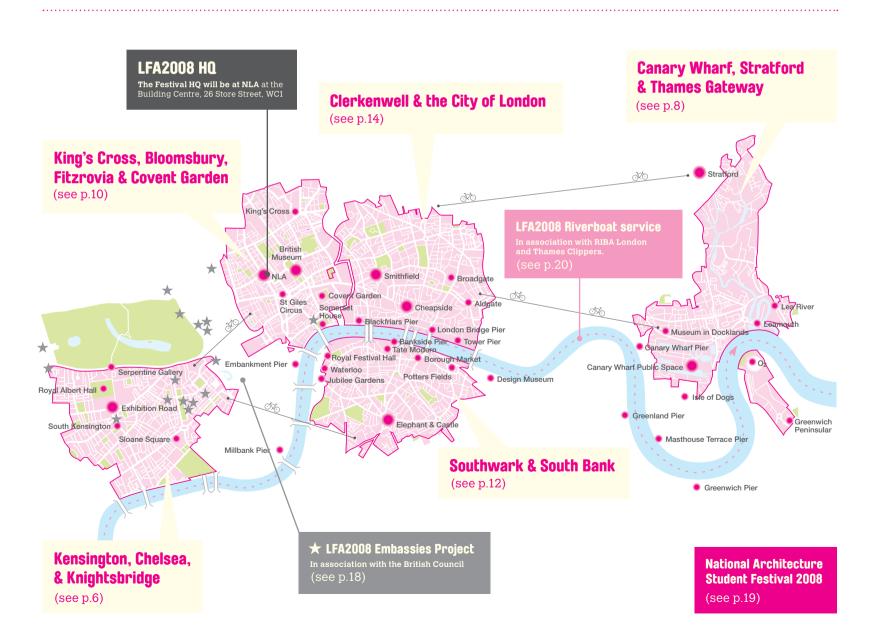
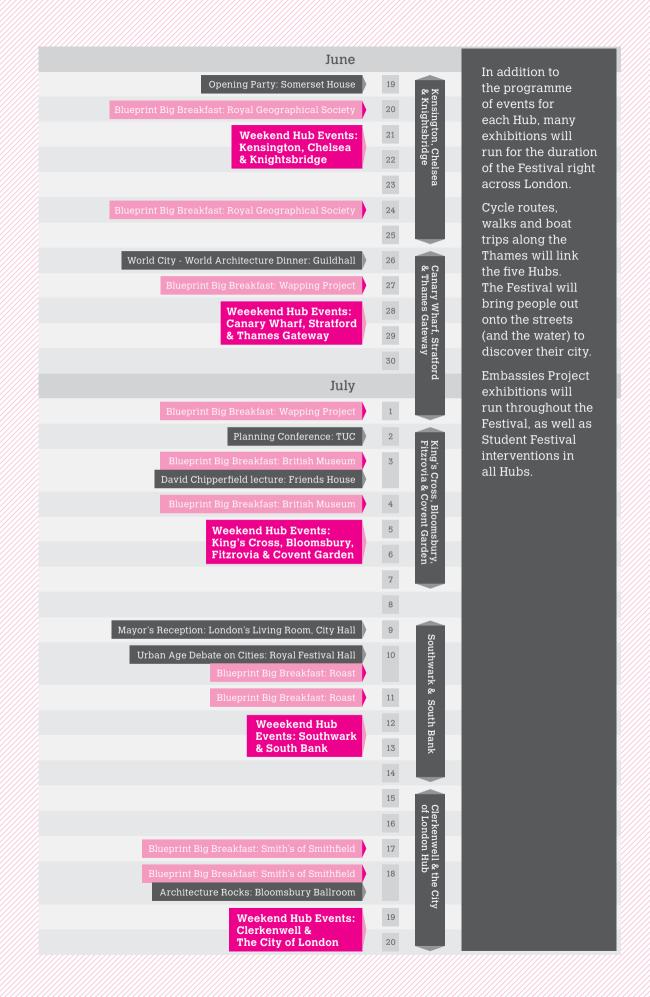


The London Festival of Architecture 20 June - 20 July 2008

The London Festival of Architecture in 2008 will be the biggest event of its kind in the world. It will involve all the major players in London's environment including the Mayor, Design for London, local authorities, officers and members, and major developers, not to mention some of the world's leading architects.

The buzz of activity will move across five Hubs over five weekends, with exhibitions, cycle tours, walks, talks, performances, installations and interventions, boat trips along the Thames and large scale street animations each weekend, all focusing on the theme of FRESH!





has become a central highlight in London's cultural calendar. Design for London is delighted to be involved with such a fantastic celebration of architecture and the public realm

Peter Bishop, Design for London

London always inspires architectural projects that are unpredictable I think it's a great city. There's a uniqueness to London - the education, the amount of research and invention. Anything you want, you can get someone to advise you on It's a global city that has become very, very layered. Going through London is like time travel - vou go from one city to the next city. It's great that London can celebrate this through the London Festival of Architecture

> aha Hadid, aha Hadid Architects

2 London Festival of Architecture. 20 June to 20 July 2008

Headline Events



LFA Headquarters20 June – 20 July / NLA

NLA will become the HQ for LFA2008 for the duration of the Festival. The galleries at NLA will host FRESH! - an exhibition about each of the five Hubs and activities going on in them, as well as exploring each of our FRESH themes (see page 16). An international press centre will be established and LFA staff will be on hand to provide maps, advice and information on all Festival events. A series of talks, parties and events will take place throughout the month at NLA, the Building Centre, 26 Store Street, London WC1.



