

To support a highly active ageing population, Bowling for Boomers mines the cruise-liner as an efficient model for the mixing of consumptive commerce with the domestic realm. Taking the inner-city site of the Grey Lynn Bowling club this design proposes a new type, an alternative to the retirement village both programmatically and stylistically. An urban condition, dense and intensively programmed to be owned, colonized and consumed by the baby boomers.

This proposal terraces the land into intensively programmed surfaces of activity. Like the sundeck of a cruise liner every inch is maximized for leisure and commerce. Each floor plate is irregular with commerce and the domestic scattered between. The layering of these programmes allows for an efficient, dense and highly active condition.

Urban commerce becomes an extension of the dwelling; the living room of a bar, the back deck of a sunny café or the grand dining room of a restaurant. Amenity is not gated. It is owned, operated and consumed.

A concrete construction allows for a free plan and free facade but its organization is not restricted and its aesthetic not minimalist. Its imagery does not mimic a nostalgia for the village, instead the facade is broken up and plastered with the individual inhabitant's tastes. Boomers hang their curtains on the outside so to speak.

Individual interest and the logic of demand create new conditions for the negotiation of ownership. This design allows for the surfaces of the individual's capital asset to be tradable, saleable or leasable. The architecture is a commodity to be maintained, enjoyed or cashed in.

This design is a vehicle for the baby boomers pursuit of personal freedom in ageing, a playground for consumptive leisure and commerce. It is an architecture that acknowledges the changing culture of ageing and supports the numerous endeavours of a highly active population.