

PRESS KIT
FISHER & PAYKEL APPLIANCES GLOBAL
AND HAIER AUSTRALASIA HEADQUARTERS



FISHER & PAYKEL

WELCOME TO OUR NEW HOME OF INNOVATION

The new campus in Tāmaki Makaurau Auckland serves as the global headquarters of Fisher & Paykel Appliances and the headquarters of Haier Australasia.

As part of Haier Smart Home's global innovation network, it connects Fisher & Paykel's design, engineering and product innovation capability in Aotearoa New Zealand with expertise, technology and scale around the world.

Designed by RTA Studio, with contributions from a broad team of specialists, the campus architecture has been created to support and accelerate the way innovation happens at Fisher & Paykel. It shortens the distance between insight and execution, keeping ideas, prototypes and the people developing them connected as work moves from research and design through testing and refinement.

The campus is also an expression of Fisher & Paykel's place of origin, legacy of innovation and continuing evolution. Carbon shaped the brief from the outset, influencing the mass-timber structure, material selection and renewable energy infrastructure.

The regeneration of the once-degraded industrial site centres on a wetland landscape shaped by the site's volcanic geology and natural water flows, while Fisher & Paykel's ongoing partnership with Ngāti Whātua Ōrākei has deepened the campus's relationship with whenua, histories and the cultural landscape of Tāmaki Makaurau.

INTERVIEW, DANIEL WITTEN-HANNAH
CHIEF EXECUTIVE OFFICER
FISHER & PAYKEL



This represents a significant investment for Fisher & Paykel and Haier Smart Home. Beyond the building itself, what did you want the campus to make possible?

For me, its significance is less about the building itself than the work it enables and the people who will do that work. We wanted to create an environment around our people, culture and capability that would allow the next generation of ideas to develop here in Aotearoa New Zealand.

That means bringing together the people who observe how life is changing, those who imagine new possibilities, the people who design and engineer products, make and test them, and ultimately take them into homes around the world.

The most important things we will create here have not yet been imagined. We've built a home for the people who will imagine them. Over time, I think the real measure of success will be the careers built here, the knowledge shared across disciplines and generations, and the ideas that become real.

You could have built a more conventional headquarters. Why was it important to keep design, engineering, making, testing and the wider business closely connected?

A conventional office could easily have separated the people who design, engineer, make and test our products from the wider business. At Fisher & Paykel, those relationships are part of how we work and what distinguishes us.

Product innovation moves through many hands. Insight, industrial design, engineering, digital development, prototyping, testing and commercial expertise all contribute. The campus gives those activities spaces designed for what they need to do, but keeps them close enough for knowledge to move between them while an idea is still open to change.

You can see that most clearly from the Social Kitchen. From there, we can look through to the people creating the things our customers love while they are making them. The prototype, the people making it and the experience of using it all enter the same field of view.

That visibility is important. It keeps the purpose of the company present in the everyday life of the workplace.

What does it mean today to build a global luxury brand from Aotearoa New Zealand?

We design here, we test for the world and we compete globally. Being from Aotearoa New Zealand has shaped Fisher & Paykel in quite particular ways. Distance from the traditional centres of design has encouraged curiosity and resourcefulness, a strong relationship with nature, human-scale thinking and a willingness to question convention.

The ambition is to carry that perspective into a genuinely global business. Our laboratories can recreate the climates, water qualities, power supplies and operating conditions our products will

INTERVIEW, DANIEL WITTEN-HANNAH
CHIEF EXECUTIVE OFFICER
FISHER & PAYKEL

encounter around the world, while Haier Smart Home's global innovation network connects our teams here with expertise, insight and scale internationally.

For us, being global does not mean becoming less connected to where we come from. When we speak to the world, we speak about Aotearoa New Zealand.

Carbon was part of the brief from the beginning. Why was that important?

We didn't want carbon to become something considered after the major decisions had already been made. It needed to be part of the decision-making from the outset.

That meant thinking about the structure and materials, where energy would come from, how water moved through the site, how the landscape could regenerate and how the campus would operate over the long term. It also influenced the expertise we brought into the project.

There is a connection with the lifecycle thinking we apply to our products. You have to understand the consequences of decisions across materials, manufacture, use and energy, and then look for opportunities to measurably reduce impact.

The mass-timber structure, renewable energy infrastructure, water systems and regenerated landscape are all different responses to that same underlying brief.

Fisher & Paykel is increasingly designing beyond the individual appliance. How does the campus support what the business is becoming?

Product innovation remains central to Fisher & Paykel, but the opportunities to innovate now extend beyond single products.

We are increasingly thinking about digital journeys, connected products and ecosystems, the ways hardware, software, product intelligence and energy systems work together and fit naturally into the way people live. Fisher & Paykel Home Solutions is one expression of that evolution, bringing appliances into a wider conversation about solar generation, hot water, heating and cooling, and intelligent energy management.

The campus gives us a place where those capabilities can develop alongside one another rather than in isolation. It connects research, design, engineering, digital capability, testing and emerging areas of the business within the same innovation environment.