Opening Party19 June / Somerset House

On the eve of the Festival, this spectacular venue will host a night of music, dance, performance – and architecture. RIBA London's Thames Clippers service will launch from Temple pier via the terrace of Somerset House overlooking the South Bank across the river. By invitation only.



World City: World Architecture Dinner26 June / Guildhall

The spectacular Guildhall will play host to a 500-person fundraising dinner for the Festival. With guest speakers including a number of leading international architects, it is anticipated that the event will attract an audience including City of London institutions and members of the architecture and property profession.



Planning in London Conference 2 July / TUC Building

Planning in London and NLA will jointly host a major conference on Planning in London and its impact on delivering high quality architecture and urban design. The conference will draw leading figures from the planning, development and design industry to offer their views on how positive change could improve the planning process.



David Chipperfield Lecture 3 July / Friends House

Headline lecture by 2007 Stirling Prize winner, David Chipperfield.



Urban Age Debate on Cities10 July / Royal Festival Hall

A high-profile event setting London in the international context. Organised by the London School of Economics and Political Science and Deutsche Bank's Alfred Herrhausen Society and presented in partnership with the London Festival of Architecture.



Architecture Rocks18 July / Bloomsbury Ballroom

The grand finale and closing party for the Festival. Architects and designers compete to be given the chance to reveal their musical talents in our live rock concert. Promoted and produced in association with BD magazine and The Architecture Foundation.



Blueprint Big Breakfasts

20,24,27 June & 1,3,4,10,11,17,18 July

A perennial favourite of previous festivals, this series of lively breakfasts organised in association with Blueprint magazine feature A-list speakers and a full english breakfast for the 100 strong audience. This year two will be hosted in each Hub.

London Festival of Architecture.
20 June to 20 July 2008

Headline Events

KENSINGTON, CHELSEA & KNIGHTSBRIDGE

20 June - 25 June

LFA2008's focus on Kensington, Chelsea and Knightsbridge will encourage visitors to look, listen and experience in a fresh way all that the area has to offer, taking place alongside Exhibition Road Music Day.

Combining London's major museums and cultural quarter with some of its most attractive residential spaces and seductive shops and boutiques, perceptions are often of an established and unchanging part of the capital. On the theme of 'Sights and Sounds and Spaces – Taking a Fresh Look', LFA2008 will present Kensington, Chelsea and Knightsbridge in different ways, uncovering corners and buildings not seen or noticed before. In particular it will highlight some of the new spaces, architecture and ideas that show even this to be an ever-changing part of the metropolis, constantly adapting to the changing nature of London and the needs of its inhabitants, workers and visitors.

Stretching from Kensington Gardens down to the River Thames, and from Sloane Street to Kensington High Street, the Kensington, Chelsea and Knightsbridge Hub is focused around Exhibition Road. The intention is to temporarily close the road to traffic and animate it to show the potential of the radical transformation of the street envisaged by Dixon Jones architects and the local highways authorities to create a more pedestrian friendly space. This temporary transformation coincides with Exhibition Road Music

Day on 21 June, which will add colour, sound and atmosphere to the quarter. $\,$

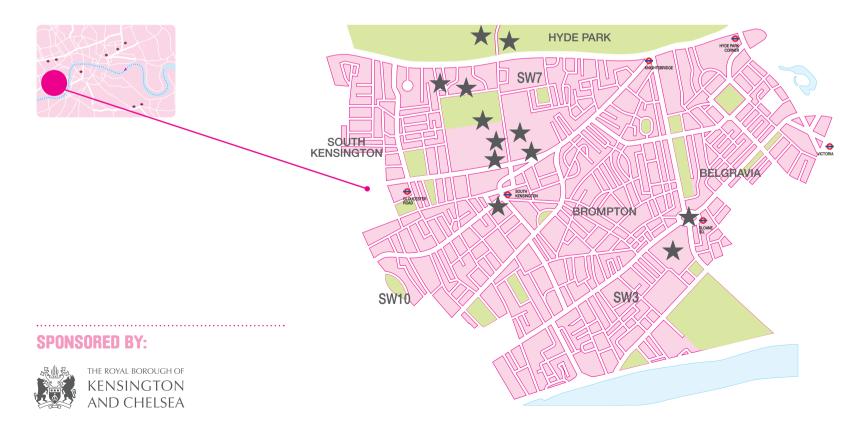
Talks, exhibitions, events, debates and film screenings in and around Exhibition Road, within and outside the many museums and cultural organisations, will give visitors other opportunities to further explore architecture while walking, cycling and self-guided tours will weave through the entire region to reveal both its history and its future.

Charles Knevitt, RIBA Trust

Local Advisory Group

Cllr Daniel Moylan, Royal Borough of Kensington & Chelsea (Chair); Charles Knevitt, RIBA Trust (Hub Curator); David Anderson, V&A; Toby Anstruther, Brompton Estates; Colin Buttery, Royal Parks Agency; Nigel Coates, Royal College of Art; Paul Davis, Paul Davis & Partners; Dr Rita Gardner, Royal Geographical Society; Angela Harvey, Westminster City Council; Edward Jones, Dixon Jones; Tim O'Toole, TfL; Paul Sandilands, Lifschutz Davidson Sandilands; Donald Smith, Chelsea College of Art and Design; Dr Chris Towler, Imperial College

For further information contact
Rachel Borchard (Rachel.Borchard@inst.riba.org)



Programme of Key Events

Curated by the RIBA Trust

Ongoing

exhibitions

and events

Opening Party: Somerset House



China Design Now at the V&A museum... Big Breakfast: Royal Geographical Society... 20 June

21

22

June

19

in this Hub...

