



Season 1

Episode 6: Designing Experiences into the Heart of Airports

TRANSCRIPT

Sherri Privitera:

Welcome to Drawing People Together. The new podcast from Populous where we'll bring you insights, expertise, and ideas from the people at the forefront of global venue and event design. I'm Sherri Privitera, Senior Principal at Populous, and I'm excited to be joining you for season one. Across six episodes, I'll be introducing you to my colleagues from around the globe who will lead deep dive discussions into the big issues and innovations that are shaping the design of large-scale venues and events, from stadia and arenas, to airports and convention centers, to the super bowl and the Olympic Games.

Julie Rinaldi:

Hi there, my name is Julie Rinaldi and it's great to be kicking off another Populous podcast of Drawing People Together. At Populous, we pride ourselves in bringing people together and airports are part of the journey. They are a large contributor to the overall experience of a city, and often the first impression. Now, in the spirit of global travel, we have brought together a panel of designers from literally all around the world. I am here in San Francisco and in New York, I am joined by Geoffrey Ax who is a Principal and Senior Architect. Hi, Geoffrey.

Geoffrey Ax:

Hi, Julie. Good to talk with you. Good evening, good morning, everybody.

Julie Rinaldi:

Moving over to Montreal, we are joined by Elizabeth Miglierina, who is a Principal and Senior Designer. Hi, Elizabeth.

Elizabeth Miglierina:

Hi, Julie. Hi, everyone.

Julie Rinaldi:

And all the way in Singapore, we are also joined by Ben Dawson, who is a Principal and Senior Designer. Hi, Ben.

Ben Dawson:

Good morning, Julie. It's great to join everyone.

Julie Rinaldi:

Thanks for joining us, Ben. Now Populous has a focus on bringing people together and I have a question for you all around how our work across many market types influences how we bring people together in airports. Elizabeth, perhaps you might start off given your cross-market

portfolio that includes the iconic Montreal Olympic Stadium renovation, as well as the LDLC Arena in Lyon, France. How would you say we influence bringing people together in airports?

Elizabeth Miglierina:

Well, we design places where people love to be together, and I think this is exactly what airports need. An airport needs to be a place for people, where people want to be. We're experts at drawing lots of people together around what they love. And we've been designing, for decades, experiences that capture all our senses and buildings with positive impact way beyond their physical boundaries. We're the best place to create unique experiences for all users, including travelers, because we understand the users beyond a typology of building and we create journeys and experiences beyond buildings. Because we understand crowds and their behaviors, we can anticipate their needs. Our skills revolve around creating the best possible experiences for big crowds in large places, and I believe we look at this typology with fresh eyes. As experts in large scale infrastructure, we can reshape future airports to be more sustainable, socially valuable and responsible.

Julie Rinaldi:

That's really interesting that designing for an airport doesn't just involve designing for an airport, but crowds of people, and that cross-market approach can provide a different take on the building type. Geoffrey, would you have something to add to that?

Geoffrey Ax:

Just to expand a little bit on what Elizabeth was saying, because I completely agree with her, the experience globally across Populous and what we do for all of our building types is so much more influential on airports than you would really see. And having been an aviation designer for almost 25 years and coming into Populous just a few years ago, I've really seen that differential that it makes. And, in speaking with our clients, they really love to have the experience that we bring to the table of moving people through these other large experiences where the entire background is about the enjoyment through the space, right? Gathering people, having them connect with each other in different ways as they pass through for moments at a time. And then, thinking about airports as part of the journey, you know, often some of the buildings that we design require you to travel to get there, and people have to put that in as part of the experience. So, I really think it's a holistic view of how we design all of our buildings and how it influences each one of them, and airports fits right into that.

