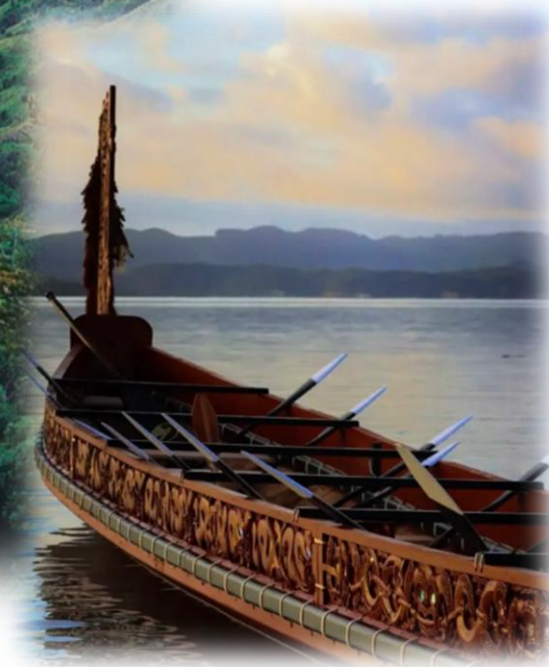


# A Case for Culture in Design

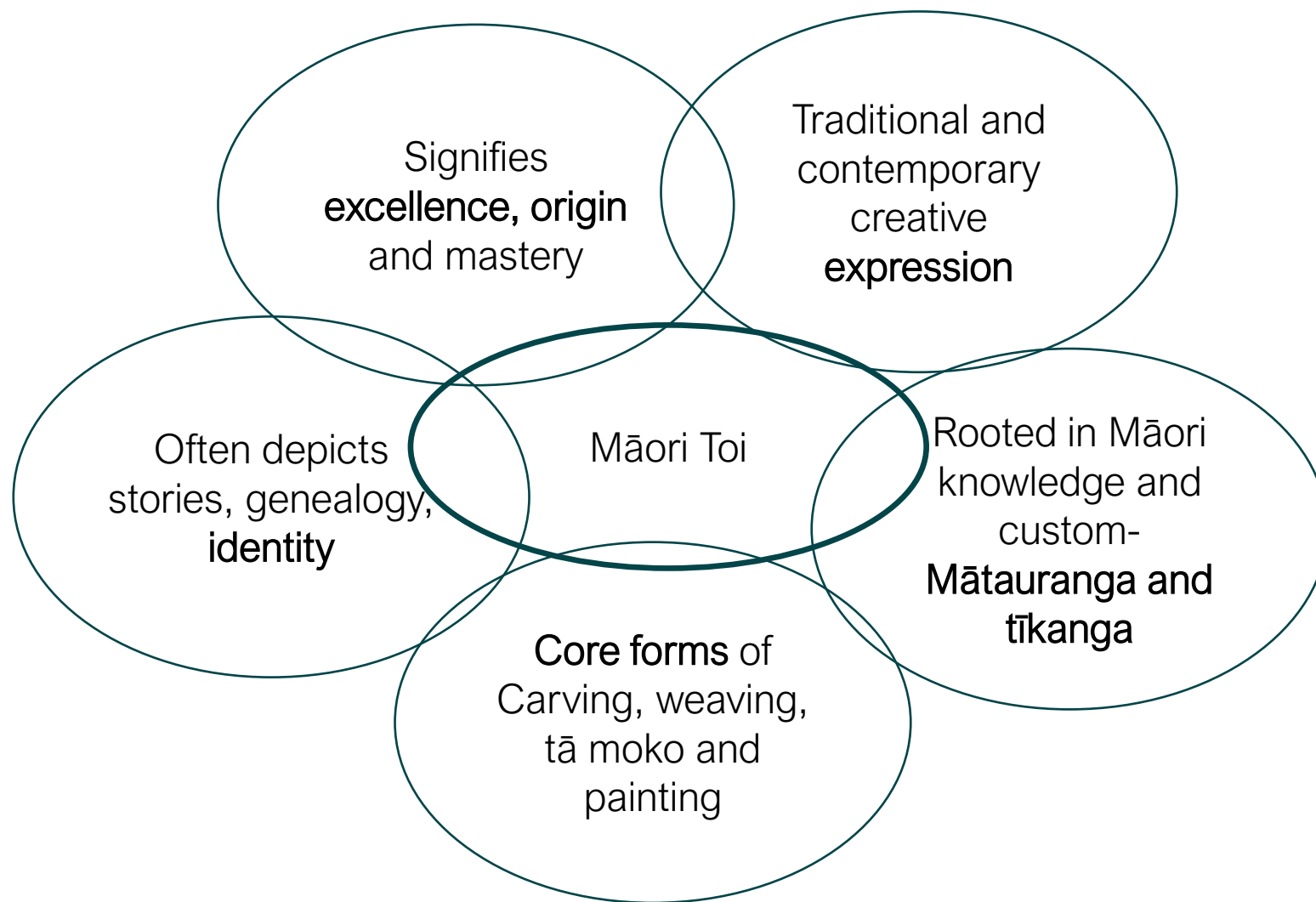
*John Blyth – Transportation Conference - March 2026*