Thermal Cities

showing heat

Thermal Cities
showing heat
sensitive images of
London buildings...
Snow City, looking
at one unlikely
scenario of
climate change...
Walks in Silence,
a video installation
in Exhibition
Road tunnel.

Weeekend Hub Events:



3D representation inspired by
The Exhibition Road Project and
Dixon Jones' design proposal for
pedestrians and traffic to share
space. Crossing barriers will
be removed and pedestrians
will have more room to enjoy
the atmosphere of the museum
heartland... Exhibition Road Music
Day performances... A 'concrete
canvas' emergency shelter from
Imperial College.... Abseiling
acrobatics on Exhibition Road
building facades.

Tour

ours of local Architects' studios.

23 June

Big Breakfast: Royal
Geographical Society...
Guided walking tours to some
of the hidden gems of the area.

24 June

London Underground has a long and distinguished history in the commissioning of world-class architecture, art and design - from the Art Deco stations of the Piccadilly Line to the stunning cutting edge designs for the Jubilee Line extension, from our iconic Tube map to the ongoing public art programme across the network The design of our stations is key to our service, and we commission distinguished architects to create spaces that both function well and are iconic buildings in their own right. We are delighted to be working with the London Festival of Architecture to celebrate the architecture of the capital and more specifically that of London Underground.

Tim O'Toole, TfL

6 London Festival of Architecture.
20 June to 20 July 2008

Kensington, Chel
& Knightsbri

CANARY WHARF, STRATFORD & THAMES GATEWAY

26 June - 1 July

Major change to the shape of London over the next ten vears will be brought about as the eves of the world focus on the east of the capital, with the impending arrival of the London 2012 Olympic and Paralympic Games.

Canary Wharf, Stratford and Thames Gateway Hub activities will celebrate that change. The quality of the built environment in the east of the city is improving dramatically as plans for the London 2012 Olympic Park, Stratford City, the further extension of Canary Wharf and the Thames Gateway regeneration are turned into reality, and the promise of the Greenwich peninsula is realised following the rejuvenation of The O2.

The area has an unprecedented opportunity to redefine itself as the capital's centre for innovation in the near future - a destination of choice for living and working - and to be at the forefront of applying the best architectural and building technologies to create truly sustainable places, which can respond to the broader challenges of climate change.

LFA2008 events will look at how this process of transition can be harnessed to benefit the lives of east Londoners. and how the best thinkers in urban design are being attracted to the area to complement the ambition of its communities. East London is much more than a local vision - it will contribute to a new global perspective. and LFA2008 is excited to reflect that.

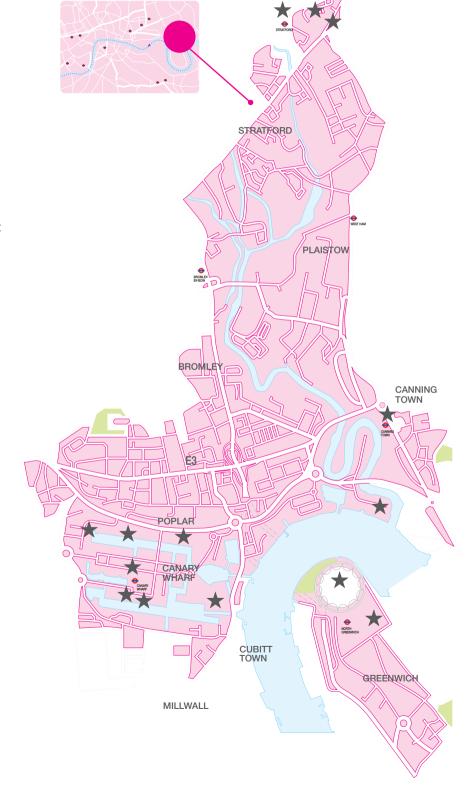
Martin Venning.

London Thames Gateway Development Corporation

Local Advisory Group

Howard Sheppard, Canary Wharf Group (Chair); Martin Venning, LTGDC (Hub Curator); Peter Charlton, Clifford Chance; Ed Fox, British Waterways; Jerome Frost, ODA; Larry Malcic, HOK; Emma Peters, Tower Hamlets; Jason Prior, EDAW; Dan Ringelstein, SOM; Ian Ritchie, City of London Festival; Louise Rodgers, Quatro PR; Andrew Tindsley, BDP; Mike Davies, Rogers Stirk Harbour & Partners

For further information contact Amy.Wright (canary@LFA2008.org)



SPONSORED BY:



Programme of Key Events

26 June

Curated by London Thames Gateway Development Corporation



EDAW Water City Debate context, at the Clifford Chance uditorium in Canary Wharf.



Evening lecture by Canary



Focus on **Stratford**, the **Greenway** and the **River Lea**... Exhibition of ODA's plans for the **London 2012 Olympics and Paralympic Games** and beyond.



Canary Wharf focus, with a family-friendly programme planned to include **Bouncy Buildings** and an open-air cinema showing architectural films as part of the Screening the City programme.



A day of events around **London's** markets, featuring a talk by ithor **Carolyn Steel**, about how ood shapes London and a sound ece based around Billingsgate

Big Breakfast: Wapping Project.

Ongoing exhibitions and events in this Hub...

The Isle of Dogs 25 Years On: Photography exhibition featuring black and white photographs of the area... The Olympics models will be on display. Exhibitions on the **Lower Lea Valley** Park and Canning **Town** community centre... Stratford developments by the ODA.. exhibition of housing schemes planned for East London.

66 We are delighted to be involved with this year's London Festival of Architecture and to play our part in encouraging people to get out and explore our great capital... Over the next two decades some of the largest and most exciting regeneration schemes in London - King's Cross, Stratford City. the Olympics and Wood Wharf - will emerge along British Waterways' network and we are looking forward to playing our part in making them a success.

