



New Headquarters for Harley Davidson, Australia

HARLEY-DAVIDSON Motor Company was established in a shed in 1903 by 4 gentlemen with a passion for inventing and a desire to make a motorised bicycle. 107 years on Harley-Davidson manufactures the most enduring and recognisable motorcycle in the world. Harley-Davidson's head office is still located on the original workshop location in Milwaukee Illinois. Today the full ranges of Harley-Davidson motorcycles are still manufactured in the United States. In 2010 Harley-Davidson is truly a global company, with wholly owned subsidiary organisations importing and selling motorcycles across the globe, including the UK, Europe, Japan, China, India, Mexico, Brazil, South Africa and Australia Harley-Davidson directly employs over 11,000 people worldwide.

Harley-Davidson Australia (H-DA) commenced operations as a full subsidiary of Harley-Davidson Motor Company (US) in mid 2006. Currently based at Lane Cove West, Sydney.

Harley-Davidson Australia are responsible for the importation and distribution of Harley-Davidson motorcycles, parts & accessories, and general merchandise to 48 dealers across Australia and New Zealand.

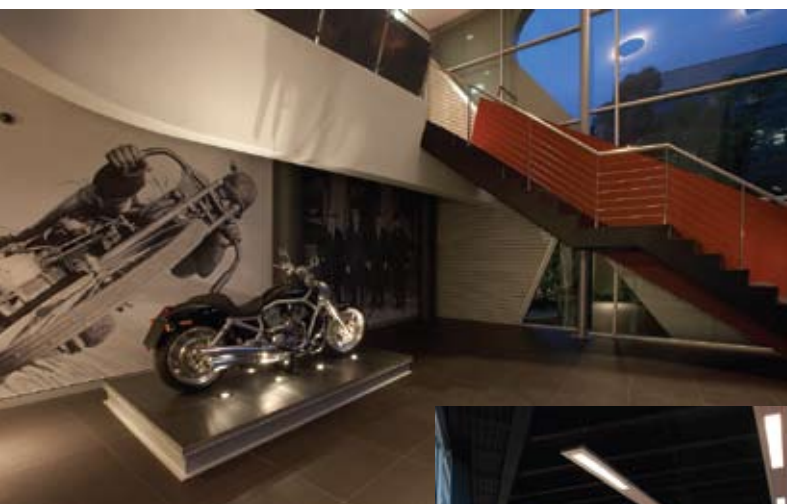
The Companies focused is on supporting the dealer network and improving the end customer experience and employees 28 people in Sydney and 2 in Victoria.

Harley-Davidson is the market share leader in the large capacity (>650cc) motorcycle segment, holding 27% of the market and has annual motorcycle sales approx. 8,000.

Of all countries Harley-Davidson motorcycles are sold, Harley-Davidson Australia is ranked in the top 5 for motorcycle retail sales per head of population.

The motorcycle range is made up of 25 models ranging from \$13,350 - \$39,390 ride away.

Harley-Davidson Australia administers the factory-backed riders group called H.O.G. (Harley Owners Group) which has 23,000 members. It is estimated the total Harley owner base in Australian and New Zealand to be around 60,000.



Harley-Davidson Australia

1 Sirius Road, Lane Cove,
NSW 2066 Australia

P. +61 (02) 98860602

F. +61 (02) 9886 0699

W. www.harley-davidson.com

Harley Davidson, Australia

Southern Cross Constructions

TONY OWEN *ptnrs* ARCHITECTS
ADVANCED PLANNERS

TONY OWEN NDM Architects

SYDNEY Architects Tony Owen NDM has designed the new Australian headquarters Harley Davidson. The building is located in Lane Cove and forms an iconic gateway to the new Lane Cove River business park.

We sought to design a building that reflects the uniqueness of Harley Davidson. HD is not simply a brand, for many it is an entire lifestyle and attitude. HD has a unique philosophy; it is at once about the expression of function and beauty through pure design, but it is also about freedom; the freedom of self expression and the freedom of the open road. We could relate to this image, it is about good design, but also about challenging the norm. We decided to design a building that expressed this freedom and speed.

For design inspiration we looked to the bikes themselves; their emotion and efficiency. The geometry of the engines forks and frames can be seen in the lines of the building. The building does not copy them; however, it suggests this movement and style. Rather than use the shape literally, we sought to express the elegance and aerodynamics of this movement in the lines of the building.

