



# MEET WONDER

wonder  
city + landscape

# Mission

We are devoted to create meaningful places and experiences. Spaces that make people enthusiastic. Events that inspire. Settings that connect people. Situations that are integrated in their context, ingrained in past and present. That contribute to awareness and a respectful future

wOnder  
city + landscape

wOnder is founded in 2011 by Hans Oerlemans (urban designer, town planner and landscape architect) and Paul Selwyn Norton (strategic artistry consultant and creative executive). They come together in their fascination for people and space. How people relate to each other through space, and how space influences the way people relate to each other.





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# Vision

wOnder thinks.

## integrated

WE ARE CONVINCED THAT PLANNING & DESIGN ARE ABOUT INTEGRATION, NOT SEPARATION.

Separation is the paradigm of the 20th century. We have to break with that. Separation is a great tool to analyse and gain knowledge. But to make our lives better and our surrounding a better place, we need to integrate, not separate. Creating places that are functionally and economically integrated. Integrated in their community and its context, in space and time. If you do this thoroughly, this will automatically make them sustainable.

## growing

YOU DON'T BUILD PLACES, YOU GROW THEM!

Of course, there is a moment you build it. However, if you don't want to throw your money away, both place and area have to be adaptable. They can only be successful when they facilitate change, can grow into the future. Plus, a good design comes to life already in the community during the planning process, before any stone is laid. Planning and design is all about continuity.

## identity

PEOPLE NEED PLACES WITH A CLEAR IDENTITY, TO RELATE TO, FEEL AT HOME AND BE PROUD OF.

Places and areas with a clear and positive identity are more successful, more wanted and loved. We believe defining the identity is a first need for every plan. A true identity is related to place, people and culture, past and future.



## amazement

PLACES SHOULD NOT ONLY BE BEAUTIFUL, BUT ALSO SURPRISING AND ACTIVATE PEOPLE.

Beauty is an important part of live. It brings joy. We think that besides being beautiful, places should also trigger people. Surprising elements activate you to do something, think and wonder or make contact with others. They refresh you. This makes places truly vibrant, whether they are busy and dynamic or peaceful and tranquil.



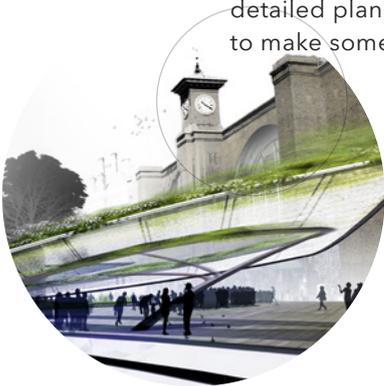
# Way we work

wOnder is:

## innovative

EVERY PLAN IS ENTITLED TO THE BEST SOLUTION. STANDARD IS NOT GOOD ENOUGH.

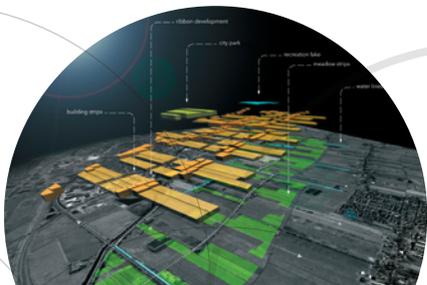
Places differ from each other, issues are un-alike, communities vary, developments change. For every project we create an inventive, fresh solution. Starting with an innovative, convincing concept. Elaborating that to a realistic, rich and detailed plan. This quest for the best and chance to make something special is a main drive for us.



## collaborative

PLANS YOU MAKE TOGETHER, TOGETHER WE CAN BE GENIUS.

Two know more than one. Everybody understands that... We act on it. We believe that every party in a design process has its strength and knowledge: client, community, consultants, all. We enjoy cooperating. We design our planning processes to use everybody's expertise at the right time. With clear times for interactive dialogue, research and design, reflection and decision-making.



## curious

WE ARE OPEN-MINDED PEOPLE, EAGER TO COMPREHEND EACH SITUATION AND POINT OF VIEW.