Ben Dawson:

Yeah, I think almost everyone can agree, but there's a significant amount of airports around the entire world, which I won't name names here, but are in dire need of renovation and a fresh approach to the passenger experience. And that's similar to what Populous did with stadiums and arenas. It's exciting to take a fresh set of eyes to the world of aviation, but having said all of that, we also need to be cognizant that there are significant technical aspects to aviation design, which we have picked up over the years, and I feel it's important for us to provide data-driven design. In other words, design that is backed up and verified through tools, such as stimulation software, video animation, VR, benchmarks to other buildings and airports around the world. It's something we've done on Kansai Airport in Japan, one of our big projects up there. It's about marrying together Populous' expertise in drawing people together with a deep understanding of the more, kind of, nuanced and technical aspects to aviation design.

Julie Rinaldi:

Yeah, and I might just deviate a bit here. So I might just ask you all a question about how the way in which Populous understands the individual experience can contribute to the way in which we design the overall holistic experience. I always think that you've got to know the way in which an individual experiences in order to understand the way in which the crowds will have a shared

experience. That's one of the drivers as to why our venues are successful. Can you expand on why understanding the individual contributes to that experience of the whole?

Ben Dawson:

Well, I think one of the things, and I'm sure Elizabeth can talk to this as well, we looked at on one of our projects at a large airport in Europe was analysing the different passenger personas. So, ensuring that our design caters to every single individual that we think is going to appreciate the airport. In other words, not leaving behind anyone when we think about the design and the passenger experience.

Julie Rinaldi:

And Ben, can you maybe just expand on that persona? Because I think it's a very important piece of our design tools and how we get to a more empathetic design.

Ben Dawson:

Yeah, so we produced almost like a cartoon storyboard that describes the passenger journey. We select seven or eight individual passenger personas and we consider their journey starting from home rather than the moment they enter the terminal building. And so we map out that journey, where their pain points are, where their touch points are. It's about ensuring that when we come to design the actual terminal building or whichever space we are doing, we're really catering for every single persona we have in that journey. And that allows both a good passenger experience, but it also allows the airport operators to commercialize their airports.

Julie Rinaldi:

Yes. Elizabeth, do you have something to contribute?

Elizabeth Miglierina:

Well, I think that what Ben was saying that we've developed for that project is, basically, if we're trying to develop a framework for an airport and create new and better experiences, we need to understand the current one. So, even before going into archetypes, we've kind of detailed and created a journey mapping of the current end-to-end journey. And then, from there, we can integrate those archetypes. And with those archetypes, we can create scenarios to understand how the current journey affects and impacts different customers. Then what we can do is generate the future user experience map. And, what Ben was describing, what we did is we illustrated what the future experience could be at each stage of the journey for each archetype. But, I think what's important is that most people are kind of a mix of multiple archetypes and archetypes are not created to create a standardized journey, but to kind of give the users the opportunity to personalize their own experience. And then also what we see in that future experience map was really a map with kind of joyful and functional human experiences. The main goal with that future user experience map is that it will inform the design and the architecture by translating the gap between the current and the future map into a sort of real commercial strategy and an operational plan. It's kind of about finding new opportunities of experiences through a consolidated master plan and then developing a destination.

Julie Rinaldi:

And Geoffrey?

Geoffrey Ax:

Yeah, thanks, Julie. I think that's a great question. You know, we so often in airports limit ourselves to, you know, sort of the four basic quadrants, if you will, of travelers, right? You have your business traveler, your leisure traveler, your international and your domestic travelers. And there's so many more people that go through an airport and they have all different types of experiences. They all want to see and feel different things. Some are in a rush, some have plenty of time, some are traveling with a large group, some have cultural experiences, some just want to sit quietly. You

know, there are a multitude of other things and depending on what the purpose of your trip was, as well, and what kind of passengers you have going through. So, identifying all of these things is a phenomenal way to drive the overall experience of the airport and whether it's a cartoon set, whether it's a formal journey map, whether it's development of the user personas. I think it's also key that we look at what people are saying about an airport and their previous travelers. And at the end, what we want to do is we want to get to a place where we understand what people want, what they're thinking and what they're feeling as they go through the project. And that helps us drive our design pieces and the experience and ultimately the revenue the airport generates in the end.

