

What is A New Normal Sydney?

Building on the success of the first New Normal activation as part of Melbourne Design Week, a New Normal Sydney serves as as a 'Do Tank' that fast tracks the practical solutions needed to ensure the success of Greater Sydney as a thriving metropolis.

It focuses 12 teams made up of Sydney's best and brightest on not just dreaming up transformative ideas, but also inviting the people of Sydney to experience, interrogate and understand them in prototype form.

Like the Melbourne project, the ambition of a New Normal Sydney is that these prototype installations serve as an experiential and community engagement bridge between an idea and reality.

In bridging this gap we do the upfront community engagement work at the crucial ideation stage, the in turn invites their participation and creates agency and trust.

All of the New Normal Sydney projects serve as tangible solutions to problems that we've been grappling with for a long time.

It pulls great ideas out of the draws and off pages of reports and into the public domain in a way that builds, trust, positivity and delight in solutions that too often seem weird, far-away or unrealistic to the general public.

In a way, its like experiential marketing for the not-so-different future, and we would love to provide you with the opportunity to become involved.



Grimshaw X
Greenshoot
Consulting
X Greenway
Architects -
Electrification of
Cars



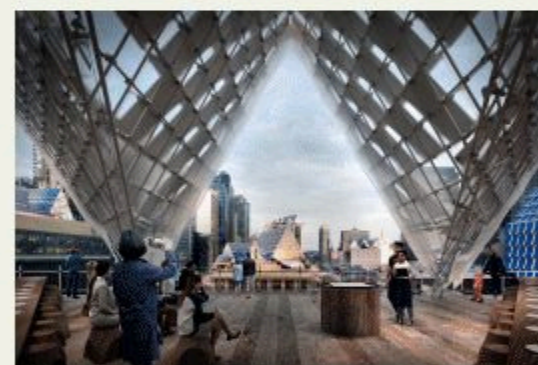
Foolscape Studio -
Electrification of
Interstate Trains



