architect), with a vision of eventually offering continuity in the long term with a requirement for the design of public spaces such as a convention centre.

“Woods Bagot is excited to have this opportunity to assist Noumea in the development of this major waterfront development. This project will help guide urban development for New Caledonia for many decades to come.

These kinds of projects have the capacity to shape the vision of cities and it takes a bold commitment from the government and people of Noumea. Waterfront projects have a special kind of power to create excitement, shape impressions and attract development and tourism interest. As designers we are thrilled to help bring their vision and aspirations into a new built reality," said Richard Marshall, Joint Group Managing Director, Woods Bagot.

An open international tender, the brief called for a 'long-term vision,' to promote the culture and ambition of the city. The masterplan services for the regeneration of the Noumea waterfront will play an important role in marketing the capital to the South Pacific and beyond.

"The Strategic Masterplan for Noumea 2025 is an important win for the Urban Design Studio in the Australian region and highlights the success of our 'one global studio approach -' enabled by global technology, we can seriously commit to working without boundaries," said David Tregoning, Director, Woods Bagot.

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ABOUT WOODS BAGOT

Woods Bagot's commitment to global excellence has resulted in a workforce of 500 staff based in five regions, in cities such as Abu Dhabi, Sydney, Beijing, Hong Kong, London, San Francisco, New York and Shanghai.

Woods Bagot's Australian studios have recently completed several award-winning flagship projects, including ivy, Sydney (with collaborative partners HP&G and Merivale), Qantas International First Lounges (with collaborative partners Marc Newson and Sebastien Segers) and the University of Western Australia Business School, Perth. Woods Bagot has also designed the new \$200 million South Australian Health & Medical Research Institute (SAHMRI).

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