

Design Council

**Beauty, what does
this mean?**

14 February 2019

**Agile
Expert
Creative
Purposeful
Collaborative
Pioneering
Visionary
Proud
Open**

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**Agile
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Susan Mackie @SusanMackie07 · Feb 10

Replying to @designcouncil @mhclg

#BeautifulPlaces @designcouncil Glenridding, Ullswater - it's the memories that make the place so much more special for me 🌲



2 5

Tricia Phillips @TriciaP_UK · Feb 9

Replying to @designcouncil @mhclg

#BeautifulPlaces



2 2

Hetco Design @hetcodesign

Replying to @SarahWeirOBE @mhclg @designcouncil

West Norwood Picturehouse and Library; a joint venture between Lambeth Council and @picturehouses. Always inviting, this multi-use inclusive space feels like a gift to our community. We believe it is the only library which shared a door with a cinema in the UK.



3:46 am · 11 Feb 2019

1 Retweet 2 Likes

Jun Huang @junhuanglondon

#BeautifulPlaces means delightful, functional and well maintained buildings in harmony with their natural contexts. A #beautifulhome should be calming & inspiring. @SarahWeirOBE @designcouncil



3:20 am · 10 Feb 2019

Liz Lawrence @hrhlizzie · Feb 11

Replying to @designcouncil @mhclg

This is epsom common where I'm lucky enough to live



2 5

Cora Kwiatkowski @CoraKwiat · Feb 11

Replying to @designcouncil @mhclg

This view for lunch @StrideTreglown @designcouncil #beautifulplaces #lovebristol #shapingfutureplaces



1 8

Elli Thomas @elli-thomas · 5h

Replying to @designcouncil @mhclg

What even is beauty? I think it's as much about personal and subjective feeling as it is good, functional, user-led design. For me, @kettlesyard in Cambridge brings the two together - light, space, a welcoming sense of home, widening access to C20 arts & crafts since it opened



2 5

Sarah Weir @SarahWeirOBE · Feb 8

Replying to @designcouncil @mhclg

This is Snape Maltings in Suffolk – a place that has meant a huge amount to me for years. For the music I have heard there, the walks I have enjoyed, the sound of the reeds which rustle in the wind and the memories of my parents whose names are inscribed in a wooden memorial.



1 1 7

Juan Dutra @juandutrinha · Feb 11

Replying to @designcouncil @mhclg

What about a #Brazilian #home #style? With a #mix of #wood and #glasses, and a bunch of #plants 🌿 and #flowers 🌸 to #decorate. There are some #African #statuettes from the #time we lived in #Angola 🇳🇬. A #common #style in my #region of #Brazil 🇧🇷



2 1

MrJalco @MrJalco · Feb 11

Replying to @designcouncil @mhclg

These pretty much sum up beauty for me. Wide open spaces, hills, and access to much LEGO.




2 3

TMG MEDIA @TheMarketingGod · Feb 11

Replying to @designcouncil @mhclg

National Bioparc, Valencia! Rather than inhumanely caging animals, carefully selected vegetation and landscapes have been produced, emulating the complexity of natural ecosystems. #CoExistence #BeautifulPlaces




2 3

rc @robertcayzer

Follow

Might not look much now but see it in summer! Allotments and playground in the heart of estates and London's hustle and bustle - just a mile from Westminster. A real hive of community in the summer @VGERTA @designcouncil #BeautifulPlaces



4 Retweets 5 Likes

Simon Quin @SimonWQuin

Follow

@designcouncil are looking to identify #BeautifulPlaces. Simply tweet a photo of a place that fits the bill. @PlaceManagement @talklandscape