Julie Rinaldi:

That's great. Now, the last few years have been atypical, and we have seen a huge disruption to transportation as a whole. Over the last year, many, if not most people, have returned to airports with passenger numbers rivaling those in 2019 and increasing. I'd like to just ask you all what some of the results in the passenger journey are that have come from all this?

Ben Dawson:

I think one of the concerns I had during on-off lockdowns of the last couple of years was that travel was dead as we knew it and everything could be done on Zoom calls or MS Teams. Whereas what appears to be happening is not that, and that humans are fundamentally social animals. It's really encouraging to see face-to-face meetings happening, people with pent up desires to go traveling around the world, it's really encouraging to see it coming back, slowly, across all parts of the world. But, that hiatus has brought some topics to the boil, which now seem more important than ever. And, I think, for me, two of them jump out. The first being a genuine need for environmentally sustainable design. I think, as designers, it's our job to think hard about how that can be achieved, especially in aviation. And secondly is the need to improve passenger experience, which as we discussed earlier, has been neglected, let's say, across a lot of aviation projects around the world.

Julie Rinaldi:

That's very true and airports are where we will all go through to be back together with our families and other parts of the world. So they'll serve as that conduit that will ultimately bring us all back together again, which is where people want to be, not on Zoom. Geoffrey, did you want to speak to that as well?

Geoffrey Ax:

Yeah, thanks Julie. Certainly, the last couple of years has been nothing anybody really could have expected. And the duration, the length of time, the overall disruption that has occurred in more than just airports, transportation as a whole, livelihoods of people, just a massive effect over the world, right. But in my travels over the last couple of years, and, you know, I took a short break in travel. What was really kind of interesting to see is, certainly, when there were very few people traveling, the entire experience had changed. You know, even though services were very limited, there were also less crowds, less noise, less issues, less delays, and you know, less people on the airplane. That changed my experience as a regular traveler altogether. And now that it's sort of back to those numbers and international traffic is finally coming back. Now that rules and regulations have changed, we're able to get across borders much more easily, but flights are crowded, airports are overcrowded again. And even though, you know, some of the slight technological things that have happened over the last couple years have improved things, biometric technologies, touchless technologies, faster processing of things here and there, the overall journey is still lacking.

I think that primary key is being able to understand, still, who are the people that are going through and how do we make that better? And knowing that we are so interconnected between regions, countries, continents, we need to do a much better piece of that. One of the other things that I think I felt and noticed as we've gone through this is while we can't just increase the area of

airports without, you know, real function and without real impact to cost, we do need to find ways to help separate people within the bounds of our existing airport space, to give them the freedom, to give them the ability to feel a little less crowded in an overcrowded space, the ability to feel a little bit of fresh air occasionally, actually get outdoors. If we're able to, at some point in the near future, you know, improve our security process, maybe include airport functions that don't need to be inside the terminal, but still allow people to get to their aircraft in a timely fashion.

Ben Dawson:

Right, I think that's one of the things which I'm going to be really interested in working on over the next few years is how do these airports actually unlock some of the space within their existing real estate without the need to build huge new terminals? You know, an example, being at Kansai where we increased the capacity by over 30% using pretty much the same floor plate as they already had, just by moving some things around internally. And I think that's one of the things which airports are going to be looking at over the next few years is, actually, how do they unlock the potential of their existing real estate? And not only is there an obvious cost saving to that, it's also more environmentally sustainable, maximizing what you already have without the need to over-build for slight improvements to passenger experience.

Julie Rinaldi:

And, optimistically, we are almost in a post-pandemic world. And I'm curious about, Geoffrey, how airports might follow a more traditional design or how they might depart completely given our current world. What are your thoughts on that?