Every project is an exciting voyage of discovery. We observe, listen, question, investigate and analyse with a keen eye. This is the key to insight and the path to develop a well-suited plan. We do this in an open, informal atmosphere, not afraid to challenge, though always with respect and integrity.

## engaged

WE PLAN AND DESIGN YOUR ENVIRONMENT. THAT BRINGS GREAT RESPONSIBILITIES.

Planning and design is our passion. We feel it is our duty and responsibility to contribute to a sustainable, flexible and beautiful environment. Places and processes that give people space for personal development and experience. We just love it when our work makes people happy.

# wonder themes



## CITY IN THE LANDSCAPE

Each city is a place, founded in and on a landscape. Modern cities are often perceived as independent identities and landscape as a blank canvas to build upon. We think this is wrong. City and landscape need each other, in production, for work, living and recreation, cultural and social. Only in their interaction they become truly productive, efficient and liveable places.



## VIBRANT TOWNS

Every community needs a centre, to bond with each other and to connect with new people and new ideas. A good centre attracts people and invites to stay. It draws different people, because people attract people. Therefore it is layered and offers choice: mixed use, different atmospheres, multiple narratives... It is well connected to the rest of town, with easy transitions from moving to staying, like a pedestrian can do any moment. A vibrant town offers stimulates initiative. Places can be quiet, but they are never dead. There is beauty, a pleasant climate and the continuous possibility of something interesting to experience.

## INTEGRATED HERITAGE

Heritage is created all the time, in the past, the present and the future. It is ridiculous to think of heritage as a separate site or planning issue. Cultural heritage is essential for the identity of an area and for people to feel connected to place. To wonder heritage is everywhere. It is a key inspiration for all planning and design.

## COMMUNITY CONSULTATION +

We don't believe in traditional community consultation: make a plan and then give the community a chance to complain. It is counterproductive. Real consultation brings all involved together in the brief-stage: designers, decision makers, executors, maintainers, interest groups AND users. They are all specialists in their own field. A good process does not rule by division, but unites them in a common dream, through realistic outcomes. The 'scenario game' method, a unique wonder tool, has proven to be very successful in achieving this.



## TIME & STRATEGY

No area is ever finished. Blue-print-planning is inefficient and not sustainable. Good plans are always a combination of construction, maintenance, events and modifications. They deal with regular use, peak hours and quiet times. And the realisation starts now. Long before the first sod is cut, a good plan grows and lives already in the minds and hearts of the people.



# What can we do for YOU?



richly illustrated plan booklets



clear & accessible explanations in diagrams and text



spatial models



inspiring impressions making people enthusiasts



attention for the big picture AND the details



conclude every phase with a document



innovative methods to involve community and stakeholders



documents & construction with inventive partners

## PROJECT WE DO

wOnder is specialised in design and planning the urban fabric, public space and landscape. We make:

- spatial design from 1:100.000 to 1:1
- spatial planning for 1 day to 100 years
- studies, visions & second opinions
- strategic art plans
- events and festival programming

## OUR SPECIALISM

- innovative solutions for challenging spatial issues
- integrating the social/human aspect
- inclusive; bringing thoughts together, connections between issues
- sharp & rich concepts; multifaceted, not one-dimensional
- combining the big picture with eye for detail; consistent, realistic and functional