So this is about more than what we make. It's also about how we work, how we build new capability and how Fisher & Paykel continues to evolve from Aotearoa New Zealand.

AT A GLANCE

PROJECT

Fisher & Paykel Global and Haier Australasia Headquarters

LOCATION

Tāmaki Makaurau Auckland, Aotearoa New Zealand

ARCHITECTURE AND MASTERPLANNING

RTA Studio

CULTURAL DESIGN PARTNER

Ngāti Whātua Ōrākei

SITE AREA AND KEY BUILDINGS

22,779m² site; 11,500m² three-level mass-timber workplace; 5,000m² two-level research, development and testing facility

OCCUPANCY

800 people, approximately 25% of Fisher & Paykel's global workforce

RESEARCH AND TESTING

Purpose-built laboratories and testing environments can recreate temperature, humidity, water quality, power supply and operating conditions found across global markets

MASS TIMBER

The workplace was created from a New Zealand-designed engineered-timber diagrid made from plantation pine

UPFRONT CARBON

The mass-timber building is upfront carbon positive. Its diagrid contributes 1,480 tonnes CO₂e of biogenic carbon sequestration; after emissions from material production and construction are accounted for, life-cycle analysis shows a net upfront carbon balance of -1,089 tonnes CO₂e.

RENEWABLE ENERGY

1,159 solar panels; expected to generate 732 MWh of energy annually—enough, on current modelling, to meet the mass-timber building's annual operational energy requirements

LANDSCAPE

Former industrial site, regenerated around a wetland oasis designed to collect and slow stormwater, restore permeability and support biodiversity

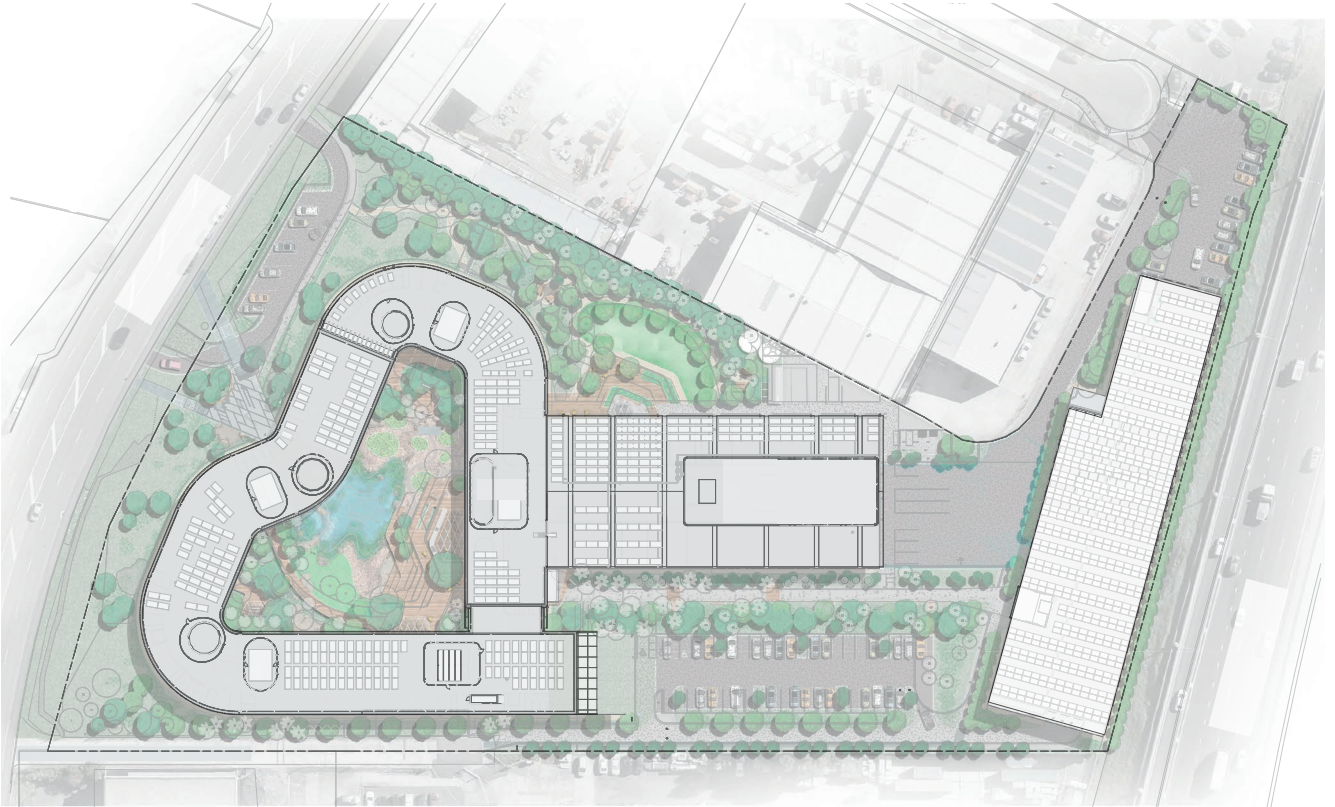
ACCESS AND TRANSPORT

Easy walking distance from Penrose Train Station; cycling, end-of-trip and EV facilities supporting lower-carbon commuting

