

# Article 1 – September 2018

## Beware of the concept

Created by VDG  
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### Vibe’s Approach

At VDG every project begins with a land survey and a detailed site analysis. The studio believes that along with a thorough client brief, it is imperative to have knowledge of the project site levels, to understand the neighboring buildings and to consider the existing site surrounds and possible future development, in order to create the most successful design response.

### Morell Project Client Brief & Site Context

At our Morell Project, the owners were fond of an existing mature English Oak Tree at the rear of the property and wanted to have a visual connection with it from within the home. Whilst the brief was to take advantage of the distant bay views, a connection to the kids’ rumpus area and outdoor play zone was important to them.

Potential overlooking to the neighbour was a consideration. From a site analysis, the height and prime location required to access the distant bay views became clear.

### Morell Project Design Response

The upper storey is directional with a solid fireplace wall and angled battens screening the neighbour from view. Your eye is taken away from roof lines, across the treetops to the bay in one direction and through the void to the oak tree and kids rumpus in the other.

### Beware of the Concept

In an industry where abstract concepts can often be used as the base of a scheme, the subsequent designs can be disconnected from their context. The success of the Morell Street project was a direct result of the studio’s intimate understanding of the site and its opportunities. Our designs follow a comprehensive process resulting in a strong site connection and long-term interaction with their surrounds. Inspiration from the land forms the base of an idea with which we build upon, be it an existing natural feature on the site or a distant bay view – even if it’s just a glimpse.

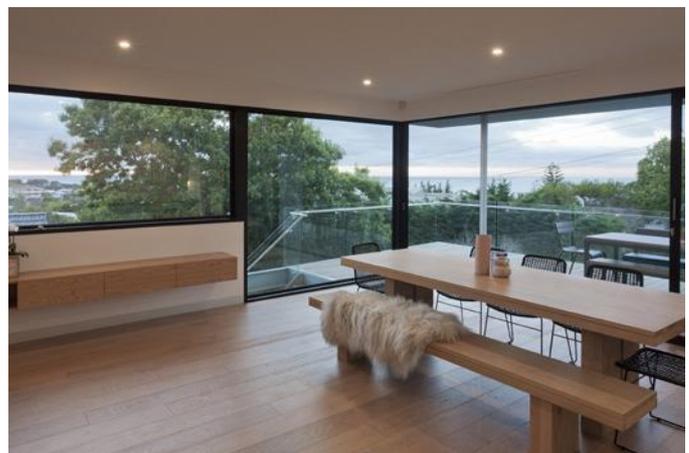


Image 1: Morell Project site analysis  
Image 2 & 3: The design carefully captures views to the oak tree in one direction and the bay in the other