



RODEO ARCHITECTS

ESTABLISHING A CREATIVE BUSINESS IN TANZANIA - AND BEYOND



Rodeo established an office in Dar in 2014



Designing better cities for its population





Dealing with major urban challenges





Why Dar es Salaam?





A growing city



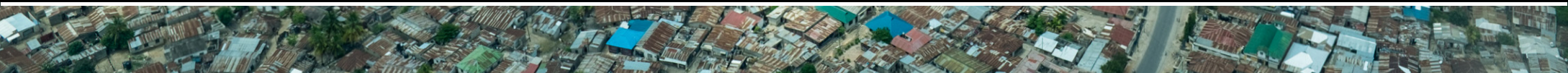


A known city





A safe city





A not-so-congested city



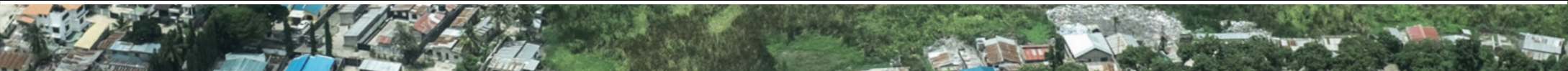


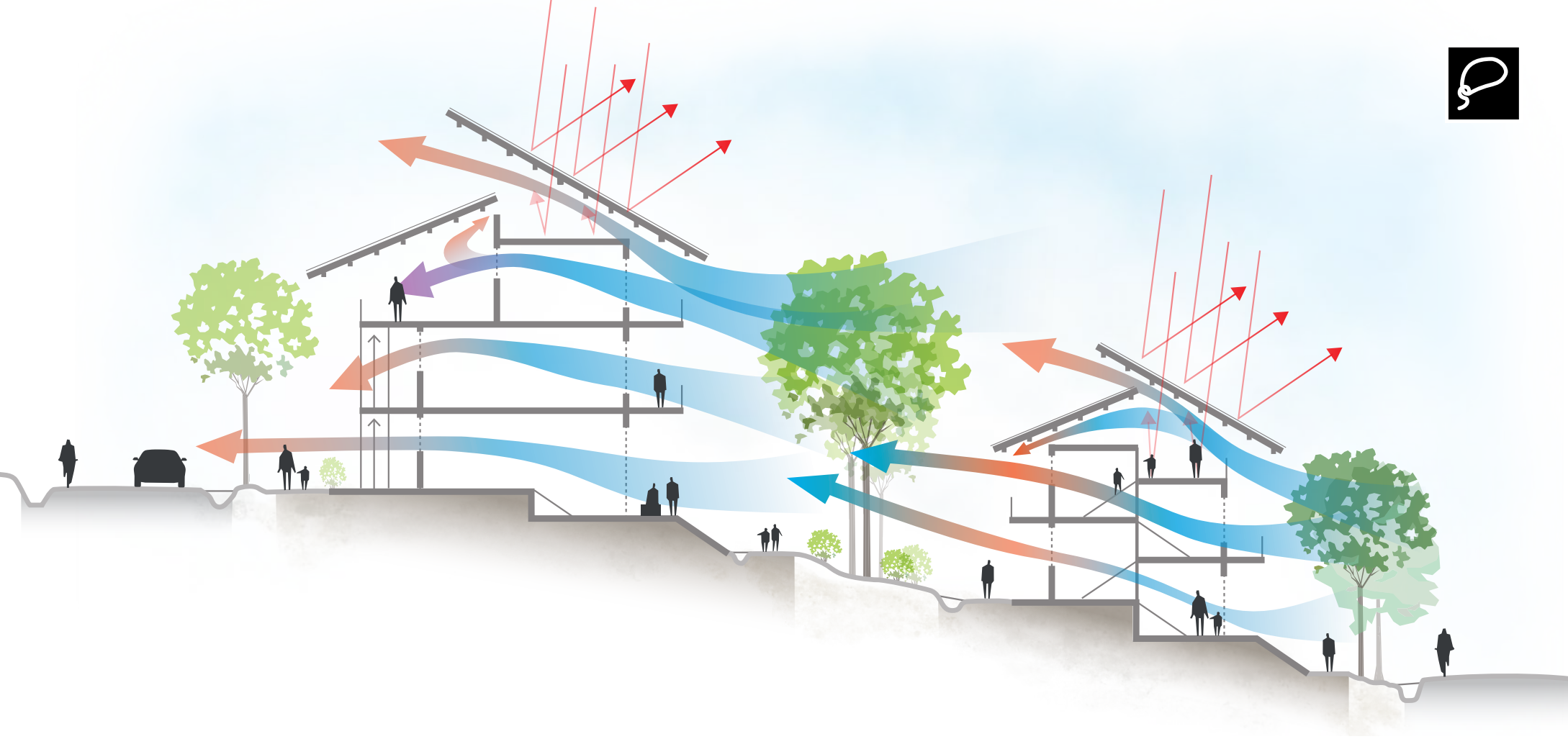
A creative city



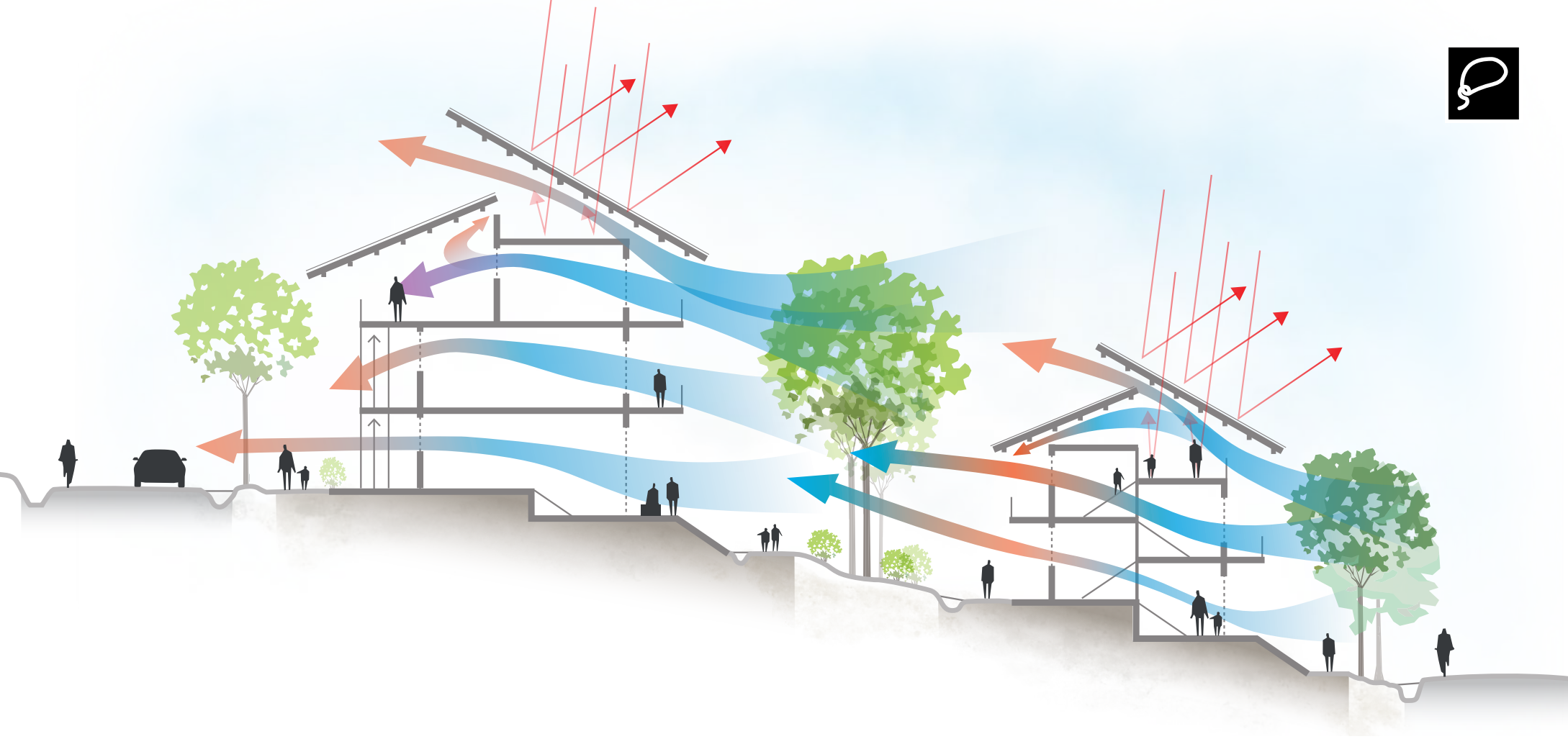


A budding city





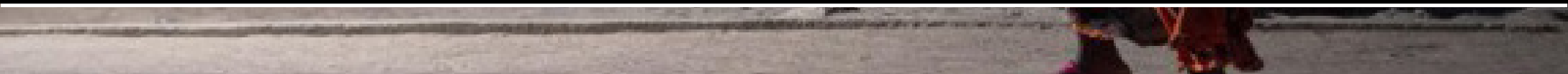
