COMPANY PROFILE
Past into the future

NOVEMBER 2017
OUR APPROACH

We believe in putting people at the centre of everything we do.

By doing so, our clients have an increased chance of creating new, high value spaces for life.

Working with our clients’ team, our design process maximises the available resources to produce unique, successful and impactful environments that people love to be in.

We work with our client’s team, our in-house professionals and specialist consultants to form a project specific team where:

• Exterior meets interior
• Spatial design is a brand strategy
• Water and horticultural problems are turned into benefits
• Ecology, heritage and visual impact become valuable assets
• Experiential and retail influence is maximised
OUR PROCESS

The Urban Choreography’s design process and principles embody a set of systemic design and long term management principles that are a combination of response to the unique attributes of the sites terrain, its living fauna and flora, its natural and social heritage and the need to provide a habitable and people friendly urban life spaces that are resilient and as far as possible self-sustaining for the duration of their existence.

These principles integrate natural, financial, social and cultural ecosystems at all scales, from a local site framework through to the larger regional framework, that combine local realities and regional flows forged together to make resilient landscapes.

• Natural Ecosystems focus
• Social Ecosystems focus
• Cultural Ecosystems focus
• Financial Ecosystems focus
THEME & SPATIAL ENRICHMENT STRATEGY

URBAN CHOREOGRAPHY OUTCOMES:
• Urban Choreography’s Integral Design Methods create enhanced environments and results in improved ROI (Return On Investment)

• EXCITING USER EXPERIENCE – WOW (World of Wonder) in any physical space; leisure, retail, urban or landscape environment.

ENHANCED VALUE to all stakeholders by:
• Improved customer segregation & targeting
• Increased footfall due to attraction, configuration & integration
• Improved habitability leads to greater customer satisfaction
• Greater safety and security due to co-presence and interaction
• Improved visit duration & higher spend
• Increased loyalty, return visits & word of mouth referrals
THE TEAM

We build bespoke teams tailored to our clients challenges, consisting of varying expertise and diverse perspectives.

IN-HOUSE DESIGN TEAM

DONOVAN GILLMAN
LANDSCAPE ARCHITECT
Urban Choreography

Specialising in the design and project management of Commercial, Leisure & Urban Landscape Environments
Researching Xerophytic Systemic Design for its contribution to the environmental resilience and liveability of cities.

JASON GILLMAN
SPATIAL DESIGNER
Urban Choreography

Specialising in interior / exterior space planning, hardscaping and conceptual thinking

LUYANDA MBAWULI
LANDSCAPE TECHNOLOGIST
Urban Choreography

CAD technician

MANAGEMENT AND TRAINING

SANDI GILLMAN
FINANCIAL MANAGER
Urban Choreography & Training

Admin, accounts and business operations

ESTI DU TOIT
TRAINING MANAGER
BC Landscape Training

Qualifications and skills training. Product development and implementation.
ABOUT

Founded by Donovan Gillman in 2011, Urban Choreography is a unique planning, design and public space management firm whose focus is urban, residential, commercial and leisure developments in Southern and Central Africa.

Urban Choreography is a transdisciplinary practice that utilises advanced planning methods and collaboration with experts in all fields of development planning and management to deliver world-class development planning design and implementation management.

With over 30 years of experience in the green industry, Donovan was a founding member of the South Africa Landscapers Institute and is the recipient of many SALI awards of excellence, including honorary lifetime membership in recognition of outstanding service to the green industry.

Donovan received a Higher Diploma in Landscape and Horticultural technology from the Cape University of Technology and his Master in Landscape Architecture degree from the University of Cape Town and is currently engaged in research towards a PhD at UCT on the value and contribution of urban public space to the environmental resilience and liveability of cities.

With a lifelong passion for landscape and urban design, Donovan is uniquely qualified and experienced to explore with you and your team how we create an enhanced user experience in leisure, retail, urban and landscape environments and collaborate together to build our common future.
SERVICES

Landscape design and construction management
- Residential and housing estates
- Office and industrial parks
- Resort developments and game lodges

Urban spatial design and planning
- Shopping centre and retail developments
- Public parks and theme park
- Sport parks and recreation facilities

Interior and retail design

Landscape maintenance management

Environmental and ecological rehabilitation
RETAIL & LEISURE

CANAL WALK
MALL INTERIOR FITTINGS & PLANTING
Cape Town, South Africa

RATANGA JUNCTION
THEME PARK LANDSCAPING
Cape Town, South Africa
RESIDENTIAL ESTATES

EMERALD BAY
RESIDENTIAL DEVELOPMENT LANDSCAPE DESIGN
Cape Town, South Africa

ZARINA ESTATE
RESIDENTIAL DEVELOPMENT LANDSCAPE DESIGN
Cape Town, South Africa
MIXED USE DEVELOPMENTS

VISION CITY
MIXED USE LANDSCAPE DESIGN
Kigali, Rwanda

FREEDOM PARK
HOTEL, OFFICE & CONFERENCE CENTRE LANDSCAPE DESIGN
Kitwe, Zambia
URBAN PLANNING

WEST COAST VILLAGE
WATERFRONT & VILLAGE
West Coast, South Africa

PORTSIDE
LANDSCAPE DESIGN
Cape Town, South Africa
RESIDENTIAL

BISHOPSCOURT HOME
RESIDENTIAL LANDSCAPE DESIGN
Cape Town, South Africa

MOUNTAIN HOUSE
RESIDENTIAL LANDSCAPE DESIGN
Cape Town, South Africa
INTERIORS

ROASTED + TOASTED
INTERIOR DESIGN
Salt River, Cape Town

EXPERIENTIAL DESIGN
MUSEUM & EXHIBITION
International
MANAGEMENT & TRAINING

SITE MANAGEMENT
ON-GOING SITE DEVELOPMENT
Various locations

TRAINING
QUALIFICATION & SKILLS TRAINING
International
THANK YOU