AWARD

2023 World Architecture Festival WAFX Award for Building Technology

SITE OVERVIEW



VISIT THE FISHER & PAYKEL MEDIA CENTRE FOR PRESS READY IMAGES AND CAPTIONS: [FISHERPAYKEL.CO.NZ/MEDIA-CENTRE](https://fisherpaykel.co.nz/media-centre)

INTERVIEW, RICHARD NAISH
DESIGN DIRECTOR & FOUNDER
RTA STUDIO



Rich, could you describe the core idea or concept of the project?

The central idea was to place architecture in service of Fisher & Paykel's culture of innovation. We began by asking how the building could help the people who observe, imagine, design, engineer, make and test products remain connected as an idea develops.

As often happens in architecture, there are a number of layers to the solution. Our response is a continuous ribbon of workplace wrapped around a protected inner landscape. On the outside, the campus forms a strong edge or cloak, offering protection from the traffic, noise and industrial activity around the site. Inside, it becomes transparent and opens towards a regenerated wetland oasis.

We call it a groundscraper because it does everything a skyscraper does, but laid flat on the ground. That keeps people close to the whenua and within one, two or three storeys of other parts of the business. The atria create visual and physical connections across the building, and from the Social Kitchen you can see into almost every part of it.

The loop creates an outside and an inside: protection on one side and a nurturing, biophilic environment on the other.

What was the rationale for the building's spatial organisation?

The form is distinctive, but the plan was driven by function and by the way innovation happens.

Focused work happens on the straights; collaboration happens in the corners and tighter curves. The straighter sections are quieter and more regular. The curves open into atria, bridges and shared spaces, creating opportunities for people to meet, communicate and move between floors and disciplines.

The 16-metre-wide ribbon also comes from practical and environmental logic. The optimal timber span we carried forward from Scion is eight metres; here, we have a double span with an intermediate column line. That width allows good daylight penetration and cross-ventilation when the building is operating in mixed mode.

The Social Kitchen is pivotal. It sits at the junction between the mass-timber workplace and the research, development and testing facility. It is a generous place for cooking, eating and gathering, but from there you can also see prototypes being assembled before they move into testing.

That places the experience of Fisher & Paykel products alongside the technical work of developing them. Making becomes part of the visible, everyday life of the campus, and the distance between a question and the person who may help answer it becomes shorter.

How did the site shape the architectural and landscape response?

Everything begins with the land. The project began with a degraded industrial site almost entirely covered by asphalt, buildings and vehicle yards. Beneath that surface were the ba-

INTERVIEW, RICHARD NAISH
DESIGN DIRECTOR & FOUNDER
RTA STUDIO

salt geology, water flows and cultural landscape of the Tāmaki Makaurau isthmus.

Our work with Ngāti Whātua Ōrākei helped inform the campus's relationship with the whenua, acknowledging the elemental qualities of the place, its ecology, histories and significant landmarks.

A natural depression within the lava flow became the starting point for the wetland rather than something to be filled or engineered away. The mass-timber building was arranged around it and, in places, lifted above the ground so water could continue to move through the site and gather at its centre.

The landscape is both environmental infrastructure and part of working life. It receives and slows stormwater from a wider catchment, while paths, decks and outdoor spaces give people places to meet, work or retreat into nature.

People talk about sponge cities: taking away concrete and replacing it with permeable land so that, during heavy rain, the ground absorbs the initial onslaught of water. That piece of land is now a piece of sponge. The building is raised so water can flow beneath it, while the pond can rise and drain as part of the wider system.

Can you expand on the structural system and use of timber?

We used a mass-timber diagrid: the evolution of a structural system developed by the design team for Te Whare Nui o Tu-teata, the Scion building in Rotorua.

At Fisher & Paykel, the larger scale and more complex geometry introduced new challenges. The building curves, changes radius and opens into three-storey atria, placing far greater demands on the joints and structural connections. Working again with structural engineers Dunning Thornton, we developed the structure as a repeatable, digitally manufactured kit of parts able to accommodate those variations while retaining a consistent logic.

The frame is made from New Zealand plantation pine. Its role is environmental, structural and experiential: it stores carbon, draws on home-grown engineering knowledge and creates a warm, tactile workplace.

Importantly, the structure remains exposed. There is very little separation between frame, architecture and interior expression.

This is an architecture of tectonics: an architecture of parts that are clearly articulated and come together. It belongs to a New Zealand tradition in which a rafter sits on a beam, the beam is supported by a post and that articulation becomes the beauty of the building. The skeleton is as beautiful as the skin. You can understand how the parts connect, how the loads move and how the building stands.

What makes the campus distinctly Fisher & Paykel—and distinctly of its place?