The brief for the building was a strong reflection of the Harley Davidson culture. We gave as much emphasis to the gymnasium and break-out areas as the office and storage space. We designed the building to reflect this. We located all of the recreational and break-out areas near the entry. You enter into a central mezzanine. From there you can see all of the areas that reflect the Harley lifestyle; the showroom, cafe, library, even the Gym. You are immediately aware of what Harley Davidson is all about. We designed the building so that, from the entry, you can also look down into the technical workshops and training areas. In this way you get a sense of the technical aspects of the company. It was important not to lose sight of the geyser side of the motor cycles as well.

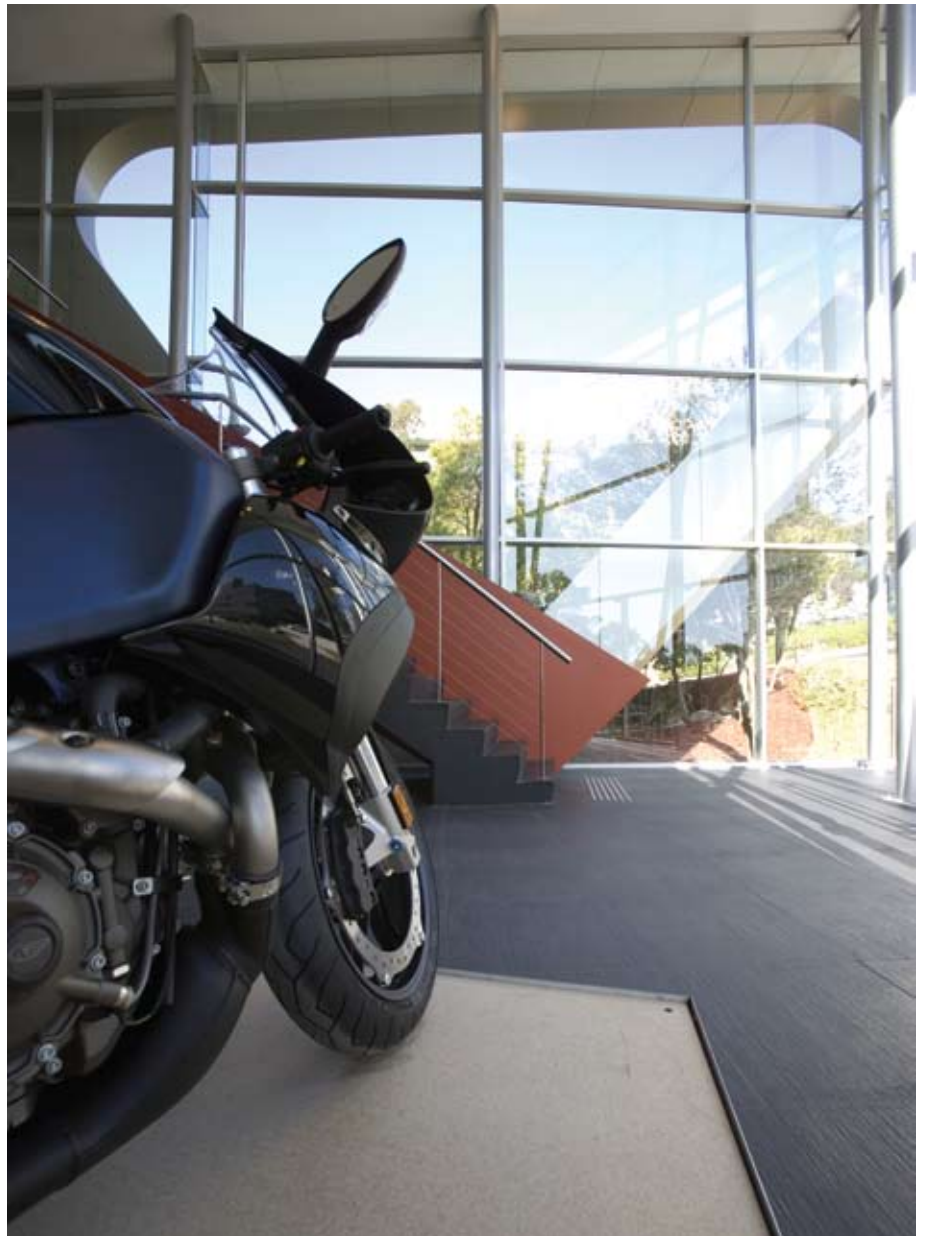
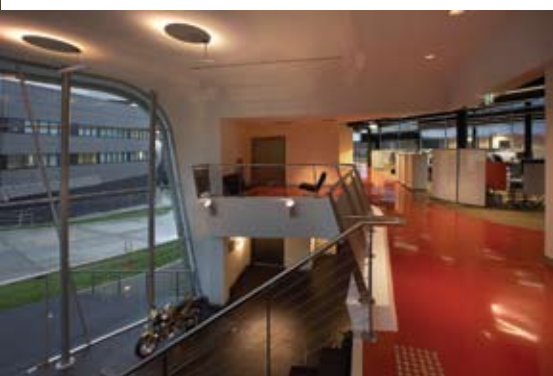