5:51 am · 12 Feb 2019

4 Retweets 5 Likes

Ciara Wells @ciarawells

Follow

Two years since we left London for #whitleybay and seaside life #BeautifulPlaces




4:45 am · 11 Feb 2019

2 Retweets 18 Likes

John @wyndhambernard · Feb 11

Replying to @designcouncil @mhclg

#BeautifulPlaces



2 5

Katarina Hakansson MSc, MCIM @katarinahakanss · Feb 11

#BeautifulPlaces @designcouncil #gansbaai on a beautiful Saturday morning fulfilling one of my dreams of going #sharkdiving and fell in love with the beauty of Gansbaai and the beauty in sharks



1 4

A



Brewery Square
Image Credit Grid Architects

B



Abode, Great Kneighton
Image Credit Proctor and Matthew Architects

C



AIMC4
Image Credit Stewart Milne Group



Image credit: Kilian O'Sullivan/Bell Phillips

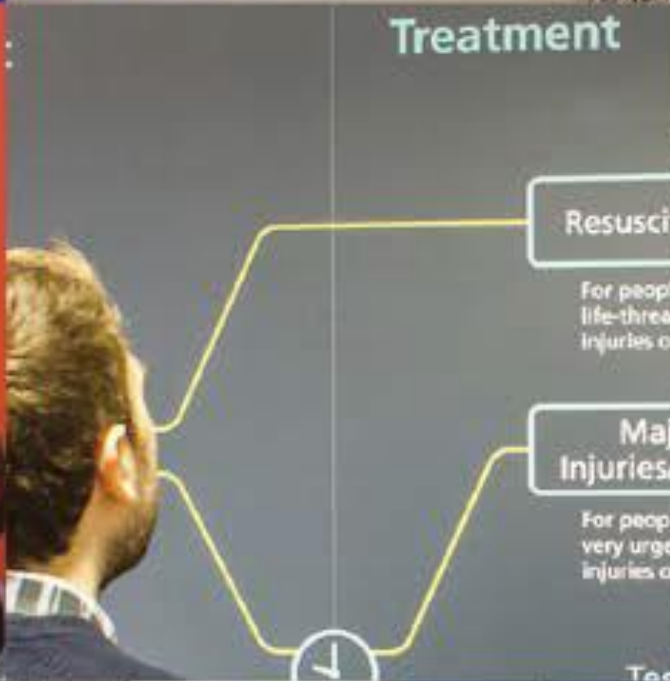




Image Credit Alexandra and Ainsworth Estate



Image credit: Older Women's Co-Housing Group/PTE



LILAC Co-housing, Leeds Image Credit whitedesign



The Mailings, Newcastle Image Credit Ash Sakula Architects

Better places

Design
Council

Making
life better
by design.

Better products

Design
Council

Making
life better
by design.

Better processes

Design
Council

Making
life better
by design.