The campus feels recognisably Fisher & Paykel because it combines technical performance and precision with warmth, hospitality and a deeply human experience of materials and nature.

Carbon was considered from the outset. I often think sustainability could equally be described as responsibility: environmental, social and cultural responsibility. Here, it influenced the timber structure, energy systems, natural ventilation, treatment of water, the way the building touches the ground and the way we worked with others to understand the site.

The building is also very specific to Tāmaki Makaurau. The exterior pattern grows partly from the geometry of the diagrid and was connected through early discussions with Ngāti Whātua Ōrākei to cloaks and, more importantly, to the flounder gathered and eaten on either side of the isthmus.

The basalt is site-specific. The climate-resilience response is site-specific. The building looks the way it does because it is responding to environmental, cultural and social questions particular to this place.

Humans have a natural craving to connect with nature, and there is increasing evidence of the effect biophilic connection has on wellbeing and health. That connection is a real luxury, and it's something this building offers every day. Architecture cannot manufacture creativity, but it can provide the conditions people need to do their work, create opportunities for knowledge to move and keep the purpose of the organisation visible.

AN INVESTMENT IN INNOVATION



IMAGE CAPTION

In Tāmaki Makaurau Auckland, where our story began in 1934, a new global headquarters—and an investment in what comes next. The campus takes shape around a three-level ribbon of mass timber tracing the edge of a regenerated wetland oasis. A patterned outer skin cloaks the timber diagrid, translating the structural geometry into the external expression, creating a protective edge to the building's context.

AN INVESTMENT IN INNOVATION

OVERVIEW

Since its establishment in Tāmaki Makaurau Auckland in 1934, Fisher & Paykel has built a global business from Aotearoa New Zealand through a culture of curiosity, original thinking and making.

Its new Tāmaki Makaurau Auckland campus extends that legacy. Serving as the company's global headquarters, it brings together a significant concentration of people, design expertise and technical capability in an environment created to support the next generation of products, services and future home solutions.

The campus complements Fisher & Paykel's operations in other locations worldwide and forms part of Haier Smart Home's global innovation network, linking Fisher & Paykel teams and capabilities in Aotearoa New Zealand with colleagues and expertise around the world.

For Fisher & Paykel, the design of the working environment matters. Innovation depends not only on technical capability, but on the ways people exchange knowledge, test ideas and work across disciplines. The campus has been designed to bring those activities into closer contact while creating spaces suited to focused work, dialogue, practical making, shared experience and time in nature.

"This is a defining investment in the future of our business. Over the past several years, we have developed a new generation of state-of-the-art appliances and complete home solutions. Now we have created an environment around the people, insights, brand, culture and capabilities that make them possible—making ideas visible across design, engineering, marketing, prototyping and testing to accelerate what comes next."

DANIEL WITTEN-HANNAH,
CEO OF FISHER & PAYKEL APPLIANCES

DESIGNED IN AOTEAROA NEW ZEALAND



IMAGE CAPTION

Through material, form and craft, the campus expresses a designed philosophy grounded in raw sophistication, elemental nature, warm modernism and cultural rituals. The tessellated basalt paving of the ātea, an open space in front of the building, transitions into a red-hued mātai atrium floor, where a sinuous sculptural form, crafted from reclaimed kauri, rises through the space.

DESIGNED IN AOTEAROA NEW ZEALAND

OVERVIEW

Fisher & Paykel's design philosophy is shaped by its origins in Aotearoa New Zealand and a belief that design should form meaningful connections with the places from which it comes.

At the campus, this builds on an established relationship with Ngāti Whātua Ōrākei, extending a collaboration first developed through the Auckland Experience Centre.

As mana whenua and kaitiaki of the central Tāmaki Makaurau rohe, Ngāti Whātua Ōrākei's knowledge, narratives and cultural histories have brought greater meaning to the way the campus relates to whenua, water, landscape, materials and significant landmarks across Tāmaki Makaurau.

Working within this shared understanding, RTA Studio developed the architectural and masterplanning response, with Boffa Miskell shaping the landscape and ecological strategy.

Fisher & Paykel's strategic brand partner, Alt Group, worked across the campus on a series of cultural and design projects exploring ideas of arrival, encounter, time and memory. Developed in collaboration with Ngāti Whātua Ōrākei, RTA Studio and other project partners, these interventions carry that connection to place into the landscape, materials and crafted details.

The campus also draws on the design principles that shape Fisher & Paykel products and experiences: elemental nature, raw sophistication, cultural rituals and warm humanism. Here, those principles take on an expression specific to this place, through architecture, landscape, pattern, materiality and crafted objects throughout the campus.

“When we speak to the world, we speak about Aotearoa New Zealand. Our relationship with Ngāti Whātua Ōrākei has helped us understand this place more deeply, bringing knowledge, histories and cultural narratives into the way we think about design. That relationship gives the campus greater meaning and a stronger connection to the whenua.”