Mark Bensted. British Waterways.



29

30

June

Canary Wharf, Stratford

London Festival of Architecture 20 June to 20 July 2008

KING'S CROSS, BLOOMSBURY, **FITZROVIA & COVENT GARDEN**

03 July - 07 July 2008

The King's Cross, Bloomsbury, Fitzrovia & Covent Garden Hub takes A Fresh Approach as its theme. With the new St Pancras International station at its northern point, the area has gained both new significance and new challenges as a major gateway to London. An exciting programme of LFA2008 activities throughout the Hub reflects the changing nature of the area.

50 million passengers will travel through St Pancras every year; most will continue their journey from the station by Tube. Yet the relative proximity of King's Cross to the River Thames, through Bloomsbury, Fitzrovia and Covent Garden, makes the Hub a natural starting point for explorations of the capital.

There is much to explore. The Hub represents London's cultural and intellectual heart. The world's largest concentration of leading academic and intellectual institutions - UCL, The Wellcome Trust, University College Hospital, The Architectural Association, The British Museum, Royal Opera House and Somerset House – are spread across its four quarters. It's squares and green public spaces also set the area apart. While much of the Hub's architecture is already highly regarded, a number of pockets of new development will have major impact, not least at King's Cross and Central St Giles near Tottenham Court Road

The challenge is to encourage these visitors from the UK and abroad to cross over Euston Road from St Pancras and start their exploration of London on foot. A lack of signage poses a major challenge, with the Hub's four quarters ill defined in places, a one-way system giving dominance to motorised traffic and the potential of its many squares and green places unrealised.

LFA2008 will address these challenges by showcasing a 'living masterplan' for the area, offering ideas about how the area will be developed in the future. Exhibitions, installations and events will help to create routes, encouraging visitors to explore the Hub from King's Cross St Pancras and celebrate its architectural heritage and future.

Debbie Whitfield. New London Architecture

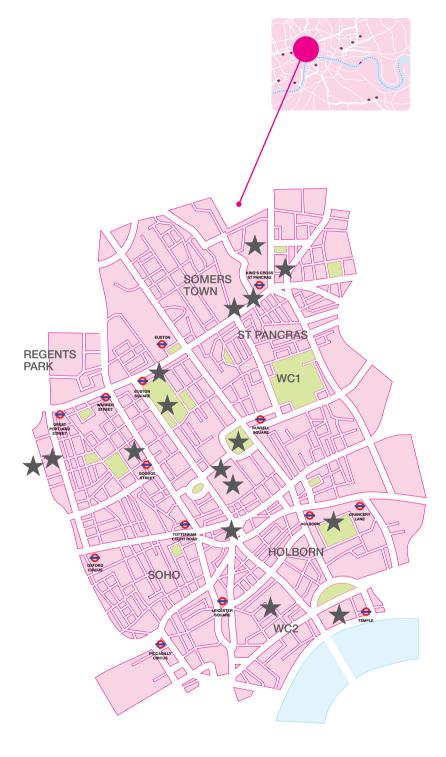
Local Advisory Group

Prof Malcolm Grant, UCL(Chair); Debbie Whitfield, NLA (Hub Curator); Sir Terry Farrrell, Farrells; Helen Gordon, Legal & General; Neil MacGregor, British Museum; Piers Masterson, London Borough of Camden; John Hennessy, Abbey; David Partridge, Argent; Brett Steele, Architectural Association; John Turzynski, Arup; Mark Whitby, Ramboll Whitbybird

CO-SPONSORED BY:

whitbybird

PRICE & MYERS



For further information contact: Kate Groves (kate.groves@newlondonarchitecture.org)

Programme of Key Events

Curated by New London Architecture

July

7



Focus on the **King's Cross** area with exhibition and installation exploring the changing face...Headline **lecture** by David Chipperfield... Installation in Regent Place exploring the area's history of railway construction... Big Breakfast: British Museum **Great Court**



cus on Fitzrovia...Exhibitions, unch... Big Breakfast: British luseum Great Court



Temporary pedestrianisation of **Montague Place** giving new focus to north approach to **British** Museum... Launch of major outdoor auditorium structure as focus for talks, tours and workshops... **Street Party on Malet Street**



Continuous picnic throughout the Hub's public spaces celebrating the conviviality associated with local food and opening up spaces not usually accessible to the public... Headline lecture by Peter Ackroyd at St George's Church, Bloomsbury



Focus on Covent Garden. Events exploring **routes** between he area's **cultural institutions**.. London Transport Museum architectural tours of stations with associated lecture series... Debate on the sustainable future of historic buildings

Ongoing exhibitions and events in this Hub...

Price & Myers

'Skin & Bones' exhibition exploring the application of elements of form, structure. materials and manufacture. **Open Studios** in the focus areas of King's Cross, Fitzrovia, Bloomsbury.. Boat tours and events exploring architecture and ecology of the Regent's Canal (British Waterways & Conisbee)...10th Anniversary celebrations at the **British** Library...Behind the scenes tours of institutions including the Wellcome Trust... Architectural film screenings at the Brunswick Renoir...Walking tours revealing the Hub's architectural development

The Round Reading Room and the Great Court are two of London's most celebrated architectural icons, so the British Museum is delighted to be involved in the London Festival of Architecture for 2008. We hope visitors will enjoy and engage not iust with the events. but also with the great buildings and projects all around us

Neil MacGregor, British Museum

King's Cross, Bloomsbury, Fitzrovia & Covent Garden

SOUTHWARK & SOUTH BANK09 July - 14 July 2008

From the River Thames to Elephant and Castle, and from London Eye to the Design Museum, the Southwark and South Bank Hub occupies a dynamic part of London. Traditionally seen as being on the other side of the Thames, the role of the area has shifted with the development of the South Bank and Bankside as London's major cultural quarter and expansion of the City's financial activity south of the river. Festival events and activities will explore the area's special qualities and question the conventional to generate fresh approaches to architecture.