Geoffrey Ax:

I like to look as far ahead as I can, and then reasonably, you know, bring myself back to reality with airports, knowing, you know, that changes happen slowly, occasionally. But, I think we have big changes in the overall business model of an airport coming forward. And, you know, we're studying that in a number of different airports for a number of different reasons, much like we've talked about from a sustainable and use of space point, which is something we'll be doing for the Austin airport as we, you know, double the size of that capacity over the next 10 years through various studies and designs, but also looking at, you know, what are people going to want to do at an airport in the future? Are we going to connect ourselves to cities in different ways? Are we going to start using unmanned helicopter services and connecting our cities through vertiport type of configurations, electric vehicles that are flying, new sustainable fuels at airports? Are we going to create intermodal facilities that are high speed transit, connecting airports and cities, you know, within that hundred, 150 miles and reserving our airports to longer distance travel? I think, you know, the world is sort of the possibility and, you know, even the universe, to some extent. We're talking about supersonic aircraft, we're talking about space aircraft in the future. I think our airports over the next 25, 30 years are going to change significantly, albeit incrementally, and as financially secure as they need to be. But, you know, we are definitely looking at all of these and engaged in the next steps of all of it at various airports.

Ben Dawson:

Yeah, I think it's going to be more about experiences. So, the key is the less time about processing, the less time about processing time and traditional shopping, more about memorable experiences generated by dynamic markets, pop-up shops, commercialized games, sense of place journeys. These kind of things are going to be really important to travelers. And the key to it, in my opinion, is how we get as seamless as possible with the processing times and how we maximize the space in airports so they don't feel overcrowded. They don't feel just like a stressful experience from the moment you enter.

Julie Rinaldi:

Elizabeth, what are your thoughts on this post-pandemic world? And the way in which airports might depart from a more traditional design?

Elizabeth Miglierina:

One thing that is sure is that traveling didn't get easier with COVID. I think that the Internet has led the change with access to virtual connections so everyone can connect through a Zoom, but also, access to any product we love in, sort of, an instant, and where I'm going with that is that we're kind of into a cultural regeneration here. I think we need to understand the new customer behaviors. There's this new demand for here and now, and that defines the customer's decision making and in a customer society, everything's about convenience and choice, and there's a lot of competition out there. Retailers are experimenting with different ways to attract people. But then, on the other hand, culturally, people are obviously now questioning what we sort of call the naked consumptions and what they want are experiences. And that's why retail and leisure are merging into experiential retail. Brands have to try harder to engage with the real world. The kind of presence of product is just not enough anymore. They want to do more than just buying. They want to have a purpose. They want to feel that what they're buying and what they're doing has a meaning. They want to be unique.

We want to create places where we can introduce flexible event spaces, flexible retail zones, and most importantly, use simple principles to avoid stress and promote dwelling, promote the individual to drive. For example, by increasing the visibility in a space, you allow the passenger to understand the space and by using permeability, you can create visual connections with the plane. For example, having visual connections with plane normally triggers something in the passenger, they feel less anxious, they've arrived, and then they can now relax and enjoy the time left. And then with strategic design, you can increase footfall and create unconscious penetration through diverse programming of event or innovative interactions. For example, multimedia events or experiential pop-up shops. This is how we can start shifting from a, kind of, linear, standardized journey to an experiential journey while always cultivating and regenerating the experience.

Julie Rinaldi:

Now, in speaking about airports as destinations, the airport is often considered the first and last experience of a particular place. Going on a business trip, traveling with family, or returning home for examples. Can the airport be more than that? For example, if it is thought of as part of the journey or the destination itself, what might define the journey? Then what defines the design process for that airport?

Elizabeth Miglierina:

Yeah, well, I think each airport is unique and will have its own needs in a way. So, there are no fit for all recipes, but one thing is sure, the airports will have to diversify their portfolio to be less exposed to crises and less dependent on travelers. They'll have to respond to this cultural regeneration. And one of the important shifts is the environment. People are more conscious of the environment and while they'll use planes for long haul, they will try to use a greener mode of transport for smaller journeys like trains or buses. So airports will become transport hubs that are part of a greater journey, a destination itself. They'll create a district of constant and endless user activity.

