



**ADELAIDE'S  
BLOOMING  
RUBIK'S CUBE**

**THIS REPORT CAN BE CITED AS:**

**ADELAIDE WEST END ASSOCIATION 2018,  
'FUTUREHINDLEY: A TEN YEAR VISION'**

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# VISION

## ADELAIDE'S BLOOMING RUBIK'S CUBE

### CONSTRAINTS ARE GRACEFULLY AND PURPOSEFULLY DESIGNED

**There should be no doubt that Hindley Street is embedded in the history and social fabric of South Australia. South Australians both know of and feel a sense of ownership over Hindley Street; a notoriety that should not go undervalued. Further, its contribution to the City now and in the future remains integral to success.**

Dynamism and growth create energy and surprise in a place where there was once none. Hindley Street can respond to changing conditions over time, whether from daytime to twilight to evening, or from year to year and from market trend to economic staple.

A Rubik's Cube is a highly complex thing, but it is made up inherently of simple core elements (i.e. primary colours). It is relatively easy to understand in structure, but that does not mean that is either simple or easy to complete. Additionally, a Rubik's Cube is indivisible into separate parts so is a good metaphor for Hindley Street, where all the core parts make up a complex whole.

The concept of the Rubik's cube itself demonstrates that goals are always changing, and the criteria to get there and resultant strategies, will therefore be unfixed. There are, of course, some design constraints (has six sides, six colours etc) – it's not as though it's an undefined free-for-all – but these constraints are designed purposefully and gracefully to work together.

# STRATEGIC VALUES

## EXPERIMENTAL

**To support the strategic direction of the future of Hindley Street, we use a values framework to anchor the vision, and to provide thematic inspiration for its implementation. These values represent the nature and future of the street and the opportunity for future differentiation, activity, and articulating the street's importance in the public narrative.**

Hindley Street is where everything is possible, where ideas are encouraged, and uniqueness is celebrated.

Embracing radically new ideas and the processes that make those ideas happen, Hindley Street will be a place for piloting new businesses and business types, for taking social risks that might be prohibited elsewhere, to experiment with events and art, and to challenge orthodox thinking. To ask "why not?" rather than "why?" Hindley Street's proud and storied heritage as an economic and social testbed continues to contextualise this philosophy into the future.

In managing changes in perception of a well-known place such as Hindley Street, it is important to legitimise the frame and establish social licence to try new ideas and test the South Australian appetite for fresh approaches.

We are creating a place with an individual identity, rather than emulating offerings that are available elsewhere in the city or, indeed, elsewhere in Australia. Authenticity is delivered by responding to the environment that already exists. Adelaide has long been known as a test market for both products and business concepts and Hindley Street has an opportunity to position itself as the perfect microcosm for that purpose. Hindley Street is where an appetite for calculated risk is encouraged and celebrated. Where never-before-seen businesses prove their concept. Where retail is rethought, window usage is shared between daytime and night time businesses, and street vending is commonplace. Where customer needs are prioritised and the supply chain is augmented to encourage a delivery economy – your purchases delivered to your home or work.

Engagement with Stakeholders of the street has shown that people do not want Hindley to be the same as anywhere else in the City, so filtering ideas through an 'experimental' lens should create a unique place. Thus, executing 'experimental' in the physical space may include avoiding the use of grey granite as the footpath treatment in the street. Stakeholder feedback suggested that the existing grey granite of the footpath appears 'dirty' even when cleaned, adding to the reputation of poor cleanliness on the street. A polished, lighter and brighter environment would encourage people to take pride in the area, whereas a treatment that appears dirty does not encourage such behaviour. For example, white marble paving would add an element of beauty and uniqueness for Hindley Street, and contrasted against the greenery of a plant canopy, would retain a sense of brightness and openness, which helps people feel welcome and safe.

Street furniture (if any) should similarly be analysed against the experimental criterion. Rather than replicating standard benches and bins seen elsewhere in the city, why not seek interesting alternatives? These would add visual interest, functionality and personality to a street requiring all, and also be a focal point for showcasing local artistic talent, inventiveness, and ideas.

# PROVOCATIVE

Memorable places evoke emotional reactions. Hindley Street both defines and challenges Adelaide, both unique and quintessential to the city and the state. People don't just passively browse the shops here – experiences leap out instead, tickling the public realm and enveloping the people there, inviting exploration and rewarding those who linger longer.