DANIEL WITTEN-HANNAH,
CEO OF FISHER & PAYKEL APPLIANCES

A RESPONSE TO PLACE



IMAGE CAPTION

Water finds its place again. At the heart of the campus, a natural depression at the edge of an ancient lava flow has become a regenerated wetland oasis—collecting, slowing and filtering stormwater from beyond the site boundaries. Native planting echoes the site's history, supports biodiversity and creates a place to connect with the natural world.

A RESPONSE TO PLACE

OVERVIEW

The campus occupies a former industrial site shaped by volcanic geology and the movement of water across the Tāmaki Makaurau isthmus. Beneath the asphalt and buildings, basalt lava flows and a natural depression in the land provided the starting point for a different kind of landscape.

Rather than filling or engineering away that low point, the design team developed it as a wetland oasis. The mass-timber building wraps around the landscape and, in places, lifts above the ground on triangular plinths, allowing water to continue moving through the site.

“When you peel back through time, the original landscape character is special. We were able to expose the lava flow, reuse rock from the site and work with Ngāti Whātua Ōrākei to bring those cultural narratives back into the landscape.”

— Rachel de Lambert, Pouhere Partner, Boffa Miskell

Exposed basalt and site-won stone reveal the geological character of the site, while native wetland and forest planting create a marked contrast with the surrounding industrial environment.

The landscape also performs practical work. It collects and slows stormwater, accommodates overland flows and allows the wetland to rise and drain during significant rainfall events. Paths, decks and outdoor spaces bring people into the landscape as part of everyday working life.

At the centre of the campus, water, basalt and planting now form a sheltered place for gathering, reflection and daily contact with nature.

“This campus could not exist anywhere else. The way the architecture, landscape, ecology and cultural narratives come together is specific to this place.”

RACHEL DE LAMBERT,
POUHERE PARTNER, BOFFA MISKELL

NEXT GENERATION MASS TIMBER



IMAGE CAPTION

Mass timber provides warmth, rhythm and structural expression. The timber diagrid forms a complex three-level ribbon that touches the ground lightly. Revealed throughout, it shapes the sensory experience of the environment.

NEXT GENERATION MASS TIMBER

OVERVIEW

The mass-timber diagrid used at Fisher & Paykel evolves a structural system first developed for Te Whare Nui o Tuteata, the Scion building in Rotorua. For the new campus, RTA Studio and structural engineers Dunning Thornton developed the idea for a building of much greater scale, geometric complexity and repeatability.

The system was modularised into a digitally manufactured kit of parts, engineered to follow the campus's curving ribbon form while allowing efficient factory production, transport and assembly. A consistent structural node is used throughout, with variations in brace arrangement, CNC shaping and screw patterns allowing the structure to move between straight sections, changing radii and three-storey atria.

Individual timber components were assembled into sequenced modules close to the manufacturing facility before being transported to site. Digital modelling, scripted set-out and detailed quality assurance allowed the project team to resolve the changing geometry with millimetre precision while reducing the number of component types.

"With Fisher & Paykel, we were taking the structural system prototyped at Scion and giving the engineers a new challenge. The building curves, changes radius and opens into three-storey atria, but the curve is fundamental to the concept. You cannot have a ribbon without a curve."— Richard Naish, Design Director and Founder of RTA Studio.

The result is a structurally efficient system developed specifically for the scale and form of Fisher & Paykel's campus. Slender timber braces follow the building's load paths, reducing the need for heavy beams and columns and almost eliminating steel from the mass-timber structural system.

Left exposed, the diagrid also becomes the principal architectural expression of the interior. Made from New Zealand plantation pine, it brings together structural engineering, digital manufacture and a familiar local material in a next generation of home-grown building technology.

"In this building, the skeleton is as beautiful as the skin. When the structure, plan, volume and surface come together, the building becomes comprehensible. You can see how its parts work and how they connect."

RICHARD NAISH,
DESIGN DIRECTOR AND FOUNDER OF RTA STUDIO

A CARBON-LED BRIEF



IMAGE CAPTION

Precisely machined from New Zealand plantation pine, the diagrid contributes 1,480 tonnes CO₂e of biogenic carbon sequestration. After emissions from material production and construction are accounted for, life-cycle analysis shows the building stores a net 1,089 tonnes CO₂e more than was emitted.

A CARBON-LED BRIEF

OVERVIEW

Carbon impact influenced decisions about structure, materials, energy systems, landscape and long-term operation from the beginning of the project.

The mass-timber structure is one of the clearest outcomes of that brief. Made from New Zealand plantation pine, the diagrid contributes 1,480 tonnes CO₂e of biogenic carbon sequestration. After emissions from material production and construction are accounted for, life-cycle analysis shows the building has a net upfront carbon balance of -1,089 tonnes CO₂e, making it upfront carbon positive.

Even excluding biogenic carbon sequestration, the mass-timber building has a low upfront embodied carbon impact of 286 kg CO₂e/m² — 65% below the UK Net Zero Carbon Standard limit for office buildings commencing construction in 2025.