Geoffrey Ax:

I like what Elizabeth was talking about. I agree that airports will become these transport hubs. The point about destinations. You know, it's interesting, as Elizabeth mentioned, every airport is a little bit different and not only in the way they operate, but in where they are. Some airports are very remote, other airports are dug into the city center or nearby at least, and those are the ones with public transportation connections. But I think, you know, as we build more sustainable facilities, our aircraft will have less noise and we'll be able to put more things around the airport. So even those remote airport destinations will start to really evolve into the airport city term that we've coined for so many decades now, but really haven't seen evolve so much. And, you know, it's very exciting with the things that Populous does and all the building types we operate in, that we, you know, can see the vision of starting to surround airports with multiple uses. Can you fly into an airport and do your business right next door for the day and then fly back out? Can you go and watch a game or

attend a conference inside the airport, even if the airport, you know, becomes boundaryless, if you will? And when we start to connect cities a little more directly through sustainable transport and quieter transportation that gets back and forth to the city faster. I really think that not just the enjoyment, but the use of the airport will change. The business model itself will begin to change. As Elizabeth noted, airports will start to earn money in multiple different ways. Not so reliant on passengers, specifically in the airport, but what they do around the airport and that non-aeronautical service.

Julie Rinaldi:

Now, Geoffrey, you mentioned the romance of travel and I'm curious how we may have drifted from it and how we can reignite that feeling?

Geoffrey Ax:

Yeah, this is a term that I really love. I can remember as a kid traveling and, you know, wherever my parents happened to be taking me. I'm fortunate enough to have traveled quite significantly as a child and continue to do so today. And it used to be a very special thing. You felt lucky to do it. You enjoyed, you were going on a purpose. And, certainly as a kid, I enjoyed the airports that I was going into and being able to look and watch airplanes and the activity that was going on there. I'm maybe a bit of an aviation geek. I like to know what airplane I'm on, I like to see all the different operations that are going on out there.

I compare it to something like Grand Central Station here in New York City. This is a classic building. It's a beautiful building, it's a transportation hub, but people go there to visit it for the building itself and to use it as a destination, not solely just for travel. And while we may not get dressed up in our suits and ties anymore to go on the airplane, I think we can still bring back that sense of excitement to go and travel. And definitely part of that is how we go through it, how we experience it, and reducing the stress, making it a more enjoyable thing. And that requires us to design for the individuals, and that's a hard thing to do for a building that is potentially millions of square feet and serves 50, 60, a hundred million people a year. How do you do all of that for everybody is really, really a challenge. But one that, you know, personally excites my passion and love to see it come through. So, reigniting the excitement of going to the airport, I think is the thing that, today, is what we would call the romance of travel.

Julie Rinaldi:

And Elizabeth, how can we reignite that romance of travel? How do you feel like that can find its way back into our overall experience of airports?

Elizabeth Miglierina:

Airports are quite often seen as, and designed like, machines processing people, right? They are stressful, but again, we shouldn't build machines. We should build places, places with a meaning, places where people love to be and love to be together.

Julie Rinaldi:

And Ben, how about for you? How can we reignite that romance of travel as we all start to reengage with the world and reengage with airports?

Ben Dawson:

Yeah, we've had a few internal conversations about this one because it is such an evocative phrase. And when we talked about it, we brought up those posters from like the 1940s, '50s, '60s, before color photography was really a thing. And there were these beautiful hand drawn posters of these exotic destinations. And it was a really, kind of, evocative feeling of going to a destination. It brought up excitement, and whilst we can't control what happens on the airplane, you know, whether you're sat next to someone who's a bit drunk and being loud and annoying, we can't control that, but we can control the feeling of going to the airport, quality of spaces. So many

airports around the world are becoming extremely sterile, lots of glass, lots of steel, very kind of bland, tiled flooring, artificially lit. So how can we address those concerns by bringing in the natural light, the greenery, warm finishes, decluttering the space, you know, by minimizing wayfinding and having more kind of intuitive circulation. And, of course, the big pain point, which is the processing areas of security, we can address those.