**make  
everyday  
better.**

## The story of Aotearoa and Infrastructure



# What is Māori Toi?



# A case for Identity

Connecting people and place – “Im somewhere important”



Human-ness in Infrastructure supports its resilience

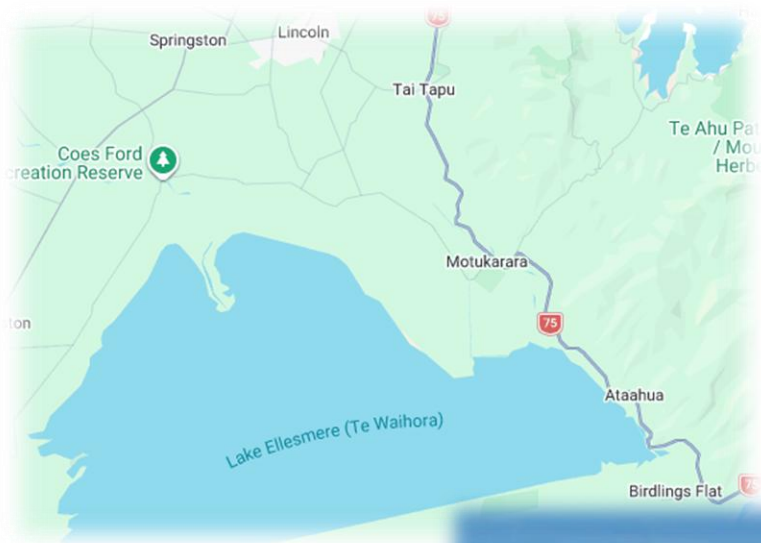
# A case for expression



Economics on a local and world stage



## Decision making



# Mātauranga is also Resilience.



Sometimes  
subtle –  
sometimes not  
(But always  
about working  
with the land)



