

# Everything is Awesome!



USING LEGO® TO ENGAGE WITH COMMUNITIES



**JAKE ROOS**  
CONSULTING LIMITED  
FOR A BETTER WORLD

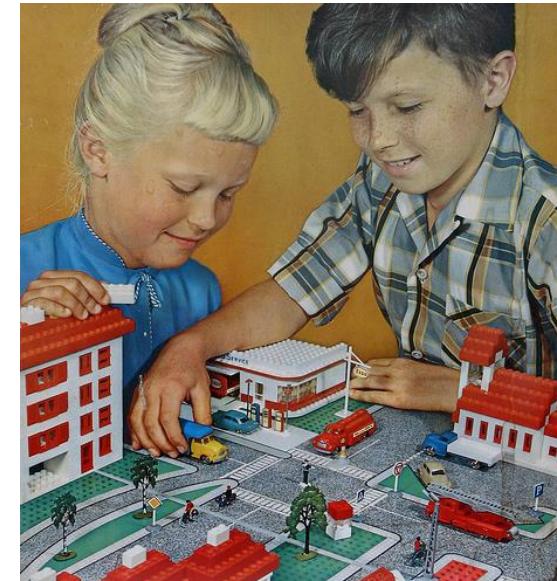
# Overview

- \* Why Lego®?
- \* Lego eco town project
- \* Lego cycle hook turn movie
- \* Lego town centre project
- \* Conclusion



# Why Lego?

- \* Everyone loves it - instant engagement
- \* Adds fun and interest to any subject
- \* Great resource of bricks and builders in the community
- \* Easy medium to work in
- \* You can build anything!



Original 'Town Plan'  
theme 1958 © TLG

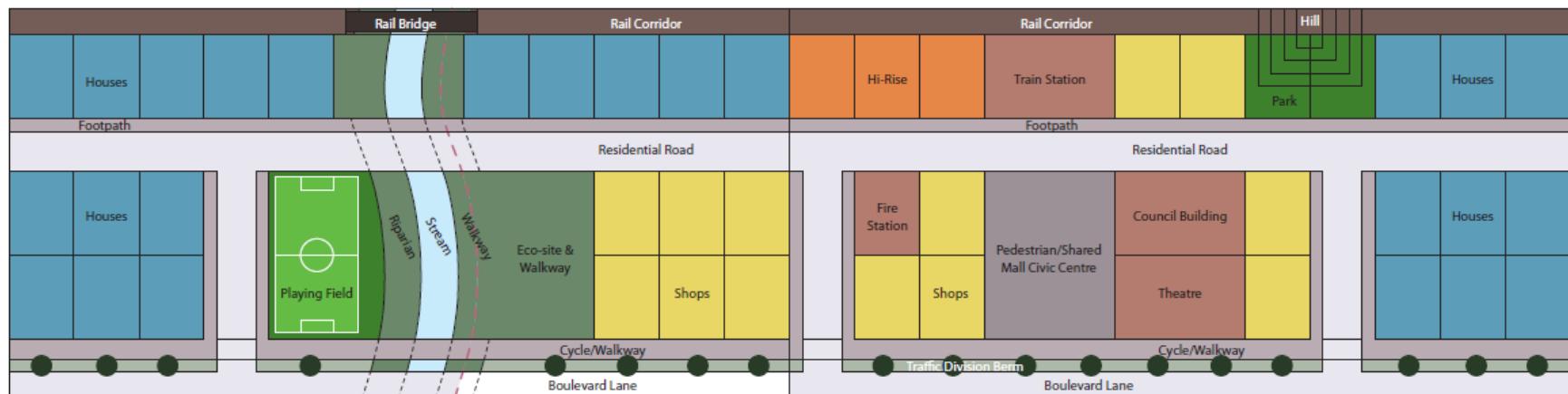
# Lego eco town project

- \* Demo for LED streetlights
- \* Ideas for sustainable urban design
- \* Community effort



# Lego eco town project

- \* Recognition for 60+ builders
- \* Display case to keep bricks safe
- \* Master plan for builders to work within



Layout overall size: 1.2m x 4.8m

# Lego cycle hook turn movie

- \* Intersection upgrade project
- \* Working with college-age film makers
- \* 1:40 scale model of Kapiti Road



Setting up for filming

# Lego cycle hook turn movie

- \* Show video
- \* <https://www.youtube.com/watch?v=5k1CG0h8CMs>



Kapiti Road  
buildings: real  
vs. models

# Lego town centre project

- \* Creating Paraparaumu 2035
- \* Bringing Town Centre concept plans to life
- \* Engaging people with work of council
- \* Thinking about how the future will be different



First workshop at  
community centre

# Lego town centre project

- \* Less carparks, more fun!
- \* Renewable power
- \* Robotic PT
- \* Closed loop manufacturing



# Conclusion

*“The Lego® Town was a great technique to work with all ages and to share the messages/vision to the whole community.*

*...engaged citizens in a meaningful way that went beyond its normal public participation practice; and got a better plan as a result.”*

IAP2 Awards – judges' comments

# Thanks!

More info on projects

[www.ecotownbuildingcomp.com](http://www.ecotownbuildingcomp.com)

[Full conference paper](#)

Contact

W: [www.jakeroosconsulting.co.nz](http://www.jakeroosconsulting.co.nz)

E: [director@jakeroosconsulting.co.nz](mailto:director@jakeroosconsulting.co.nz)

M: 0064 22 6871980