So what did we - and what didn't we achieve?



Building designs

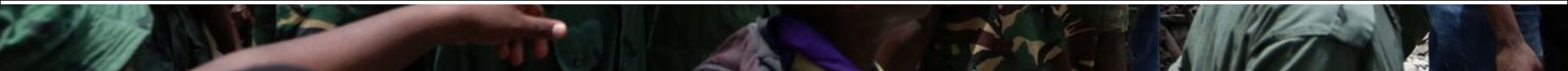


An increasingly hostile environment





Lack of competency

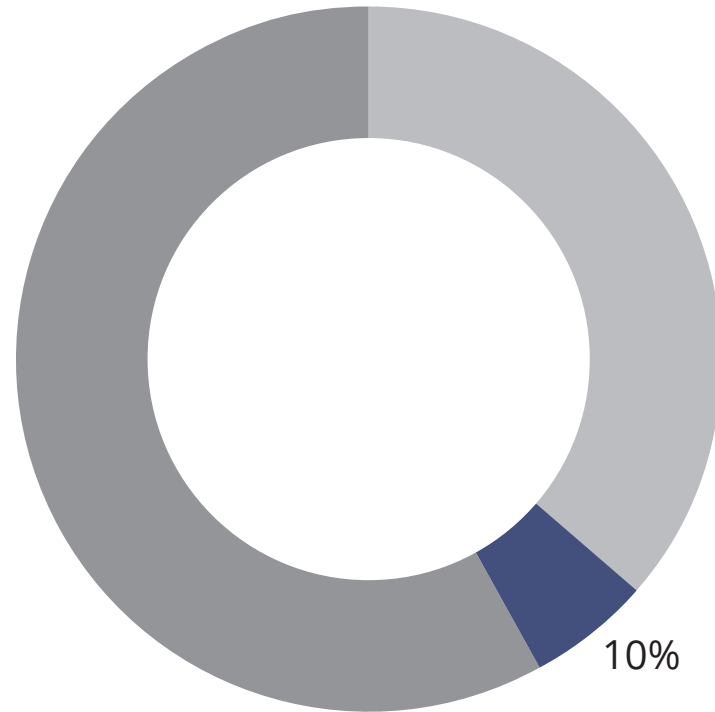




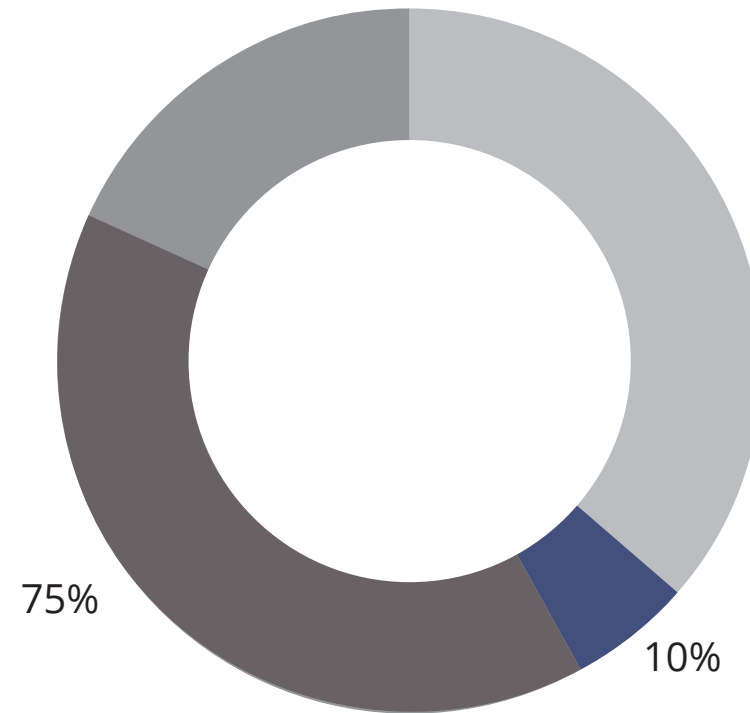
Other reasons...