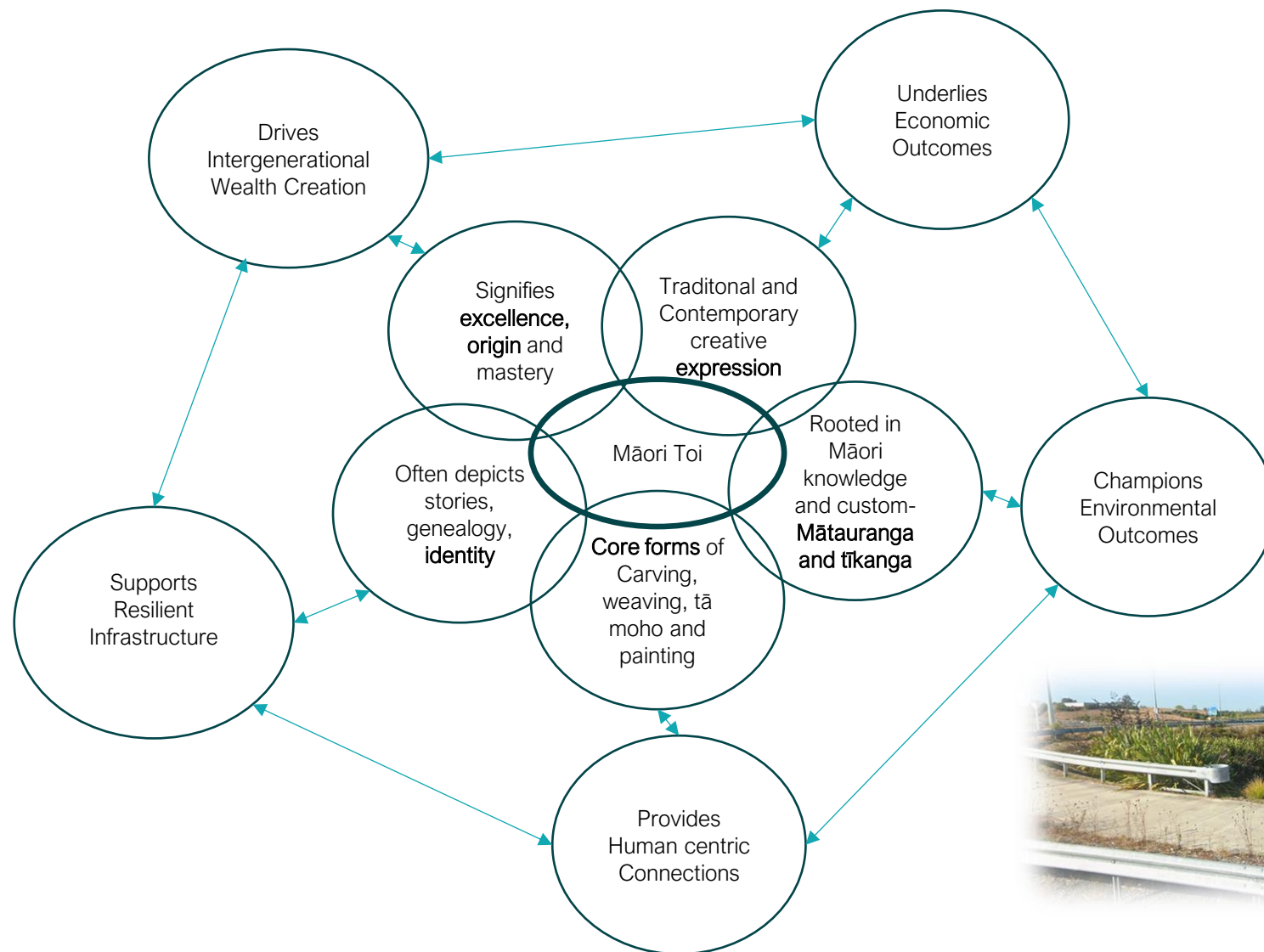
# A case for Core Forms

Recognisable and Identifiable – a source of pride



# A case for Culture in Design

All of the above – all at once



# Whats the Challenge?

- Political settings can do us favours in industry
- Saving money can be done and should be done everywhere – not necessarily the low hanging fruit
- Challenging Economies encourage us to think of news ways and new sources of knowledge to gain outcomes we seek
- Te Tiriti o Waitangi– Perhaps this is how the industry lives and breaths Te Tiriti o Waitangi

How do we re-associate ourselves to the mana inherent in our infrastructure?

Can we modify or add to our world view:  
Culture in Design

# Nō reira...

E rere kau mai te awa nui nei. Mai i te kāhui maunga ki Tangaroa  
Ko au te awa. Ko te awa ko au.



The great river flows from the mountains to the sea  
I am the river. The river is me