Better performance

Design
Council

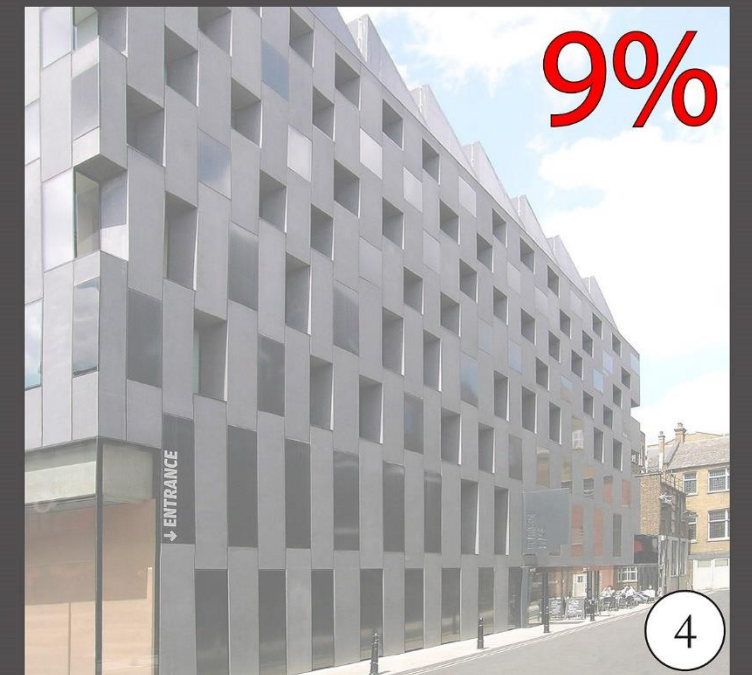
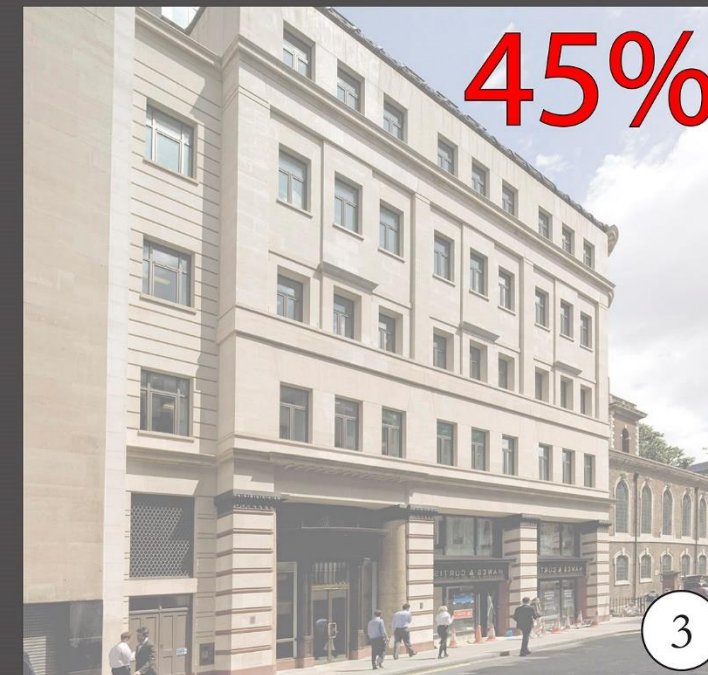
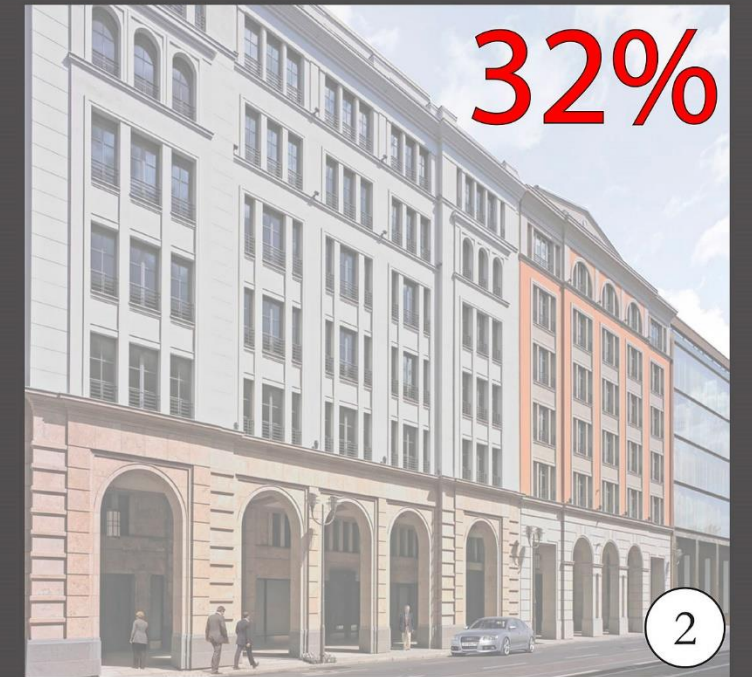
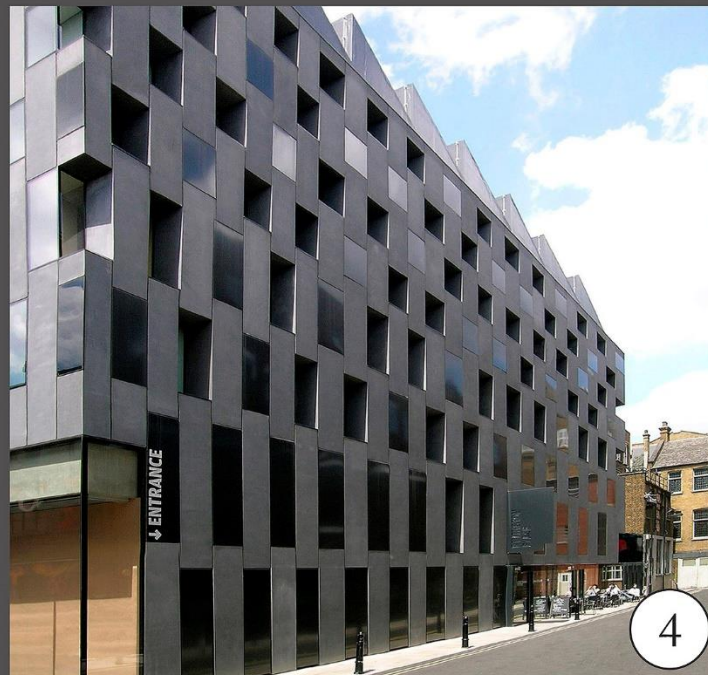
Making
life better
by design.