Why should train stations be so much more enjoyable and really grand spaces to visit and airports have been neglected? When you take a step back and think about it, there's actually no compelling argument, in my opinion, as to why they should be treated so differently. I know they have different requirements in terms of security and the time you need to get there before the flight, but with technology that might change. So, as designers, there's no point surrendering this argument. We have to try our best to design spaces that bring back that romance of travel and kind of nod towards a time when it was really evocative and a really exciting experience. You really felt like you were going somewhere and often that journey started from the home, not as soon as you entered the airport.

Julie Rinaldi:

That's great. Now, it's uncommon to find yourself at an airport if you're not traveling or transporting someone who is traveling. We've spoken about airports as public gathering spaces, and I'm curious to hear all of your thoughts as to how we might transform the airport to make it more of a public gathering space. Ben, would you like to share your thoughts on this?

Ben Dawson:

Sure. Well, if you don't mind, Julie, I'm actually going to push back a bit on the question because in Asia, it's actually not that uncommon. A lot of airports around this region have a huge amount of meet and greeters, which come to the airport. So, you might only get one person flying, but a family of seven or eight could potentially turn up. So, there's a lot of airports in the region that have started to finally address this and become destinations. I'm thinking of, for example, Project Jewel at Changi Airport in Singapore, a huge billion-dollar shopping mall, the genesis of which was to attract people to the airport and give them a space where they can shop, dine, dwell and relax pre and post flight. And I think one of the really exciting areas that we can look at in the coming years is how can we build similar facilities for airports around Asia, which do have this huge influx of people, either meeting relatives or friends or dropping them off. And often they just end up hanging around the landside car park or the drop off. So how can we provide a place for them, which provides them with F&B and relaxing dwelling facilities, but also declutters the space for those who are arriving and just want to get straight from the airport to their hotel.

Julie Rinaldi:

That's really interesting. So, the airport already is a public gathering space, but it's just not designed as such. It's more of an organic way that it's come to be that way. Geoffrey, do you have something to add to that?

Geoffrey Ax:

Yeah, thank you, and thanks, Ben. I think that was a great example of how these things change and reminded me because I spend part of my time down in south America during the year that the cultural experience is very similar, even though families can't get too far inside the airport. I mean, they can't even get into the ticketing hall with people, but it doesn't stop loads and loads of people coming in and dropping off. And the greeter part of waiting for everybody to come out, you know, just tons of people sitting around all over the place and they really, they need something better to be able to do. They need to enjoy their time. And one of those things, when we talk about the personas and the journey mapping is not just looking at traveling passengers on their own, right? Who else is visiting the airport? The people that work there 24 hours a day, the people who drop off, the people who pick up the services that are out there, the hotels that are nearby, the people who move in and about through all areas. It's a really great point and moves the ball a little bit

further of, you know, when can we bring those individuals inside the airport to spend more time with their families. It used to be the case that you could drop somebody off all the way at the gate. You know, security procedures have stopped that, but we have the technology today, really, that we're watching everybody. The reason that we don't let everyone in is just second and third levels of security to limit ourselves. But as that increases, as we move the boundary of security outward from the airport or make it more imaginary to the passenger and people coming through, I think we begin to expand the area of an airport. And that's one of the things that we talked about earlier. How do we literally make the airport bigger without building more space? But if we can encompass more area around it, we don't necessarily have to build more space. We just have to have more uses around the airport and that will change the way people arrive, how much time they spend and how much time they have to spend processing.

Ben Dawson:

It does make me wonder whether people in some other places around the world, whether they still have that romance of travel, kind of tying it back to the previous question, because they want to travel to the airport. They want to spend time there as maximizing the time with their family or their friends, whoever's actually flying. Maybe the romance of travel does still exist in certain parts of the world, it's just, they need a home.