Hassell -
Cultural Battery
Bank



Clare Cousins
Architects -
The City After
Natural Gas



John Wardle
Architects -
Creating Space
Through Solar



Fender Katsalidis -
Mandatory Energy
Efficient Retrofits



Ha -
Transforming La
Trobe Valley



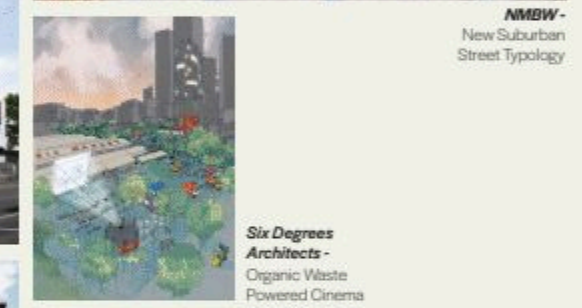
Openwork -
Water Unlimited



WOWOWA -
Organic Waste to
Energy Sauna



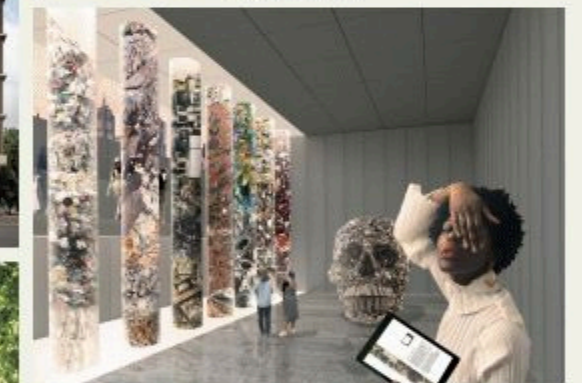
NMBW -
New Suburban
Street Typology



Six Degrees
Architects -
Organic Waste
Powered Cinema



Edition Office -
Cathedral of
Circularity



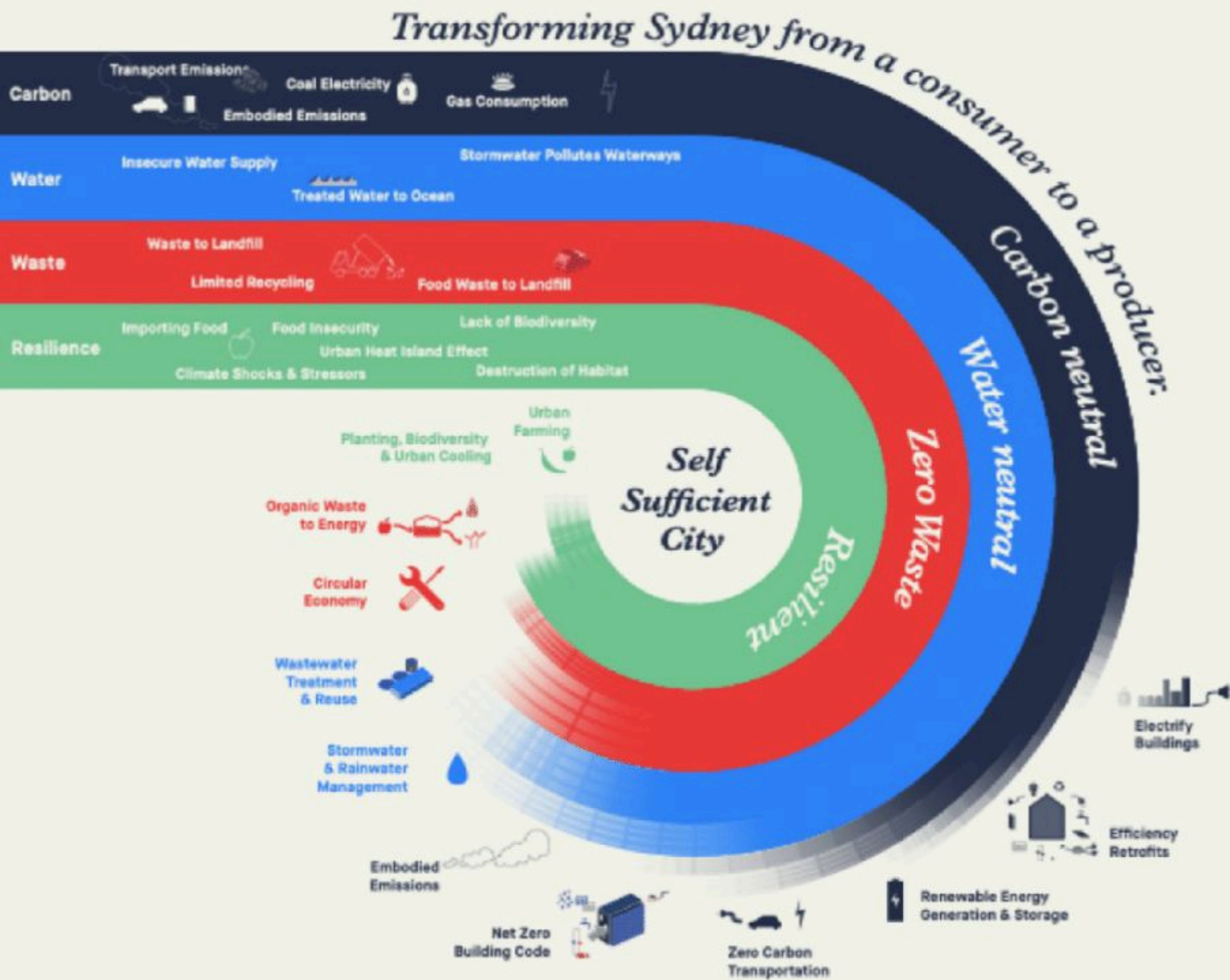
Dreamer -
Replace Me



Kennedy Nolan -
Net Zero
Architecture



Fieldwork -
Construction
Without Carbon



Pilot Project Briefs

A New Normal Interventions:

1. *Electrify Buildings*
2. *Efficiency Retrofits*
3. *Renewable Energy Generation & Storage*
4. *Wastewater Treatment & Reuse*
5. *Stormwater & Rainwater Management*
6. *Organic Waste to Energy*
7. *Circular Economy*
8. *Planting, Biodiversity & Urban Cooling*
9. *Urban Farming*
10. *Zero Carbon Transportation*
11. *Embodied Emissions*
12. *Net Zero Building Code*

**a
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