BEAUTY WHAT DOES IT MEAN?

PROFESSOR ROBERT ADAM







Please imagine a new building is planned to be built near where you live. Four different designs are proposed. Please look at each of the designs below. Which one would you most like to be built near you?

Beauty – what does this mean?

MHCLG Better Design for Better Places 14 February 2019

Gillian Horn RIBA

Partner, Penoyre & Prasad; Royal Academy of Engineering Visiting Professor;
Design Council Building Environment Expert and Trustee

“And you don't know the world.

The way that things appear is *what they are*
and people don't look deeper, don't dig down
into the complex, doubled-sided truth of things.
One glance - that's final judgement [...]”

Mary Stuart, Act 2, Queen Elizabeth I to Mortimer



65%

35%

75%

47%

35%

65%

25%

53%

Estimate that 85%+ of the new build market is in ‘housebuilder-vernacular’ style

Create an alert for Bicester

Save this search

FILTER YOUR RESULTS

PROPERTY TYPE:
Detached houses (13)
Semi-detached houses (4)
Terraced houses (4)

OUTSIDE SPACE:
Garden (17)
Parking (20)

WAYS TO BUY:
Non-Shared ownership (22)

RETIREMENT PROPERTIES:
Non-retirement (22)

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View Bicester house prices.

FIND A REMOVAL COMPANY
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Removal Companies in Bicester.

BROWSE WITH CONFIDENCE
Find everything you need to know to buy and rent safely with Rightmove.
Visit the security centre

NEAR BICESTER, OXFORDSHIRE
Launton
Chesterton
Ambrosden
Fringford
Wendlebury
Stratton Audley
Middleton Stoney
Locations within Oxfordshire on a map

NEW HOME

FROM £599,995

10 3

6 bedroom detached house
The Moreton at Kingsmere, Chesterton, OX26...

NEW HOME

FROM £559,995

10 2

4 bedroom detached house
The Potton at Saxon Fields, Cartmel, Chesterton Bicester,

NEW HOME

Coming Soon

10 1

3 bedroom detached h...
Garden Quarter, Skimmingdish Lane,

NEW HOME

FROM £466,995

10 2

4 bedroom detached house
The Nene at Saxon Fields, Cartmel, Chesterton Bicester,

NEW HOME

£445,000

6 0

4 bedroom detached h...
Kingsmere Village, Chesterton, OX26...