## OUR DISCIPLINES

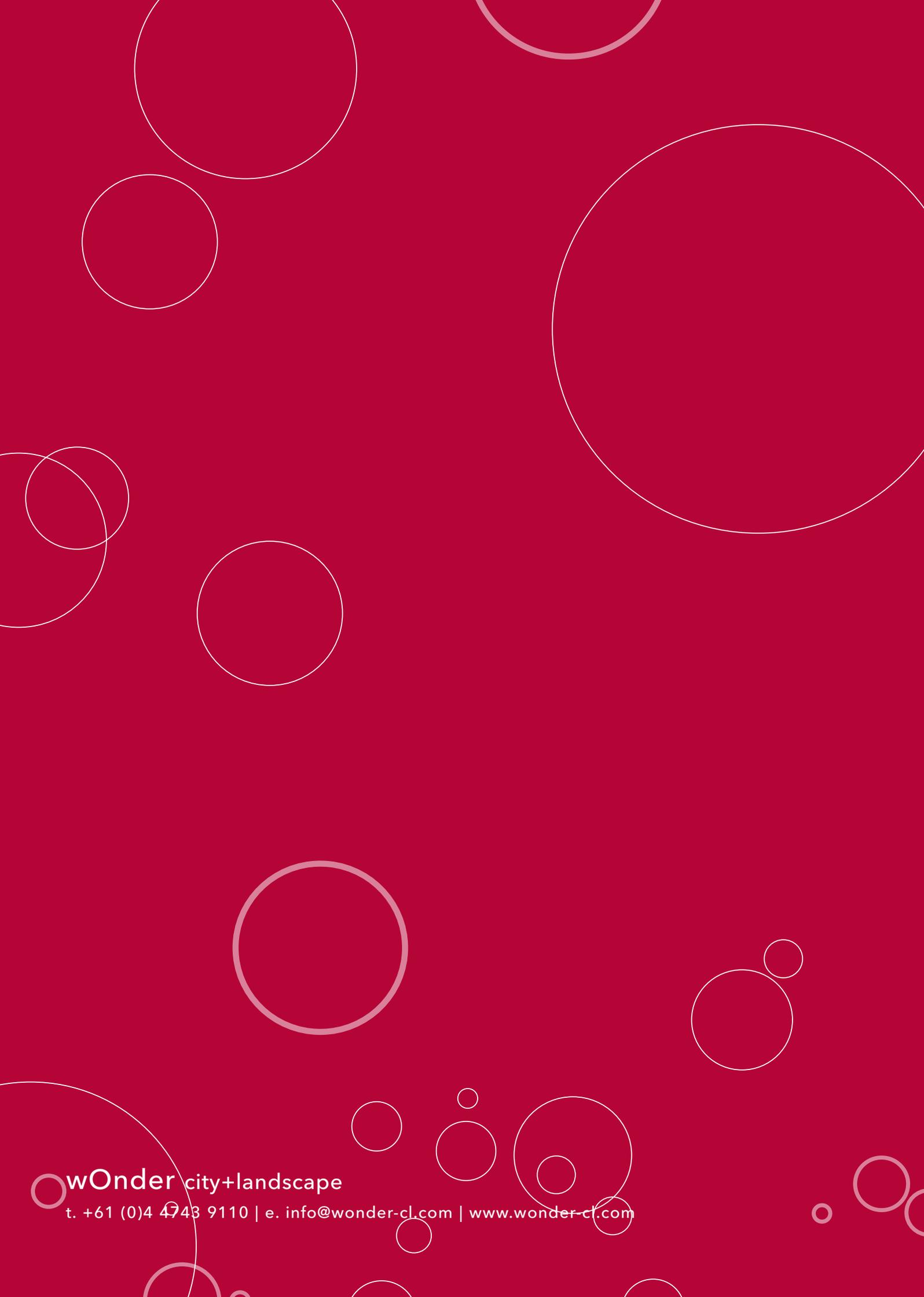
- urban design
- town planning
- regional planning
- landscape architecture
- arts and events consultancy

We work together with a network of local, national and international specialists:

- |                         |                       |
|-------------------------|-----------------------|
| • environmental science | • traffic engineering |
| • social science        | • civic engineering   |
| • academic research     | • ecology             |
| • planning legislation  | • art                 |
| • economy & real estate | • architecture        |
| • history               | • horticulture        |
| • indigenous heritage   | • industrial design   |
| • water engineering     | • pr & communication  |

## TYPICAL PRODUCTS

- profound, elaborate, thorough, consistent
- engaged, inspiring, surprising, challenging



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