(BNE) AGDA’s Creating Place Brands That Matter with Andrew Hoyne



Brisbane creatives! You won’t want to miss AGDA’s Creating Place Brands that Matter with Andrew Hoyne.

When it comes to creating a brand for a community – whether for a town, emerging suburb, greenfield site or a new development – branding goes way beyond a logo. It reaches into architecture and experiences. It integrates into landscape and spaces. It can create a sense of belonging, instil community pride, increase community cohesion, attract business investment and improve economic performance. Done correctly it should put people first and reflect the spirit or personality of a community.

Join Founding Principal of Hoyne, Andrew Hoyne as he shares his passion for place. From branding major cities to

activating vacant city spaces, Andrew will explore the role of branding in creating meaningful destinations.

Learn more and get tickets!

Tuesday, 24 April in Brisbane

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