

From the Editor

OPEN TO CHANGE



I confess, I'm an Apple groupie. Where only 2 years ago, I didn't know there was anything missing in my life, now I feel slightly anxious and incomplete if my iPhone or iPad are not within reach, fully charged ready to answer my every request. These two great examples of innovation are now my constant companions, and I'm not alone.

For that, we can thank Steve Jobs. When he returned to Apple as CEO in 1997, the company was reportedly close to bankruptcy. The cure for Apple, as he saw it, was 'to innovate its way out of its predicament, not cost cutting'. He used this mental model of success to create radical product offerings such as the iMac, iPad and iPhone followed by innovative business models such as iTunes and the App Store. And in so doing, he changed our world.

While invention is the creation of a new idea or concept, the key with innovation is turning the new concept into commercial success or widespread use - something Apple excel at.

This *Build*, we showcase some of the new ideas and innovations that are emerging in the building and construction industry - from those born out of the challenges faced in Christchurch and the drive to build back better, to others making the most of advances in technology like digital fabrication and 3D printing. We also look at what may seem like wacky ideas for building materials (see pages 50-51), but some of these are already on their way to commercial success.

Change can be viewed in many ways, from exciting and positive to daunting and scary. But change is something that needs to be embraced by the building and construction industry.

The industry faces many challenges with the rapid increase in work, the Christchurch rebuild and the urgent need to boost productivity and build more affordable, resilient and sustainable buildings. Being open to change and adopting or approving innovative new solutions in the design and construction of buildings has the potential to again change the face of our world. And I for one am looking forward to seeing it.

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You are welcome to send the Editor a note at any time.

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