Major architecture exhibitions will be taking place along the South Bank including the Hayward Gallery's 'Psycho Buildings: Architecture by Artists' and the Design Museum's Richard Rogers retrospective. For the first time, the Festival will bring together the cultural institutions along the River Thames for a special South Bank Late event.

Away from the river, amidst the Victorian railways, there remains a hinterland of hidden territories and spaces. This landscape presents an opportunity for a new vision of the city to be formed. The Bankside Urban Forest – a new public realm strategy by Witherford Watson Mann architects – will be the inspiration for a large scale installation by the French architecture collective EXYZT. It will create an active venue for events and debate bringing a fresh, immediate response to the Festival.

Anchoring the Hub, a programme of open studios, talks, tours and other events will take place around Elephant and Castle to explore the extraordinary amount of development that is taking place in this neighbourhood.

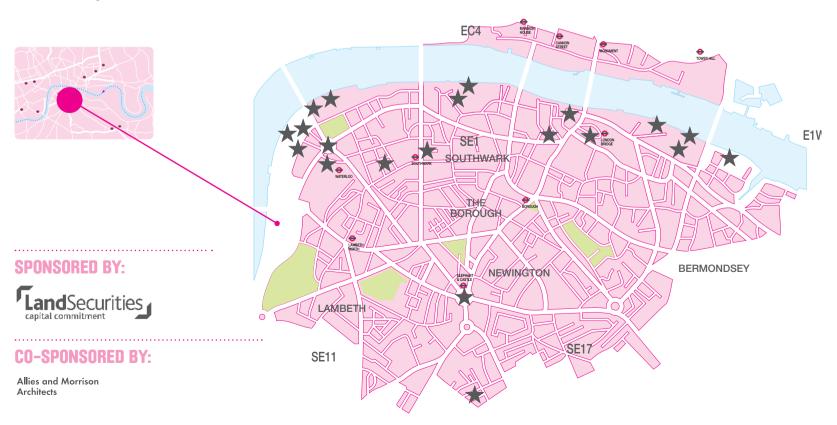
A one-day Urban Treasure Hunt will take place across the entire Hub to discover hidden spaces and some of the most exciting buildings the city has to offer. This will be accompanied by new walk and cycle maps with which to explore the architecture and public spaces in Southwark and the South Bank.

Elias Redstone, The Architecture Foundation

Local Advisory Group

Roger Zogolovitch, AZ Urban Studio (Chair); Elias Redstone, The Architecture Foundation (Hub Curator); Amanda Baillieu, BD; John East, London Borough of Southwark; Ken Greig, Greig + Stephenson Architects; Chris Horn; Ian Lindsay, Network Rail; Rowan Moore, The Architecture Foundation; Sadie Morgan, dRMM; Kura Perkins, Communication Matters UK; Richard Powell, First Base; Deyan Sudjic, Design Museum

For further information contact: Elias Redstone (elias@architecturefoundation.org.uk)



Programme of Key Events

Curated by The Architecture Foundation



Mayor's reception at London's Living Room, City Hall...

9 July

10

exhibitions and events in this Hub...

Ongoing

Bankside Urban Forest will be staging a series of public realm interventions.. Creative practices from **Iliffe** Yard will host their annual celebrations in the vard and hold Open Studios.. Studies and interventions around the Elephant and Castle redevelopment... Hoardings exhibitions along Bank Side.. A debate around the future of Elephant & Castle.. An **anagram** competition using the neon letters

reclaimed from a

hotel soon to be

fashion with 'party dress'.

demolished... and

architecture meets



Urban Age Debate on Cities.
Organised by the London School
of Economics and Political Science
and Deutsche Bank's Alfred
Herrhausen Society and presented
in partnership with the London
Festival of Architecture.



Friday night lates: late opening at the Hayward Gallery, BFI South Bank (NFT), National Theatre, Royal Festival Hall, Potters Fields, Design Museum and Tate Modern.



Urban Treasure Hunt: moving south from the South Bank's world renowned institutions to the less familiar sidestreets and railway arches, taking in Elephant and Castle and the heart of Southwark.



EXYZT pavilion: makers of the French pavilion at the Venice Architecture Biennale, EXYZT have been commissioned to build an interactive installation especially for LFA2008, to serve as a focal point throughout.

13 July

12

The Design Museum is excited to be part of the London Festival of Architecture 2008. We want to make architecture and design an essential part of the cultural landscape in London. We know there is a big popular audience for the subject. Last year the museum attracted 84 000 visitors for its exhibition on Zaha Hadid. I am sure that our retrospective on the work of Richard Rogers. the centrepiece of our contribution to the Festival I will be equally popular. The show will look in particular at the contribution that the Rogers practice has made to new thinking about the development of London

Deyan Sudjic, Design Museum

2 London Festival of Architecture.
20 June to 20 July 2008
South Bank

CLERKENWELL & THE CITY OF LONDON

15 July - 20 July 2008

The Clerkenwell & The City Hub covers two areas that reflect different aspects of development in London: the City is famous as a major global trading centre, Clerkenwell has a history of being on 'the fringe'; one is the Establishment, the other the radicals, the outsiders and change-makers. While the City crams the UK's economic heart into a square mile, nowhere has a higher concentration of architects than Clerkenwell.