NEW HOME

Coming Soon

9 1

3 bedroom terraced ho...
Garden Quarter, Skimmingdish Lane,

NEW HOME

FROM £534,995

8 2

4 bedroom detached house
The Kampston at Saxon Fields, Cartmel, Chesterton Bicester,

NEW HOME

£530,000

8 3

5 bedroom detached h...
Kingsmere Village, Chesterton, Bicester,

NEW HOME

£529,500

15 1

3 bedroom detached h...
The Substation, The Garden Quarter,

NEW HOME

FROM £419,995

7 2

5 bedroom house
The Foxcote at Kingsmere, Chesterton, OX26...

NEW HOME

FROM £419,995

8 3

4 bedroom detached house
The Thames at Saxon Fields, Cartmel, Chesterton Bicester,

NEW HOME

£405,000

9 1

4 bedroom detached h...
De Lacy Fields, Kingsmere Village,

NEW HOME

£499,995

4 0

4 bedroom detached h...
Whitelands Way, Bicester...

NEW HOME

£499,995

12 0

4 bedroom detached h...
Kingsmere, Bicester...

NEW HOME

£499,995

4 0

4 bedroom detached h...
Kingsmere, Bicester...

NEW HOME

£375,000

8 1

3 bedroom terraced ho...
Garden Quarter, Skimmingdish Lane,

NEW HOME

£349,995

8 2

3 bedroom semi-detached house
The Welland at Saxon Fields, Cartmel, Chesterton Bicester,

NEW HOME

£349,995

6 0

4 bedroom terraced ho...
Kingsmere, Bicester...

NEW HOME

FROM £466,995

10 2

4 bedroom detached house
The Nene at Saxon Fields, Cartmel, Chesterton Bicester,

NEW HOME

£445,000

6 0

4 bedroom detached h...
Kingsmere Village, Chesterton, OX26...

NEW HOME

Coming Soon

9 1

3 bedroom terraced ho...
Garden Quarter, Skimmingdish Lane,

NEW HOME

£339,995

6 0

3 bedroom semi-detac...
Kingsmere, Bicester...

NEW HOME

FROM £334,995

8 2

3 bedroom semi-detached house
The Calder at Saxon Fields, Cartmel, Chesterton Bicester,

NEW HOME

FROM £319,995

7 2

3 bedroom semi-detached house
The Crane at Saxon Fields, Cartmel, Chesterton Bicester,

NEW HOME

FROM £419,995

7 2

5 bedroom house
The Foxcote at Kingsmere, Chesterton, OX26...

NEW HOME

£419,995

8 3

4 bedroom detached house
The Thames at Saxon Fields, Cartmel, Chesterton Bicester,

NEW HOME

£405,000

9 1

4 bedroom detached h...
De Lacy Fields, Kingsmere Village,

NEW HOME

£289,995

6 0

3 bedroom terraced ho...
Kingsmere, Bicester...

NEW HOME

£375,000

8 1

3 bedroom terraced ho...
Garden Quarter, Skimmingdish Lane,

NEW HOME

FROM £349,995

8 2

3 bedroom semi-detached house
The Welland at Saxon Fields, Cartmel, Chesterton Bicester,

NEW HOME

£349,995

6 0

4 bedroom terraced ho...
Kingsmere, Bicester...

Bicester 3 bed new build property search
94% housebuilder-vernacular style



fussy
needless
unnecessary
twee
frilly
tacky
prissy
cheesy
fiddly
twiddly
gratuitous
kitsch
busy

