

PRACTICE NOTES: ADVOCATING THE VALUE OF DESIGN.

DANA TOMIC HUGHES JULY 19, 2022 DESIGN, FEATURED, TV 2 COMMENTS



I am thrilled to introduce our brand new video series in partnership with ArchiPro, which shines a spotlight on our talented and hard-working Australian design community. Titled *Practice Notes*, these round table discussions with industry leaders will cover various topics related to the practice of design and architecture—the opportunities and the challenges.

I had the great pleasure of assembling and hosting a cast of incredible architects and designers I admire and adore, friends old and new—representing different genders, age groups and practice scales—to discuss a whole bunch of things related to this amazing, but also challenging industry of ours. From Ian Moore of **Ian Moore Architects**; Domenic Alvaro, Global Design Director at **Woods Bagot**; Eva-Marie Prineas of **Studio Prineas** to David Flack of **Flack Studio**—what binds all of these professionals is their genuine appreciation and passion for design, and their ongoing commitment to excellence.



“Compared to when I started 25 years ago, people are much better informed and more aware of design and the difference it can make, so I find our clients come already quite educated.” – Eva-Marie Prineas

“People come with preconceived ideas about how they want to live, but they don’t know how to articulate it... I always talk about a kitchen—you might get engaged there or you might break up with someone. These spaces hold memory, so I think it’s our process to create spaces where these moments in life can happen.” – David Flack



For the inaugural episode, we dive into *The Value of Design*—a topic that’s perhaps never been more relevant than in today’s bombardment of images and endless “inspiration”. We discuss the importance of educating the general public and our potential clients on the value of using a design professional and demystifying the process—a subject very close to our heart here at Yellowtrace, that speaks directly to ArchiPro’s mission too. We also touch on how we can improve individuals’ quality of life, as well as our cities, through good architecture and design; and so on.

A huge thanks to ArchiPro for bringing us all together for this video series. I’d also like to give a shout-out to our friends at Cult, who generously hosted us in their beautiful Sydney showroom surrounded by exquisite pieces from Fritz Hansen.

We will be dropping more videos in the coming months, so watch this space.



“We’re not just working for a client—we’re working for the community in general. Culturally, we have to say that design is really important and we’ve got to make a better place than we found it.” – Ian Moore

“Our ambitions get folded into clients’, but we are always cognizant of the city—it becomes a third person in the dialogue because we’re always thinking about city’s responsibility, public domain, place.” – Domenic Alvaro



Practice Notes is a bespoke Yellowtrace Promotion produced in partnership with ArchiPro—one of New Zealand’s most successful start-ups, which launched in Australia earlier this year, with a mission to simplify the end-to-end building process. Purpose-built for people at any stage of the building journey, the cutting-edge platform seamlessly connects those wanting to build or renovate an architecturally designed home with the Australian industry professionals and products that can bring their vision to life.

For more information on ArchiPro Australia, visit archipro.com.au. To apply to join the platform as a professional member, click [here](#).



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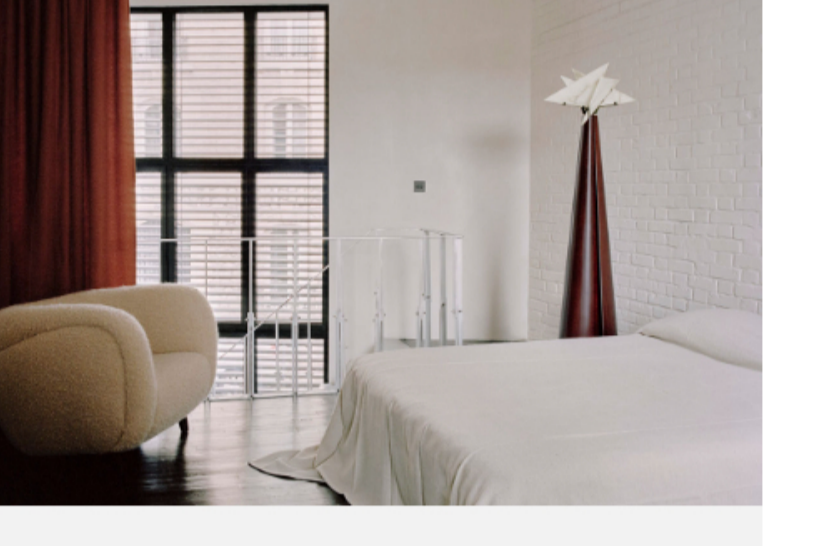
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