



Liam Wallis

HIP V. HYPE FOUNDER
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Founder of HIP V. HYPE and Managing Director of HIP V. HYPE Development, Liam is a creative entrepreneur who believes in the power of design thinking to resolve intuitive solutions to project delivery and value creation. He is passionate about cities and is driven by a desire to achieve better outcomes. Since establishing HIP V. HYPE in 2002, Liam has refined a design led approach to business that seeks to shape and enhance the social, environmental and economic fabric of our cities through informed, responsive and collaborative design and development solutions.

Liam Wallis founded HIP V. HYPE whilst studying Architecture + Property & Construction at the University of Melbourne. The business became a lens through which he began to explore the relationship between design, sustainability and commercial value.

Taking a less conventional route, Liam worked for the likes of Six Degrees Architects and Casandra Fehey Architects, not in the office, but on site with tools in hand. The experience and relationships formed with passionate trades was a strong compliment to theoretical study, and provided the practical understanding of the intersection between design & construction that has assisted HIP V. HYPE deliver numerous construction projects of notable design.

Whilst studying Architecture at the Royal Danish Academy of Fine Arts in Copenhagen, Liam took a course under the world renowned Urban Planner and Architect, Jan Gehl. This learning and time in Europe combined with study in Japan has come to shape the fundamental approach and ideas of HIP V. HYPE. Whilst maintaining a passion for Architecture and design, Liam saw an opportunity to move into development as a tool to more effectively implement strong ideas regarding the importance of great design.

Over a 10-year period working with renowned Melbourne developers including Red.C, Michael Yates & Co, John Gibson, Hamton and Kalex, Liam has gained a strong understanding of the professional property development process and how design and a considered approach can be used as a tool to mitigate risk and achieve elevated outcomes. In addition to Development Management work, Liam has maintained continued involvement in Architectural, Town Planning, Construction, Business Strategy and Branding activity which has lead to the growth of a dynamic, integrated skill set focused on maximising both commercial value and cultural capital.

Away from the office, Liam finds active pursuit the most effective form of relaxation and inspiration. Liam has a background as an elite level sprint hurdler having won the Pan Pacific Games in the 110m hurdles at age 18. Through his twenties Liam skied professionally as a freeski athlete and later ran the freestyle skiing program known as Team Buller with good mates Andrew Pattison and Peter McNeil. The program has successfully provided a pathway for multiple World Cup, World Championship, X-Games and Olympic medal winning athletes.

These days you'll find Liam and his partner Katya out on their bikes in the bush or on their boards in the surf chasing connection to nature and continuing to push their limits; finding inspiration to progress HIP V. HYPE to achieve its aim of influencing and building the safe, sustainable and inspirational future city we deserve.

Formal Qualifications

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- BACHELOR OF PLANNING & DESIGN (ARCHITECTURE), UNIVERSITY OF MELBOURNE
 - BACHELOR OF PROPERTY, UNIVERSITY OF MELBOURNE
 - DIPLOMA OF MODERN LANGUAGES (JAPANESE), UNIVERSITY OF MELBOURNE
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