Hindley Street is a community that welcomes all with both grandeur and humility. People feel connected to the city, to nature, to living history, and to the people with whom they share the place. Hindley Street is authentic, celebrates its heritage and its future, and seethes with energy and activity, evolving throughout the day, the twilight, and the night. The diurnal metamorphosis of the street is itself a celebrated journey, and the experience of adding new layers of crepuscular complexity excites and takes unexpected routes. The street will deliberately juxtapose themes, design elements, and ideas.

Every aspect of the street and its lanes challenges conventional understanding of the West End, with unexpected and surprising experiences, whether that be *via* art, urban design, or a positive customer experience.

The changing nature of Hindley Street throughout the day should be celebrated, with visitors encouraged to dwell longer to witness the transformation. Imagine a way in which Hindley Street could literally 'bloom' at each stage of the day, with hundreds of mechanical, digital, electronic, and illumination features that are invisible, hidden, or disguised when they are not enabled. The street would physically transform, this in itself becoming an attraction for locals and tourists, and forming a symbolic transition between the 'daytime', 'twilight', and 'night-time' activities. People would be encouraged to spend more time on the street, so that they may experience the transformation. Those who may have had a drink on Peel Street leaving at 9:30pm would stay on until 10pm to witness the change. This kind of attraction may increase foot traffic, overlapping the various demographics using the space and making the entire place feel safer.

# DISCOVERABLE

Hindley Street is a place where locals enjoy finding new things. Where ideas are worth exploring, and where serendipitous finds are more-than-likely. Where inclusive, contemporary spaces are enhanced by explicit celebration of what came before.

This notoriety should be organic, not contrived, and supported by opportunities for people to be excited by things they haven't seen before. It's the place to go to try something unique, and the place to return in case something is new.

Hindley is more than the sum of its parts. The built environment provides a rich canvas upon which to layer interesting technologies and secret art, give expression to new social enterprise ideas, and intriguing stories that excite the imagination. Hindley Street is a place that locals are proud of, where visitors must explore and be delighted, where the discovery is both an object and an accident.

Hindley Street is a place where the experience of exploring, for locals or visitors alike, can be led by creative art and design whilst functionally presenting maps with street links, thoroughfares, concourses, pathways, lanes and unnamed spaces between buildings, as well as identifying where people come from to get to or through Hindley, and where they might be going to.

The intersections of Hindley Street and its junctions should be highlighted and celebrated to give a sense of discoverability and connection with the place.

# ARTISTIC

In Hindley Street, art is inherent and integral to design. Where South Australia's rich culture of creativity is celebrated and exposed. A place for music of all kinds, including on the street itself. Where light, colour, sound, and interesting mechanicals tantalise, intrigue, and inspire the passer-by, the shopper, the worker, and the tourist.

Art is available and accessible 24 hours a day, and provokes the feeling that the street is both arty and artful, cared for, and loved. The street blooms and literally transforms, interfacing the figurative delineation of day, twilight, and night.

Hindley Street is a grand boulevard of cultural demonstration, where art supports the celebration of its connection to Rundle Mall, Hindley Street West, and all of its lanes. It acknowledges that it is part of something bigger, and shows visitors the way to explore its secrets.

Within this theme we also include artists, arts industries, arts workers, and their support sectors and audience developments. However, we see this as separate from 'art' itself. The point here is to overlay art as a prerogative to legitimise new ideas, to promote didactic expression, and to challenge how a 'normal' street might practically operate. And we want this to be done in an artful way.

We have used 'artistic' deliberately, to explicitly distinguish this theme from 'creativity' and also 'culture'. A city-wide confounding of art and artistic culture with 'cultural institutions' has not helped the public discourse around the development of art.

With this in mind, our research showed that many stakeholders feel Hindley Street is a natural 'home' for arts organisations, and want to see this continue.

This use of 'artistic' as a value should influence decisions in all other parts of strategic planning. Using wayshowing as an example, the decision to implement a wayshowing solution may rest with the value of discoverability, however overlaying the importance of artistic will ensure that the solution utilised in Hindley Street is unique and beautiful, whilst also being functional.