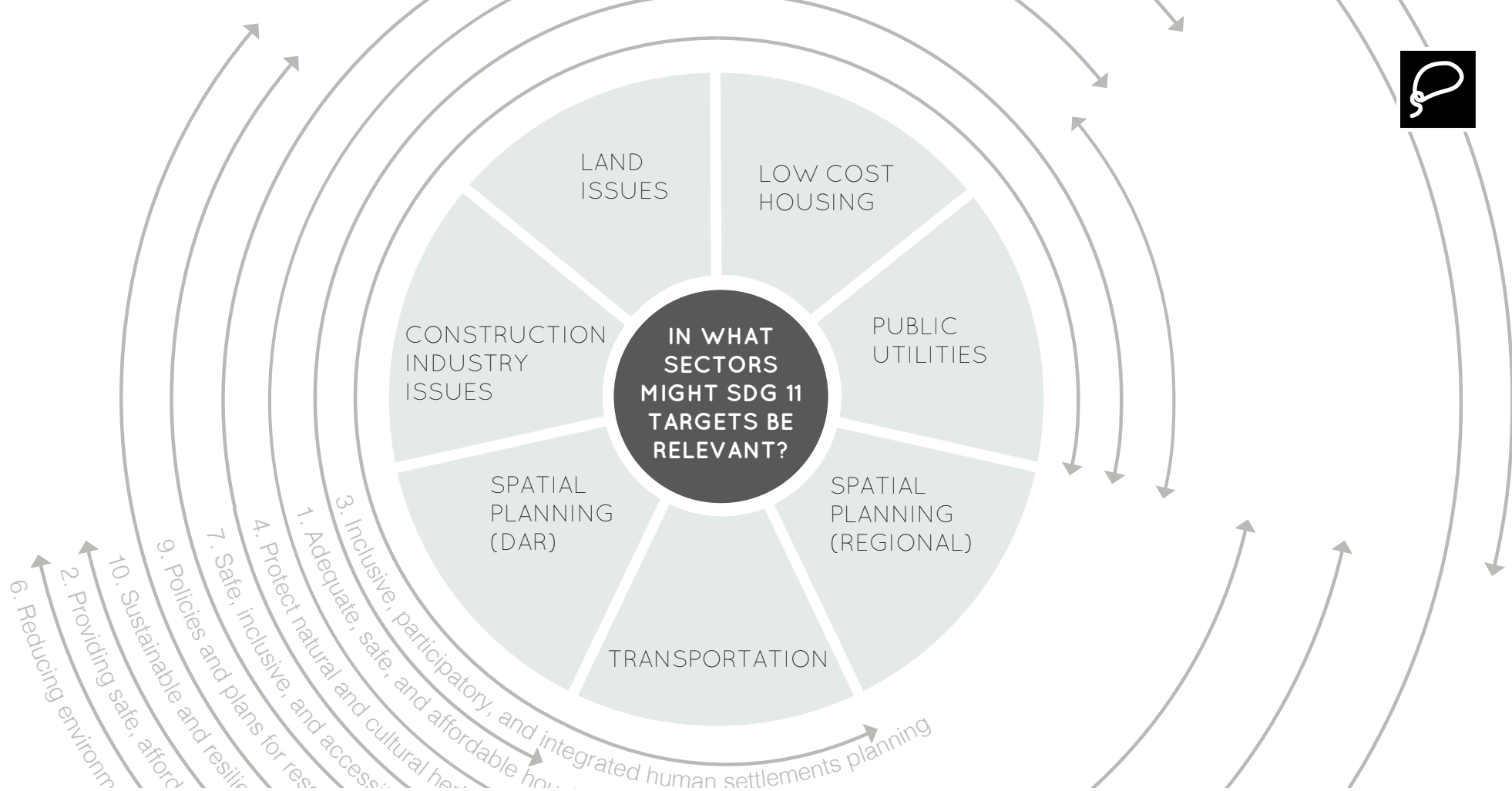
What did we learn? And where are we now?