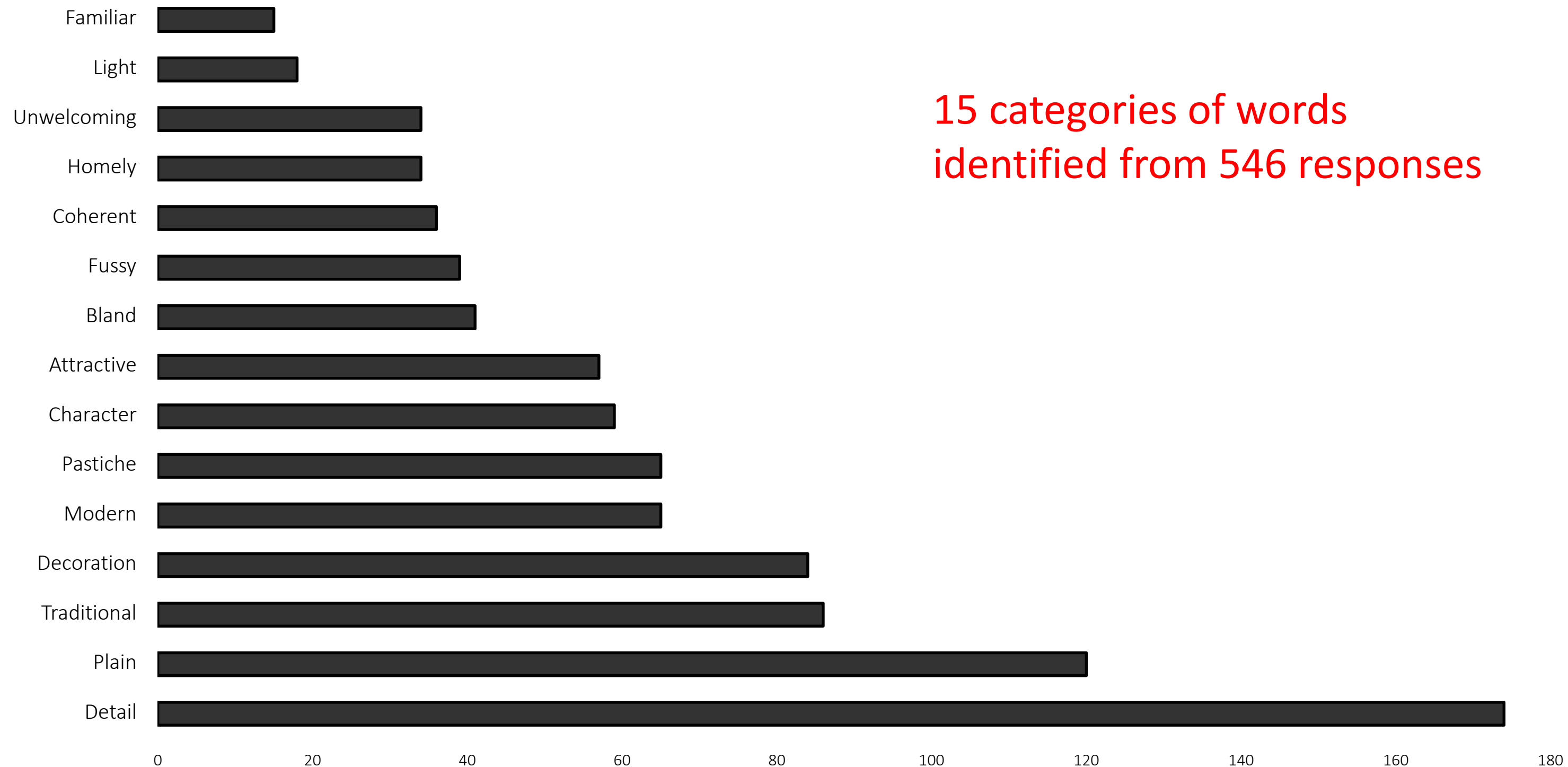


stark
austere
unwelcoming
clinical
unfriendly
uninviting
sterile
mean
unhomely
impersonal
threatening
harsh
soulless