The carbon-led approach extends beyond structure. Water management, mixed-mode ventilation, daylight, solar control and the landscape's role in stormwater retention contribute to a broader environmental strategy. When conditions allow, automated openings in the façade and roof, together with the atria, draw fresh air through the building and release warm air naturally, reducing reliance on mechanically conditioned air.

Vegetation now covers more than one-third of the site, including over 200 native trees and 10,000 other plants. This planting is estimated to sequester an additional 317 tonnes of CO₂ over 50 years.

SOLAR AT CAMPUS SCALE



IMAGE CAPTION

Across the campus, 1,159 solar panels form part of the renewable energy infrastructure developed by Fisher & Paykel Home Solutions. They are expected to generate 732 MWh of electricity each year—enough, on current modelling, to meet the mass-timber building's annual operational energy needs.

SOLAR AT CAMPUS SCALE

OVERVIEW

Carbon-led thinking extends to the campus's operational infrastructure. It provides a working demonstration of the thinking behind Fisher & Paykel Home Solutions, the company's business enterprise focused on connected energy systems for the home.

Across the site, 1,159 solar panels are expected to generate 732 MWh of renewable electricity each year – enough, on current modelling, to meet the mass-timber building's annual operational energy needs.

Through Home Solutions, Fisher & Paykel is exploring how appliances, solar generation, hot water, heating and cooling, and intelligent energy management can work together to create more efficient, lower-carbon homes.

The campus applies this systems thinking at a much larger scale, giving Fisher & Paykel a practical environment in which to learn from the relationship between buildings, energy, products and human behaviour.

It also reflects a broader evolution in the company's role: from designing individual appliances towards connected products, ecosystems and home solutions that respond to changing patterns of living.

The intention is to make increasingly complex energy systems simpler to live with, while supporting comfort, performance and more considered use of energy and resources.

"In a short time we have demonstrated our energy and systems-design expertise at every scale. Our ambition is to lead in green energy by designing renewable generation, storage, appliances and intelligent energy management as one connected experience – giving customers greater control, resilience and long-term value, while reducing carbon and strengthening the wider energy system."

MATT ORR, COO,
FISHER & PAYKEL HOME SOLUTIONS

AN ARCHITECTURE OF CONNECTION



IMAGE CAPTION

The building's atria, bridges and sculptural stairways connect floors and disciplines, creating opportunities for meeting, greeting and impromptu exchange. These same spaces regulate air quality and temperature, drawing cool air from below while releasing warm air through rooftop openings.

AN ARCHITECTURE OF CONNECTION

OVERVIEW

The workplace is organised as a three-level ribbon of mass timber around a regenerated wetland oasis. Neither a pure circle nor a conventional office block, the loop bends and overlaps in response to the site, creating changing volumes, long views and points of connection across the building.

“It touches the ground lightly, but we call it a ‘groundscraper’ because it does everything a skyscraper does, laid flat on the ground. It keeps people connected to one another, to the whenua and to the landscape around them.” —Richard Naish, Design Director and Founder, RTA Studio

The narrow floorplate brings natural light, views and ventilation close to working areas on both sides. Quieter, focused spaces occupy the straighter sections of the loop, while its curves open into atria, bridges and shared spaces for movement, conversation and exchange.

Rather than expecting one space to support every activity, different parts of the campus are designed for focused work, purposeful meetings, making and testing, informal dialogue, gathering in the Social Kitchen, and time to pause or work within the landscape.

Movement between these spaces is part of the design. Paths through the campus bring people into visual and physical contact with colleagues, prototypes, testing processes, landscape and shared social spaces — helping knowledge move between research and insight, design, making, testing and the way products are ultimately experienced in the home.

“The loop brings Fisher & Paykel’s different groups together in a coherent way, making it easier for people and ideas to cross-fertilise. Focused work happens on the straights; collaboration happens in the curves.”

**RICHARD NAISH, DESIGN DIRECTOR AND FOUNDER
OF RTA STUDIO**

THE SOCIAL KITCHEN



IMAGE CAPTION

In every Fisher & Paykel Experience Centre, the Social Kitchen is the heart of the space: a place for cooking, hosting, sharing food and ideas, and exploring the performance, ergonomics and aesthetic potential of our appliances. At our new headquarters, a large Social Kitchen connects directly to R&D spaces. Products are prototyped and tested just metres away from where they are used and experienced, placing the process of product development right at the heart of the campus.

THE SOCIAL KITCHEN

OVERVIEW

At the intersection of the workplace and research facilities is the Social Kitchen, a concept Fisher & Paykel has developed over two decades.

It is a place to prepare and share food, host visitors, experience appliances in use and observe the everyday behaviours that inform product design. From here, the processes of making, prototyping and testing remain visible within the daily life of the campus.

That visibility makes the purpose of the campus tangible. Fisher & Paykel products are designed for the social and sensory life of the home, so cooking, gathering and hospitality sit alongside engineering and research as part of the innovation process.