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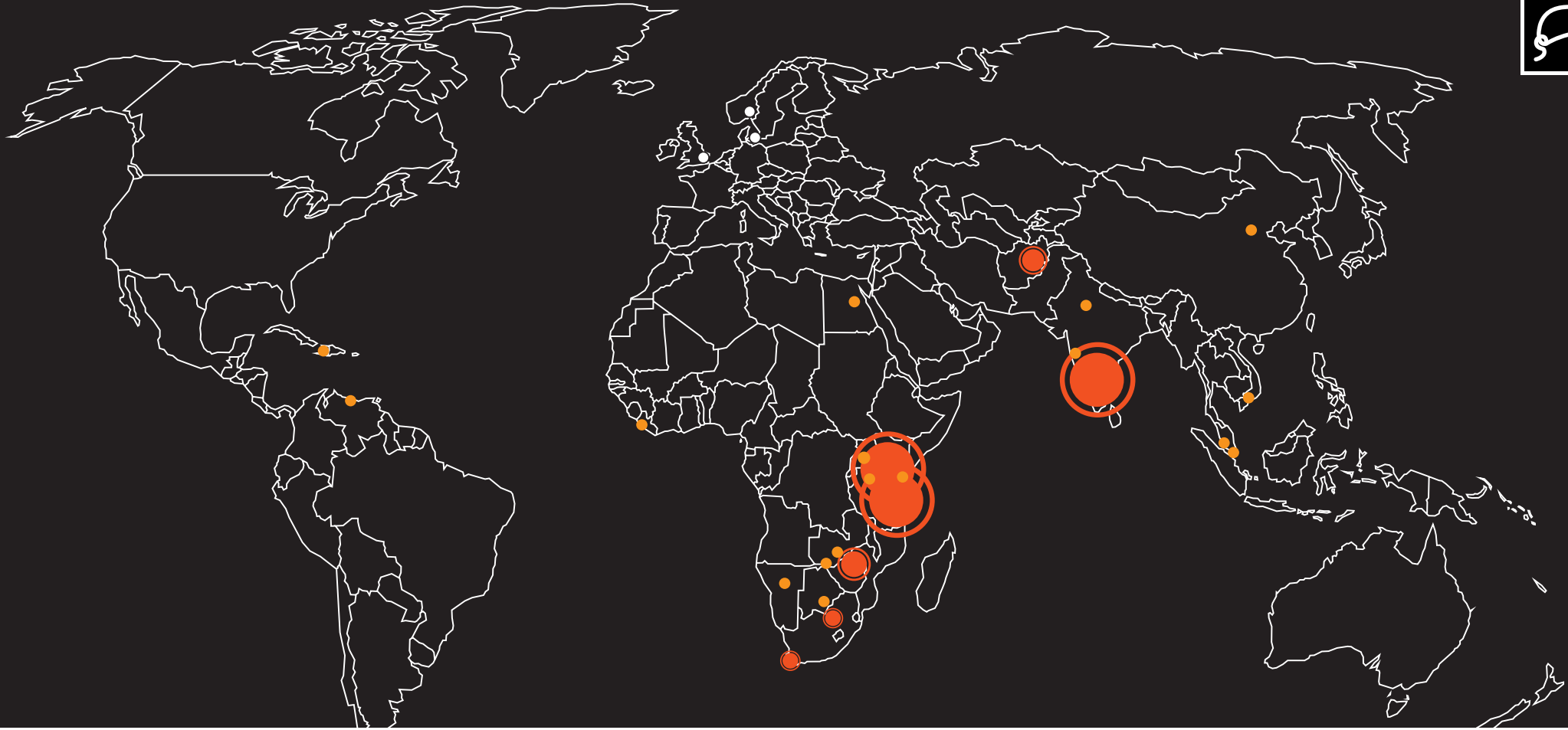


Lesson 1: We're best at what we do best



Lesson 2: We don't need a locally registered firm





Lesson 3: Diversify



Lesson 4: Create a creative collective