As London's marketplace, the City has developed throughout its long history to accommodate merchants, from London's livery companies and the food markets that developed along Cheapside - Britain's first high street - to the global financial institutions of today. As London continues as one of the world's financial capitals, architects consider how to build on the City's successes and continue to cater for the businesses and workers located there. High quality public space, iconic buildings, sustainable development and retail are all areas in which the City now works to distinguish itself.

Clerkenwell is situated next to, but outside, the City walls: it has long been a place of radicalism and fresh thinking. Historically, it was a location for food, religion and craft, and these themes reverberate today through Smithfield and Exmouth Markets and its reputation as a destination of choice for architecture and design, offering its expertise and meeting of minds not only to the locality but the rest of the world. These effects filter through to further enterprise. Local cafés, bars, restaurants, bookshops

and galleries which define Clerkenwell have been generated by its unique position rather than engineered to create demand. enriching an area that is still predominantly residential.

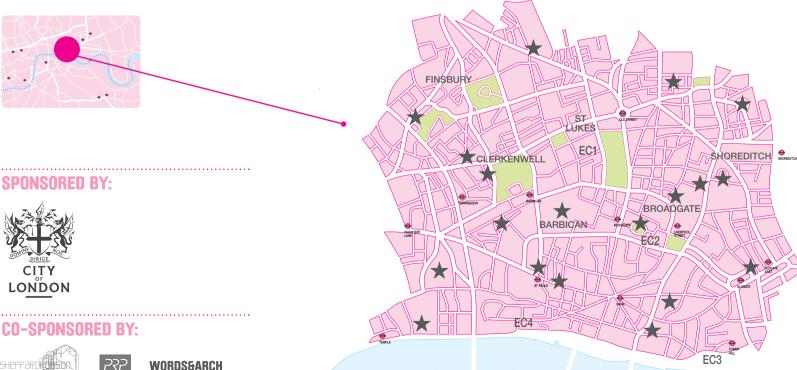
The London Festival of Architecture 2008 will celebrate these differences. The City of London Corporation, developers and architects alike have drawn on the rich histories of the areas to evolve them into the highly successful, thriving communities that they are today. Vibrant and inquiring events during LFA2008 will explore how they might find fresh ways to move forward in the future climate of global exchange and competition.

Patrick McKeogh, Pipers & Helen Arvanitakis, **David Morley Architects**

Local Advisory Group

Paul Burgess, British Land (Chair); Patrick McKeogh, Pipers (Co-curator); Helen Arvanitakis, David Morley Architects (Co-curator): David Ainsworth. City Offices: Peter Bill. Estates Gazette; Robert Calnan, Jones Lang LaSalle; Mark Dillon, Sheppard Robson; Roger Kallman, SOM; Fred Kinahan, Henderson Global Investors; Katrina Kostic Samen, KKS Strategy; Simon McGinn, City of London Corporation

For further information contact: Patrick McKeogh (patrick@pipers.co.uk) Helen Arvanitakis (LFA08@dmarch.co.uk)



Prograamme of Key Events

16

Co-curated by David Morley Architects and Pipers



New Street Square exploration of urban grain and public space, input from Bennetts Associates nd Land Securities.

19

20

July

Road)..

Clerkenwell Green pavilion and Party on the Green hosted y Chetwoods... **Clerkenwell** Road exhibitions... Barbican ilm screenings... architectural ours... Big Breakfast: Smith's of



een'... Big Breakfast: Smith's



Cheapside market: London's first high street from the C14th reimagined to reflect its emerging place as a retail centre... **Hoxton** Square Installation, celebrity cook-off, railings exhibition curated by White Cube.



Open studios around Clerkenwell's wealth of creative oractices.. A contemporary take on the traditional village fete in Clerkenwell Green and Exmouth Market.

exhibitions and events in this Hub... Urban grain

Ongoing

exhibition. the science of successful public space with LSE... Sustainability event by Sheppard Robson... Squint Opera/ Medcalf exhibition on utopian flooded London... BDP event around the new **JP Morgan Chase** offices... Rogers Stirk Harbour & Partners exploration of Leadenhall building... BDP events in Brewhouse Yard, including street furniture Canstruction Installation. Student Festival Installation. and food vendors... Open studios (north of Clerkenwell

The City of London and Clerkenwell are complementary and very different parts of the capital. The Square Mile is a major global financial centre operating out of the historic city centre and under a governance that dates back a thousand vears. Within this environment leading corporate players occupy office space designed by worldclass architects. By contrast Clerkenwell on the fringes of the City is a creative hub; there are more architects per square metre here than anywhere else in the world. It's architecture is a rich mix of ancient and rather low key modern which looks nervously at the impact of the large floorplates demanded by its burgeoning neighbour. These contrasts and the historic interdependence of these two areas make this a fascinating arena in which to engineer a Festival of Architecture.

Paul Burgess.

British Land



London Festival of Architecture

LFA2008 is Fresh!

The theme of the London Festival of Architecture 2008 is Fresh!

The core programme for LFA2008 will focus on five interpretations of this theme and a series of events and installations are being developed with our partners and sponsors to run across all of the Hubs. These themes will also be explored in the FRESH! exhibition at NLA running during the Festival and in the book published to coincide with the show.

Fresh Thinking.





A broad series of talks, debates and installations during LFA2008 will challenge conventional thinking on architecture and design.

A high profile component of this series will be a specially commissioned mobile lecture space that will travel to each Hub and provide a focus for talks and performances as part of the public weekend programmes.

Fresh Talent.



A strong element of the Festival will look at fresh talent in relationship to architecture in London, showcasing the work of students, young practices and international architects.