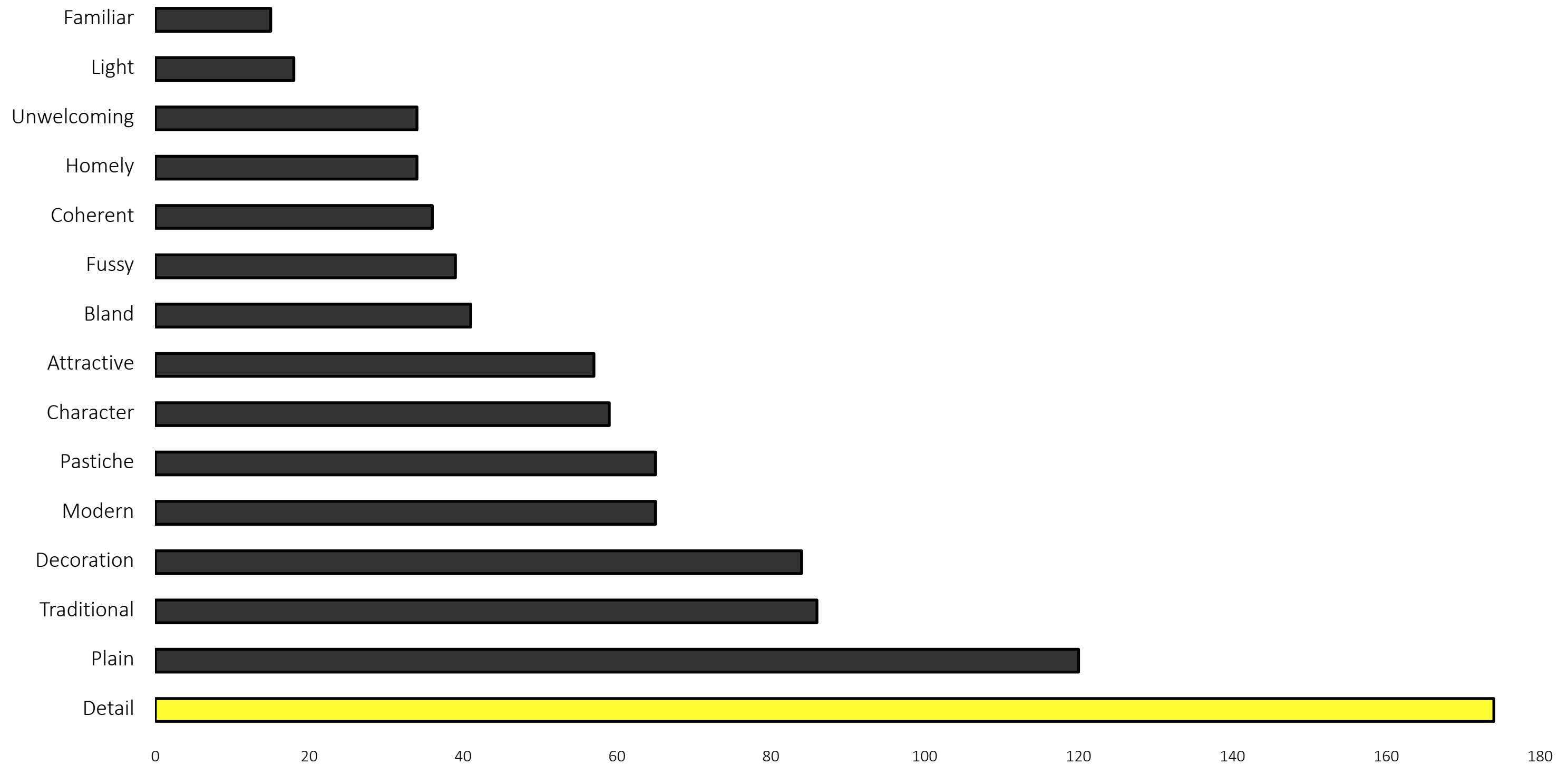
“What influenced your choices?”

