

Everything is Awesome!



USING LEGO® TO ENGAGE WITH COMMUNITIES

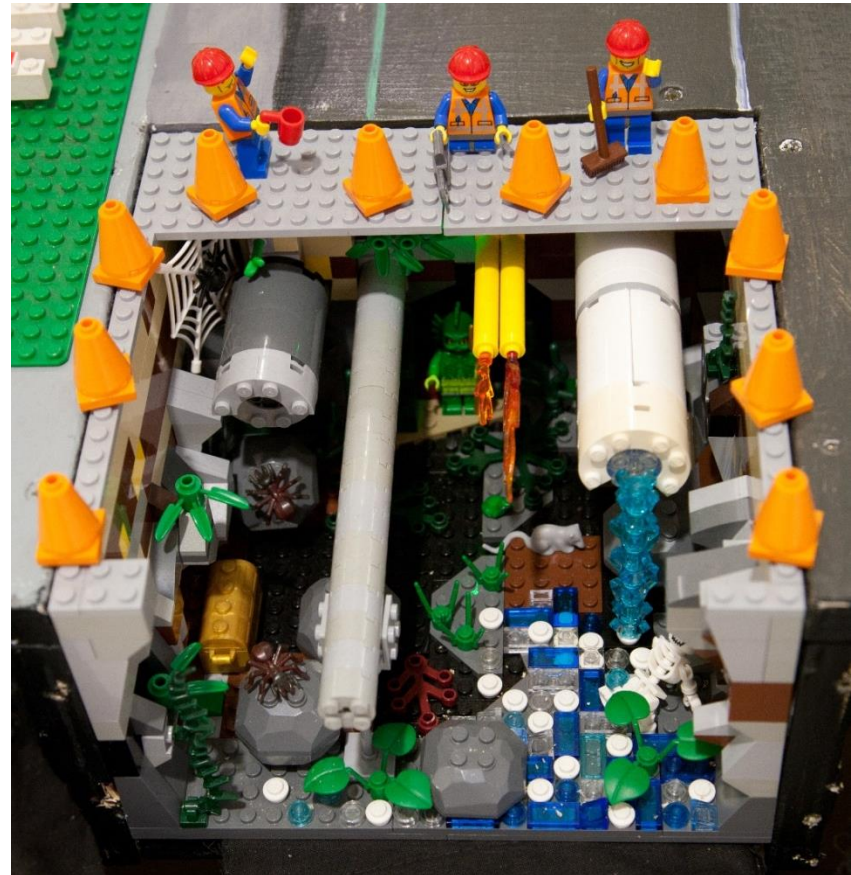


JAKE ROOS
CONSULTING LIMITED

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!



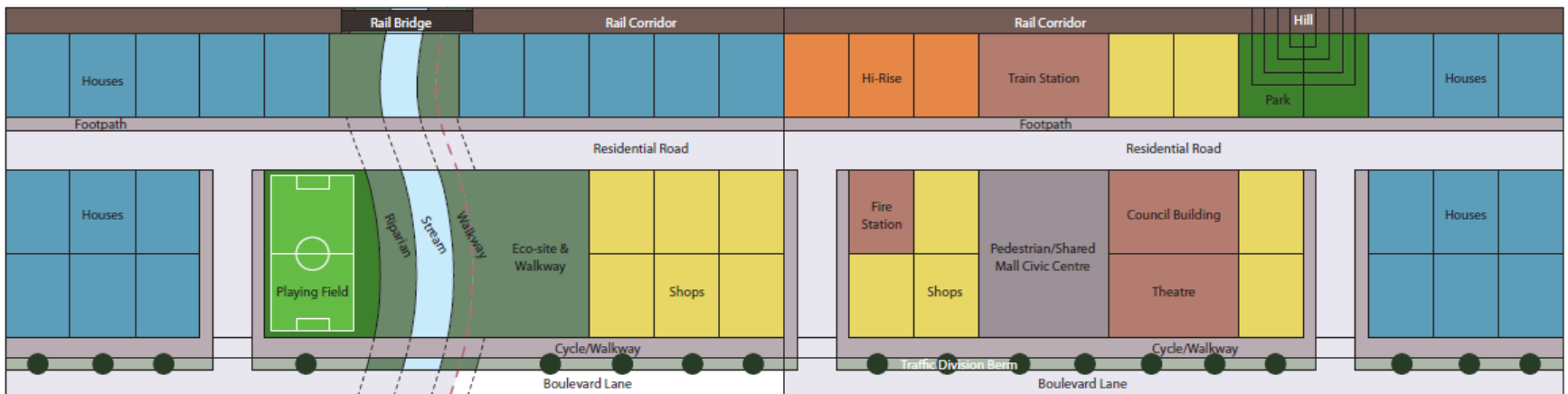
Lego eco town project

- * 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

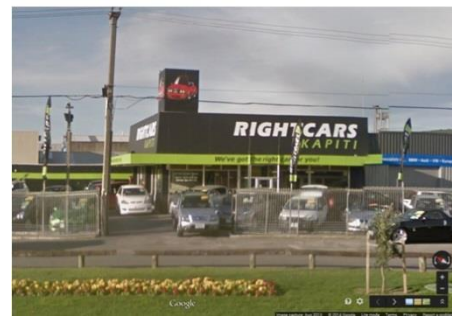
- * Intersection upgrade project
- * Working with college-age film makers
- * 1:40 scale model of Kapiti Road



Setting up for filming

Lego cycle hook turn movie

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



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 car parks, 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

[Full conference paper](#)

Contact

W: www.jakeroosconsulting.co.nz

E: director@jakeroosconsulting.co.nz

M: 0064 22 6871980