LFA2008 are teaming up with BD to commission a shortlisted YAYA practice to design a new piece of street furniture that will be produced and installed in key locations in each Hub to advertise the festival and distribute literature, maps and information.

A series of talks will be hosted at NLA at The Building Centre, highlighting fresh talent in the capital.

Fresh Approach.





LFA2008 will pay particular attention to taking a fresh approach to public spaces and making better connections for walking and cycling in London. Each of the public weekend events will focus on using public spaces in fresh ways to explore future possibilities.

A series of charettes will look at areas in need of a fresh approach with public crits held during the Festival. Other activities include Screening The City film programme and some new public seating designed by Studio Weave to invite people to take a fresh look at parts of the city.

Fresh Air.



The majority of the Festival takes place in the fresh air. Exhibitions on future designs for London will be on show on railings, on hoardings and as installations and outdoor exhibitions.

Tours, walks, podcasts, cycle rides and routes (both guides and DIY) will be programmed to get Festival visitors out in the fresh air to discover more about new and recent architecture in each of the Hubs.

Fresh Food.



Innovative growing opportunities, debate and discussions about the development of London's infrastructure in relation to food, the future of its markets and issues concerning food distribution and urban agriculture.

Events will include a continuous picnic through Bloomsbury, growing projects across London and demonstrations and exhibitions about urban agriculture at Cheapside Market (see p.14).

London Festival of Architecture 20 June to 20 July 2008

LFA2008 Embassies Project

The Embassies Project is a spectacular range of international exhibitions and events sited in some of London's most elegant and historically significant properties. Twenty-eight foreign embassies have responded ambitiously to the Festival theme, Fresh! and will present the best of architecture from their countries.

Festival visitors can expect to see the changing face of Vancouver, Canada; radical propositions for the future of Brazilian lifestyle; dramatic changes to the urban fabric of Bogota, Columbia; and sustainable architecture propositions from Denmark and Italy.

Embassies participating in the project are located across the Festival Hubs and reveal a particular and fascinating map of London.

The Embassies project is organised by the British Council and the London Festival of Architecture.

For further information contact Catherine.Ince@britishcouncil.org or Will.Sorrell@britishcouncil.org

Embassies Involved:

rgentina Georgia Peru razil Guatemala Hungary Romania anada Ireland Russia

Columbia Italy the Slovak Republic
Costa Rica Japan Spain
Cyprus Mexico Sweden
Czech Republic The Netherlands Switzerland
Openmark Norway Venezuela

IN ASSOCIATION WITH:





VANCOUVERISM: New Westcoast Architecture and Citybuilding at Canada House

Fresh approaches to high-density

urban architecture is the theme of a specially commissioned exhibition for the LFA at Canada House entitled VANCOUVERISM: New Westcoast Architecture and City-building.
The show features past and present examples of Arthur Erickson's work along with projects by two of his protégées, James Cheng and Bing Thom plus Fast + Epp structural engineers. Exhibition opens 23 June at Canada House, Opening event 24 June.

Project Pictured Above:
Spectrum by Architect James Chen
for Concord Pacific Developments

National Architecture Student Festival 2008

The second Student Festival in 2008 will build on the support and enthusiasm generated during the first event in 2006, to bring together higher education students from all over the country with pupils from local schools and community groups to create a series of site-specific interventions in key public spaces at each of the London Festival of Architecture's Hubs. Reflecting the theme of 'FRESH' for LFA, the student teams will be asked to interpret this word in creating their intervention

The outcome should be a series of unique projects which signpost the London Festival of Architecture and reflect a sense of place though their intervention – be it fresh ideas, fresh air, fresh grass or any other interpretation of the LFA theme.

Students from variety of disciplines including architecture, urban design, planning, engineering, landscape design and product design are invited to participate and encouraged to work together collaboratively.

For further information contact
Pippa Gueterbock, EDAW, Pippa.Gueterbock@edaw.com
Anne Markey, Projects Office London Metropolitan University,
A.Markey@londonmet.ac.uk

Institutions involved:

Canterbury School of Architecture
Architectural Association
Central St. Martin's College of Art and Design
Centre for Alternative Technology Wales
Ecole Polytechnique Federale de Lausanne
Greenwich University
Kingston University
London Metropolitan University
University College London
Oxford Brookes University
Ravensbourne College of Design and Communication
Sheffield University
Trinity Laban Conservatoire of Music and Dance

IN ASSOCIATION WITH:









LFA2008 Riverboat Service

The river Thames meanders through the heart of London linking the five Hubs of LFA2008. The LFA riverboat service will provide transport from Hub to Hub, accompanied by a narrative from author Peter Ackroyd.

IN ASSOCIATION WITH:





RIBA London will be co-ordinating the LFA2008 riverboat service in association with Thames Clippers to connect all five Festival Hubs, providing an alternative perspective of the capital.

Peter Ackroyd, author of Thames: Sacred River and Honorary President of the London Festival of Architecture, will co-curate the RIBA London Thames exhibition Dark Water, which will inhabit six piers along the river. To encourage 'fresh' talent, RIBA London has invited the London Schools of Architecture to work with the curatorial team including architect Iain Johnston (Bisset Adams), designer Nick Robertson (Wordsalad) and Adam Guy (Multiplatform Development) who will assist RIBA London to produce the exhibition. Each pier will incorporate three 'bands of time' to explore the past (what used to exist), the present (what can be seen today), and the future (what is either planned or imagined). A collection of maps, drawings, photographs, statistics, stories and soundbites will form these site specific installations.

What can YOU do?

There is still plenty of time to get involved. If you want to use this opportunity to do something that interests you, get in touch with our team now.