We utilised 3-D modelling software in the earliest stages of the design. The office is increasingly using 3-D modelling and parametric tools both in the generation of formal solutions and in the development and construction of complex geometries.

For Harley we experimented with different geometries to understand the spatial possibilities of our ideas and also how the forces working on the site influenced these movements. Later we worked with the engineers to model every component of the main space. Because the geometry is complex, it was important to know how

the structure interacted with the metal cladding. By modelling every element of structure and façade we knew exactly how each piece related to another in space. This technology makes building a structure such as this quite straight forward and much easier than it might have been in the past.

The facility contains administrative offices, technical training and storage facilities for the iconic motorcycle company. The landmark building will form the striking centrepiece for a new high-tech business park on the Lane Cove River, currently being developed by Demian Developments Pty Ltd.







Design Process

We make extensive use of digital design tools at the earliest stages of the project. We have a close relationship to the faculty of Digital Design at UTS University in Sydney. We generally deal with 3-D computer visualisation within the first week of a design. The computer is a tool for testing forms early on and exploring the spatial potential of an idea. We foster a process based culture whereby we move through a series of formal steps arising out of the site and environmental issues, to go down a path that is beyond the ability to imagine without the computer. Above all we are focused on an approach to design based on a progression whereby every design builds on the lessons learned and the developments in technology from the last project. The cumulative result is the fostering of a design culture based on pragmatic experimentation whose field of exploration is the real world of practice. The following projects demonstrate this approach.

Harley Davidson Headquarters, Australia

This building houses the offices and training facilities for Harley Davidson Australia.

We sought to design a building that reflects the uniqueness of Harley Davidson. HD is not simply a brand, for many it is an entire lifestyle and attitude. HD has a unique philosophy; it is at once about the expression of function and beauty through pure design, but it is also about freedom; the freedom of self expression and the freedom of the open road. We could relate to this image, it is about good design, but also about challenging the norm. We decided to design a building that expressed this freedom and speed.

For design inspiration we looked to the bikes themselves; their emotion and efficiency. The geometry of the engines forks and frames can be seen in the lines of the building. The building does not copy them, however, it suggests this movement and style. Rather than use the shape literally, we sought to express the elegance and aerodynamics of this movement in the lines of the building.

The brief for the building was a strong reflection of the Harley Davidson culture. We gave as much emphasis to the gymnasium and break-out areas as the office and storage space. We designed the building to reflect this. We located all of the recreational and break-out areas near the entry. You enter into a central mezzanine.

From there you can see all of the areas that reflect the Harley lifestyle; the showroom, cafe, library, even the Gym. You are immediately aware of what Harley Davidson is all about. We designed the building so that, from the entry, you can also look down into the technical workshops and training areas. In this way you get a sense of the technical aspects of the company. It was important not to lose sight of the grungy side of the motor cycles as well.

We utilised 3-D modelling software in the earliest stages of the design.

We experimented with different geometries to understand the spatial possibilities of our ideas and also how the forces working on the site influenced these movements. Later we worked with the engineers to model every component of the main space. Because the geometry is complex, it was important to know how the structure interacted with the metal cladding. By modelling every element of structure and façade we knew exactly how each piece related to another in space. This technology makes building a structure such as this quite straight forward and much easier than it might have been in the past.