The Social Kitchen reflects a long-held Fisher & Paykel belief that the kitchen is the social heart of the home. It is also an everyday expression of the company's life-centred design approach: beginning with how people live, cook, care for their homes and spend time together, then translating those observations into products and experiences.

“Standing in the Social Kitchen, we can look through to the people who create the things our customers love, while they are making them. It connects the heart of our brand with the purpose of the campus. Everyone who comes here, regardless of where they work or what they do, can see the purpose of the company.”

DANIEL WITTEN-HANNAH,
CEO OF FISHER & PAYKEL APPLIANCES

TESTED FOR THE WORLD



IMAGE CAPTION

Auckland, Melbourne, London, New York, Shanghai — and anywhere in between. In purpose-built workshops and laboratories, we design in Aotearoa New Zealand and test for the world, recreating the temperature, humidity, water quality, power supply and operating conditions found in any market.

TESTED FOR THE WORLD

OVERVIEW

A two-level research, development and testing facility of approximately 5,000 square metres plugs directly into the mass-timber workplace and Social Kitchen. Its more robust steel and concrete structure provides the vibration control, environmental systems and technical infrastructure required for advanced appliance development.

Inside, specialist laboratories and workshops are arranged around a central avenue. Making and assembly remain visible, while controlled testing environments are positioned around the building's perimeter.

The laboratories are designed to replicate conditions across global markets. Temperature, humidity, water quality, gas and power inputs can be controlled so products can be evaluated against different regulatory standards and the environments they will encounter in homes around the world.

Environmental chambers recreate varied climates for refrigeration testing. In the fabric care laboratories, researchers can control water and air temperature, steam, detergents and humidity to study performance across fibres ranging from silk and linen to denim, technical textiles and structured wool. Other facilities support acoustic, mechanical, reliability, materials and food-care research.

Products are also subjected to repeated physical use. Refrigerator doors, drawers, racks, controls and other components may complete hundreds of thousands of cycles to represent years of life in the home. Alongside this physical testing, software and connected products are evaluated so digital and physical appliance systems can be understood together.

The facility is designed to evolve. Exposed service highways carry power, water, ducting and technical infrastructure through accessible routes, allowing laboratories to be adapted as products, technologies and international requirements change.

Together, these facilities allow Fisher & Paykel to design in Aotearoa New Zealand and test for the world — across different climates, standards and patterns of living.

“I wanted the makers to be on show — the process visible rather than hidden at the back. From making and assembly, products move directly into laboratories designed to replicate home conditions and test for markets around the world.”

DANIEL WITTEN-HANNAH,
CEO OF FISHER & PAYKEL APPLIANCES

CARRYING LEGACY FORWARD



IMAGE CAPTION

A campus made for what comes next. Research, design, making and testing sit within an environment that can change as products, technologies and ways of working evolve.

CARRYING LEGACY FORWARD

OVERVIEW

Fisher & Paykel teams are now moving into the campus ahead of its official opening in October 2026.

The buildings have been designed with evolution in mind. Laboratories can be reconfigured, workspaces adapted and infrastructure altered as products, technologies and ways of working evolve. The landscape will continue to grow and mature around them.

The intention is for the campus to remain useful well beyond the needs of today: a place where future generations can research, design, make, test and question established ideas about how people live at home.

“The most important products Fisher & Paykel will design haven’t been imagined yet. We’ve built a home for the people who will imagine and create them—and made a commitment that the next generation of innovation will come from Aotearoa New Zealand.”

DANIEL WITTEN-HANNAH,
CEO OF FISHER & PAYKEL APPLIANCES

MEDIA RELEASE

Fisher & Paykel Appliances creates a home for the next 100 years of innovation.

Fisher & Paykel has established a purpose-built campus in Tāmaki Makaurau Auckland that will serve as the global home of the brand and a luxury appliance innovation centre for research, industrial design, engineering, marketing, digital product design, testing and green energy solutions.

Built on a 22,779-square-metre site in the city where Fisher & Paykel was founded in 1934, the campus serves as the global headquarters for Fisher & Paykel Appliances and headquarters for Haier Australasia.

Around 800 people—approximately 25% of Fisher & Paykel's workforce—will be based on site when the campus opens, with the flexibility to accommodate many more as the company's future innovation workforce grows.

It brings specialist design, digital and engineering laboratories, advanced testing facilities designed to replicate conditions across global markets, and collaborative workspaces together in one location. Together, these facilities support the development of leading products for Fisher & Paykel and Haier brands globally.

Along with Fisher & Paykel's Dunedin innovation centre, the campus forms part of Haier Smart Home's global innovation network, linking Fisher & Paykel teams and capabilities in Aotearoa New Zealand with colleagues and expertise around the world.

"This is a defining investment in the future of our business," says Daniel Witten-Hannah, CEO of Fisher & Paykel Appliances.

"Over the past several years, we have developed a new generation of state-of-the-art appliances and complete home solutions. Now we have created an environment around the people, insights, brand, culture and capabilities that make them possible—making ideas visible across design, engineering, marketing, prototyping and testing to accelerate what comes next."