You could

Produce an exhibition, installation or event that responds to the theme Fresh!

Offer support to produce one of the main events

Open your studio, office or building as part of one of our planned tours

Volunteer your time to help co-ordinate activities during the festival

Put forward speakers or tour guides that can get involved in our programme

Sponsor some of the core programme (see next page)

Find out more online at LFA2008.org



Numbers

2006

75k

8/10
visitors were non

208

92% rated the festival

400+

architecture practices nd related organisations

97% said that they would aftend again in 2006

2008 target

200k

people attending

300 H



If your company or organisation is involved in the built environment and vou would like to support this fantastic initiative, there are a number of ways that you can provide much needed support to the core programme:

Headline Sponsor

A limited number of opportunities are available for companies and organisations to provide sponsorship for the core hub activities and major events and in return receive considerable branding placement in Festival literature and marketing. The Festival team work closely with headline sponsors to deliver a range of benefits to both the festival and their business at the Hub or Event they are sponsoring. £POA

Festival Sponsor

A number of event series have been produced that allow companies to get involved across all of the hubs. These follow the core themes: Fresh Air, Fresh Talent, Fresh Thinking, Fresh Approach and Fresh Food. As well as supporting one of our core series (see pp 16-17), each sponsorship package gives extensive branding in the LFA marketing and programme, as well at the FRESH! exhibition at NLA. Cost £15,000

Hub / Event Sponsor

Companies wishing to support the programme in one of the hubs can choose to provide sponsorship for part of the core programme or sponsor a specific event such as a Blueprint Big Breakfast in that area. Please contact us for full information on available sponsorship opportunities. Cost from £5,000

Festival Supporter

Companies can choose to support the Festival with a donation that will go towards the overall programme and marketing of the event by becoming an official Festival Supporter. In return you will be credited as a sponsor in LFA2008 literature, be able to use LFA2008 branding in your own marketing, receive 2 tickets to the opening party and be eligible for a 20% discount on all tickets to events for all of your staff. Cost £3,000

Please note that all sponsorship money raised goes directly to programming, marketing and promotion of the event. All directors and committee members give their time for free in support of the Festival and any surplus funds raised will go towards LFA2010.

For more information, contact Amy Wright, support@LFA2008.org or call 020 7692 6222

IN ASSOCIATION WITH:

Design for London

SUPPORTED BY:





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People

LFA2008 Honorary President

Peter Ackroyd

LFA2008 Team

Peter Murray - Director Nick McKeogh - Managing Director Sarah Ichioka – Deputy Director Amy Wright - Festival Coordinator Zoe McLeod - Festival Coordinator

LFA2008 Committee

Simon Allford – AHMM Alan Baxter – Alan Baxter Associates Renato Benedetti – McDowell Benedetti Rab Bennetts – Bennetts Associates Pat Brown - Central London Partnership Stella Buchan-Ioannou – Special Advisor LFA2008 Laurie Chetwood - Chetwood Associates Paul Finch - EMAP Publications Sarah Gaventa – CABE Space Pippa Gueterbock - EDAW Zaha Hadid – Zaha Hadid Architects Iain Johnston - Bissett Adams Richard Jones - Jackson Coles Joanna Kennedy – Collyer Bristow Charles Knevitt - RIBA Trust

Tim Lucas – Price & Myers Lee Mallett - Regeneration & Communication Barry McKeogh - Pipers Rowan Moore – The Architecture Foundation Jim Roberts – Locum Consulting Nick Terry - BDP David Ubaka - Design for London Chris Wilkinson - Wilkinson Evre

Media Partners

The Architects' Journal The Architectural Review **Building Design** Blueprint **Evening Standard Homes & Property** RIBA Journal Visit London Wallpaper

Public Relations: Theresa Simon & Partners 9 Cork Street, London W1S 3LL pr@theresasimon.com

Organisations currently involved

The Architecture Foundation, British Council, EDAW, CABE Space, Canary Wharf Group, Central London Partnership, The City of London Corporation, City of London Festival, Design for London, London Development Agency, London Metropolitan University, London Thames Gateway Development Corporation, Mayor of London, New London Architecture, Pipers, RIBA London, RIBA Trust, Transport for London, Wordsearch.

Page 4: NLA; Somerset House, photo Jeff Knowles; 30 St Mary Axe, photo Nigel Young; London map; David Chipperfield, photo Nick Knight; Royal Festival Hall; Architecture Rocks 2006, photo CJ Clarke; Blueprint Big Breakfast 2006 with Jude Kelly, photo Wordsearch

Page 6: China Design Now at the V&A, photo John Ross; Exhibition Road looking north, Dixon Jones Ltd / Miller Hare Ltd; RGS, photo James Morris; English breakfast. Page 8: Canary Wharf, photo British Waterways; Transitions: light on the move, photo Phillips; Initial design concept of the Olympic Stadium, image ODA; Canary Wharf, photo Canary Wharf group Plc; Borough Market past and present.

Page 10: David Chipperfield, photo Nick Knight; Bedford Square; Bloomsbury masterplan, Farrells; Picnic; London Transport Museum

Page 12: City Hall; Design Museum, photo Amelia Webb; LAB 06; EXYZT pavilion, Venice Architecture Biennale 2006, photo Brice Pelleschi

Page 14: New Street Square, Bennetts Associates; Clerkenwell Road; Clerkenwell Green LAB06, photo Edmund Sumner; Bread stall; Exmouth Market festival

Page 16: Lecture, LAB06; Student Festival, LAB06; Talk, LAB06; Bike ride, LAB06; What If Vacant Lot Project, Hoxton 2007.

London Festival of Architecture 20 June to 20 July 2008

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