Geoffrey Ax:

Or maybe it's that we need to give them the ability to want it, right. It's tough here, in the US. You know, we are definitely process oriented in our airport and, to an extent, in our daily lives. I agree with you, I think if we can excite people into it, I think we can change the mindset as well.

Ben Dawson:

Processing has sucked the romance out of travel.

Julie Rinaldi:

Now, we've had romance of travel be a very strong theme throughout this conversation. And another strong design element is sustainable design. The scale of the venues that Populous designs and the impact of our projects make sustainable design and the development of large scale solutions as unique as any other aspect of the projects we share. How is aviation design creating more sustainable design solutions?

Elizabeth Miglierina:

Well, we're definitely moving forward into a generation of more considered travel, but airports aren't going to disappear. And so, a future thinking airport should be really integrated into its local environment. And, I think its local community, and as we were saying, creating a destination, a vibrant district, not just for flyers, but for the community also, and for the city. And for that, I think connectivity and flexibility are really key principles here.

Ben Dawson:

I think, sometimes, as architects, we can get a bit lazy with this topic. It tends to be thrown to a specialist or an engineer. And the solution is, sometimes, stick some solar panels on a roof, have some reusable rainwater, that kind of thing. And I think it's not enough, considering the scale of this environmental challenge. We talked earlier about being efficient with space within the existing terminal as one. How can we maximize natural daylight throughout the space? And also, we don't need to be too lugubrious about aviation as well. There is a huge challenge there, but there's also a lot of benefits to aviation. It can be a real catalyst for a huge amount of jobs and economic activity within a city. It can be a place to showcase your entry into a city, showcase what your approach is to environmental and sustainable design. It can host events, it can be a place that attracts people from all over. And so, when we think about environmental design, we need to approach it with a really kind of optimistic and can-do attitude and think really outside the box of how do we create

genuinely sustainable buildings without just oversizing them and then hoping that sticking solar panels on the roof will be the solution.

Geoffrey Ax:

Yeah, I would add also, I think Ben's on the right track there. This is so much more than simply the materiality that you put into a building. And I would go so far as to say we need to begin to design for social responsibility, sort of beyond sustainable building design, but social responsibility. And that's something we're actually talking with a client about in South America for an airport. This is about providing a building for the long term, right? Some airports design one building, and they only do that once in multiple generations. So how can they really affect change as the billboard to a city or to a country even? I think part of that is, as Ben mentioned, you know, we're talking about a place that employs tens of thousands of people on a daily basis. So, we're creating jobs. I think we can also turn that into education, you know, take the next generation or multiple generations of flyers and allow them to experience what you've done in that building in that airport city to affect social change and sustainability and engage with people for their future, actually educate people on the process and how they can help in the greater impact with the community, with the city at large, all of that goes into the process.

Julie Rinaldi:

I really like that, Geoffrey, not many building types are bigger than an airport and it's our social responsibility to be sustainable. Elizabeth, maybe you can tell us a bit more about the arena in Lyon and how sustainable solutions were embedded into the design process of that arena?

Elizabeth Miglierina:

Yeah, so right at the beginning we had on this arena, kind of a double skin, to come and try to bring some program outside to really minimize the actual footprint of the arena, to reduce the kind of carbon footprint of that really big building. We obviously are into a program with the stadium. So, we do have panels like photovoltaic panels on the roof because it's also everywhere around the stadium, those panels, and they're generating the entire energy of this site. So, this arena is part of the greater master plan. And what we did with it is also consolidation of a lot of public spaces and public realms. So, as we were discussing, this arena is a space for events, but it's also a space that is open every day and is part of a larger district, a vibrant district. We also have this new stadium in Strasbourg. So, a renovation of their main stadium. We've reused some parts of airplanes because they built airplanes really close to the site and we're doing the façade with some parts that have been left over.

Julie Rinaldi:

Well, that brings us to the end of yet another Populous podcast of Drawing People Together. Thanks again to Geoffrey Ax, Ben Dawson, Elizabeth Miglierina for joining us today on another episode of Drawing People Together.