At the centre of the campus is an 11,500-square-metre, three-level mass timber workplace, designed with architecture practice RTA Studio as a continuous loop around a regenerated wetland oasis.

"It touches the ground lightly, but we call it a 'groundscraper' because it does everything a skyscraper does, laid flat on the

ground. It keeps people connected to one another, to the whenua and to the landscape around them," says architect Richard Naish, Design Director and Founder of RTA Studio.

A two-level research, development and testing facility of approximately 5,000 square metres plugs directly into the mass timber building's Social Kitchen, making product design, prototyping and testing visible from the heart of the workplace and integral to the daily life of the business.

In 2023, the building concept received a World Architecture Festival WAFX Award for Building Technology, recognising its innovative approach to timber architecture and lower-impact construction.

The mass timber building is upfront carbon positive: life-cycle analysis shows that it stores 1,089 tonnes CO₂e more than was emitted through material production and construction. Its timber diagrid accounts for 1,480 tonnes CO₂e of biogenic carbon sequestration.

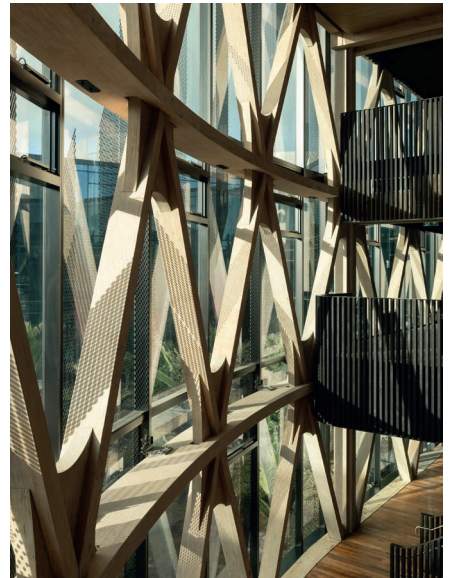
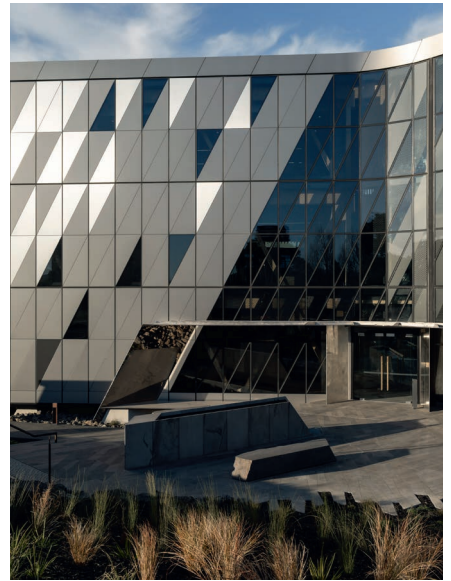
The campus's carbon-led approach extends to its renewable energy infrastructure, developed by Fisher & Paykel Home Solutions.

Across the site, 1,159 solar panels are expected to generate 732 MWh of renewable energy each year—enough, on current modelling, to meet the mass timber building's annual operational energy needs. The installation demonstrates Fisher & Paykel's expertise in solar generation and connected energy systems at scale.

Fisher & Paykel teams are now moving into the campus ahead of its official opening in October 2026, which will be attended by representatives from Haier Smart Home's global leadership team, project partners and invited guests.

"The most important products Fisher & Paykel will design haven't been imagined yet. We've built a home for the people who will imagine and create them—and made a commitment that the next generation of innovation will come from Aotearoa New Zealand," says Witten-Hannah.

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PHOTOGRAPHY BY BIDDI ROWLEY



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PROJECT PARTNERS

Many hands have contributed to the success of this project. Special thanks to our key partners:

FISHER & PAYKEL BRAND PARTNERS

Ngāti Whātua Ōrākei, mana whenua design partner

Alt Group, strategic brand partner

KEY PROJECT PARTNERS

RTA Studio, architecture and masterplanning

Naylor Love, main contractor

TSA Riley, project manager

Dunning Thornton, structural engineering

Boffa Miskell, landscape architecture

Red Stag TimberLab, mass timber engineering and manufacture

Kobe Construction, specialist mass timber assembly

e-Cubed, environmental & building services engineers

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ABOUT FISHER & PAYKEL



Luxury appliances, designed in Aotearoa New Zealand since 1934

Fisher & Paykel is a global luxury appliance company founded in New Zealand with a unique culture of curiosity and world-first innovation. For more than 90 years, we have challenged conventional appliance design with a human insight, performance innovation and technology-led approach, resulting in iconic products that respond to the changing nature of the kitchen and reimagine the expression throughout the home.

Haier Smart Home is a global leader in smart home solutions, developing and distributing household appliances and integrated home technologies through a portfolio of brands. Listed in Shanghai, Hong Kong and Frankfurt, it is a Fortune Global 500 company, with research, design, manufacturing and commercial capabilities serving markets around the world.

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