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### **Developers who design ‘experiences’ reap rewards**

Banks and other major corporations have long used designers to create the ultimate customer experience, acknowledging that physical space is the biggest influencer on human behaviour. Now those customers are looking to the design of their shopping and apartment precincts to create that same seamless and personalised experience.

So how can developers create places even more acutely tailored to their visitors and residents?

Turner’s Aniss Adler says using Experiential Design is the answer.

Aniss heads up Turner’s Experiential Design team – a new service recently launched by the leading Sydney-based architecture and design studio. She explains that thoughtfully designing a person’s experience within a space can elicit feelings and memories. It can even induce certain behaviours desired by a developer or brand (like spending, which can be a by-product of retail spaces successfully activated through Experiential Design).

Aniss and her team work on everything from lighting design, wayfinding and place branding, through to public art strategy and creation. She says the seamless integration of design features within a space is what sets Experiential Design apart from other built environment services. As an experienced Art Director and Graphic Designer, she’s often seen public art, wayfinding, landscaping and lighting ‘tacked on’ at the end of a project.

“There’s a foyer or hallway that needs to be filled and there’s little consideration for how a visitor to the space will interact with it,” she says.

“Experiential Design can counteract that. Integrating Experiential Design into a development from the start leads to places that feel good, are easy to navigate, spark joy or curiosity, and are memorable.”

Experiential Design as a service is gaining popularity on Turner’s projects. Aniss says developers, in particular, are seeing results.

“Initially, some of our developer clients were perhaps a little sceptical, or it wasn’t something they’d thought about. Now, those same clients insist my team sits in on every meeting from a project’s inception. Utilising Experiential Design on a mixed-use, residential or commercial development early on can have a big impact on the project’s success and the way people interact with and experience a place. This leads to increased demand for the ‘product’ (an apartment or retail tenancies for example).”

Aniss explains that influencing behaviour through design has positive effects on society at large. For example, a well-designed shopping precinct that employs Experiential Design can improve foot traffic for retailers, increase safety and decrease crime through the strategic placement of lighting and wayfinding.

She says it comes down to thoughtfully designing places for people to enjoy.

“People’s expectations of design have changed. We all want to live in places that are designed well for us and for our families.

“Our goal is to create what I call ‘optimistic spaces’ – spaces that are thoughtfully designed and built to promote a positive future.”

– Ends –

**For more information and high resolution images please contact:**

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*Aniss Adler is an experienced Art Director and Graphic Designer who joined Turner in 2018. Since then, she has built the Experiential Design department from the ground up.*