A NSW Government project, ICC Sydney was delivered in partnership with Darling Harbour Live, comprising Lendlease, Hostplus, First State Super, Capella Capital, AEG Ogden and Spotless FM.
INTERNATIONAL TRENDS IN CONVENTION CENTRE DESIGN

- DISTRICT DESIGN FOCUS
- AUTHENTICITY
- VERTICALLY STACKED FACILITIES
- UNIQUE MEETING SPACE
DRAWING PEOPLE TOGETHER FOR MEMORABLE EXPERIENCES
TREND EVOLUTION

FACILITY EXPERIENCE

2003
- Enhance Security
- Showcase Technology
- Delivery of Goods
- Transform the Machine
- Integrate with the City

2004
- More Meeting Rooms
- More Services
- Vertical Integration
- Enhanced F & B
- Hotel Interaction
- Convention District
- Shorter Show Days

2008
- Labor Shortage
- Competition
- Sustainability
- Unique Experience
- Localization
- Crowdsourcing
- Globalization
- Consumer to Creator
- Impatience
- Conversation

2011
- Advanced Technology
- Environmental Thrift
- Flexibility
- Revenue
- Enhancement
- Functional Efficiency
- Smaller / Better Buildings
- Destination Design
- Community Integration
- Sports Capable
- “De-commoditize” Space
- Connect to Outdoors
- Customer Experience
- Spirit of Place
- Enhanced Food Service

2017
- Informal Fixed Seating
- Meeting Space Variety
- Comfort
- Convenience
- Connections
- Destination Focus
- Outdoor Spaces
- Wellness and Wellbeing
- Projection Technology
- Understanding the Needs of A Multi-generation Customer
- Flexibility and Adaptability
- Emerging Technology
- Authenticity
- Vertically Stacked Buildings
- Natural Light and Views
- More Interesting Spaces
- Better Food Options with More Variety
TRENDS\nFUSION\nSET TRENDS, DON’T FOLLOW THEM

- CUSTOMER EXPERIENCE
- VERTICALLY STACKED FACILITIES
- DISTRICT DESIGN FOCUS
- WEARABLE TECHNOLOGY
- URBAN INTEGRATION
- AUTHENTICITY
- UNIQUE SPACES
- FLEXIBILITY / ADAPTABILITY
- WELLNESS
VERTICAL FACILITY / ICC SYDNEY

the THIN RED LINE

SEPARATE LOADING DOCKS TO FACILITATE ‘STACKED’ EVENTS
UNIQUE MEETING SPACE
A NSW Government project, ICC Sydney was delivered in partnership with Darling Harbour Live, comprising Lendlease, Hostplus, First State Super, Capella Capital, AEG Ogden and Spotless FM

HASSELL+POPULOUS