number of times different word categories were used



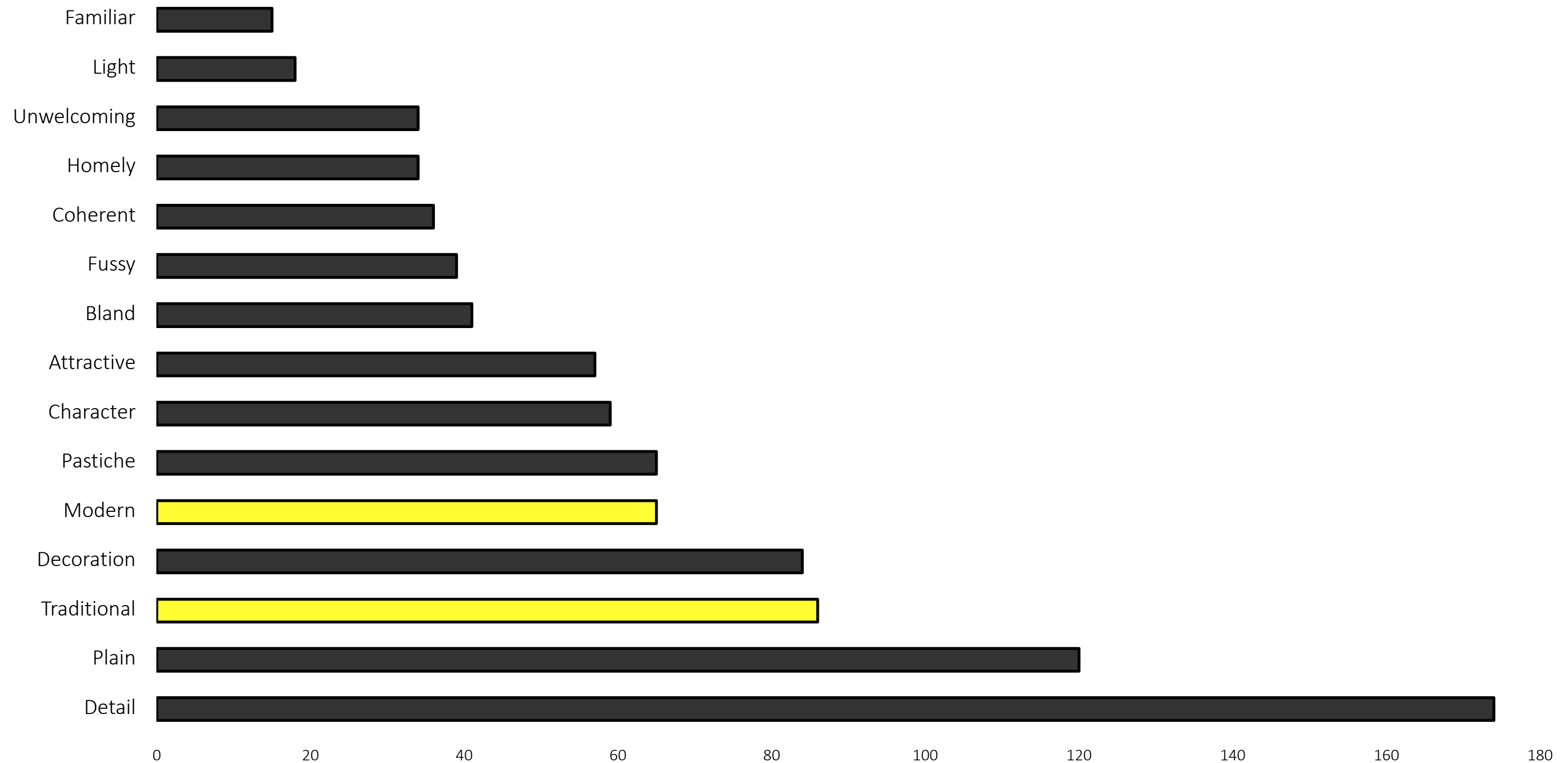
“What influenced your choices?”

number of times different word categories were used



“What influenced your choices?”

number of times different word categories were used





‘Traditional’

40% for

40% against

Homely modern with visual interest

Beauty – what does this mean?

Diversity

Beauty – how do we find it?

Listening with interest (not self-interest)