

# Wild & High



past events

LONDON FESTIVAL OF  
ARCHITECTURE  
20 JUNE - 20 JULY  
In association with Design for London



## Buildinging: LFA 2008

### POLLARD THOMAS EDWARDS ARCHITECTS

Cost band	£££
Staff hours	👤👤👤
Length of event	1 day
Turnout	sold out, 92 people
Sponsorship	3 x local suppliers
Volunteer support	Practice staff
Publicity	TV BBC "News at Ten" Radio - BBC London Sport Print - Evening Standard Web - BD, AJ, urbanclimbermag, skyscrapernews, Propertyweek, planetfear, climbing, detank, dezona

#### Comment

'It was the most thrilling thing I've done in 10 years and the most scared I've been in 20. It was absolutely terrific; 100% professionally organised and 100% good fun.' Client

### 'Buildinging' – climbing for a Fresh View

For LFA2008 Pollard Thomas Edwards architects hosted a day-long ambitious climbing event to explore a hidden London and provide exclusive access to the London skyline.

Run by The Castle Climbing Centre participants (no experience necessary) completed a climbing circuit along, up and over the practice's office – a converted Victorian timber mill on the Regent's Canal at Diespeker Wharf in Islington.



# Show & Tell

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## Geometrics: Elements of Form, Structure, Material, and Manufacture

To illustrate various aspects of our work; form, materials structure and manufacture; Price & Myers Geometrics made large scale models of four key projects: The eel net bridge in London, The Velvet Mill penthouse apartments in Bradford, The Building Centre Ductal staircase in London, and Meads Reach Bridge, Bristol. These were exhibited in the Airframe exhibition stand which was designed and built by the Geometrics team.

## Geometrics: LFA 2008

### PRICE & MYERS

Cost band	££
Staff hours	👤👤👤👤
Length of event	2 weeks
Turnout	Good attendance from invited practices, a few members of the public, private view for 100. Approx 500 total.
Sponsorship	Financial and resource support from: Price & Myers, Argent, A Models, ACDC lighting
Volunteer support	P&M staff plus one Arch Part 2 full time for 1 month
Publicity	LFA website and literature, Architect's Journal
Comment	'The festival offers a great chance to show the creative side of engineering: how an exciting structure might look complicated but can actually be simple to make and build.'

# Cake Comp

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## Bake Off: LFA 2008

### CHILD GRADDON LEWIS ARCHITECTS & DESIGNERS

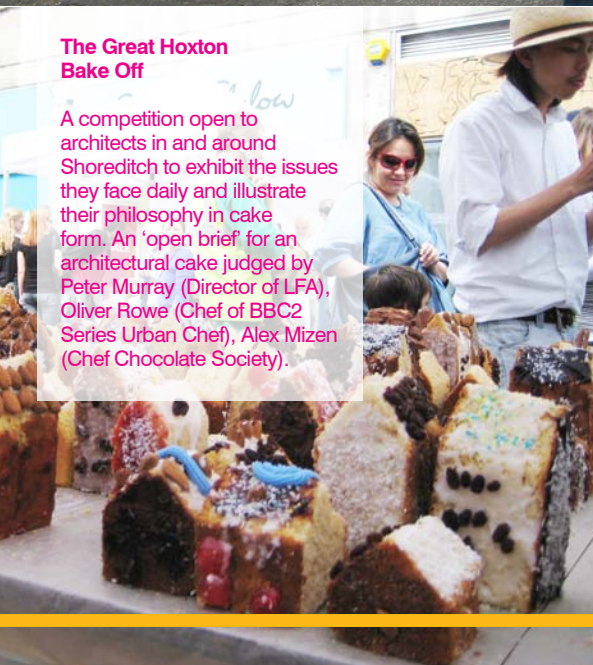
Cost band	£
Staff hours	+
Length of event	Held in conjunction with Cheapside Medieval Market - 1 day
Turnout	10 architects competed/exhibited cakes. It is estimated that 20,000 people attended the Cheapside Medieval Market.
Sponsorship	£0
Volunteer support	Staff
Donations	Cake was sold to the public for a gold coin donation to Article25 - official LFA charity.
Publicity	Times Online, LFA Website and literature

#### Comment

'I spent a good couple of hours there, learned a few things, and it was interesting to see and hear how things were done in yesteryear. There was only one bad thing. After consuming various delicacies that were on sale, and with a further increased appetite after seeing the marvellous cakes and chocolate, something most unfortunate has happened to my waistline.'

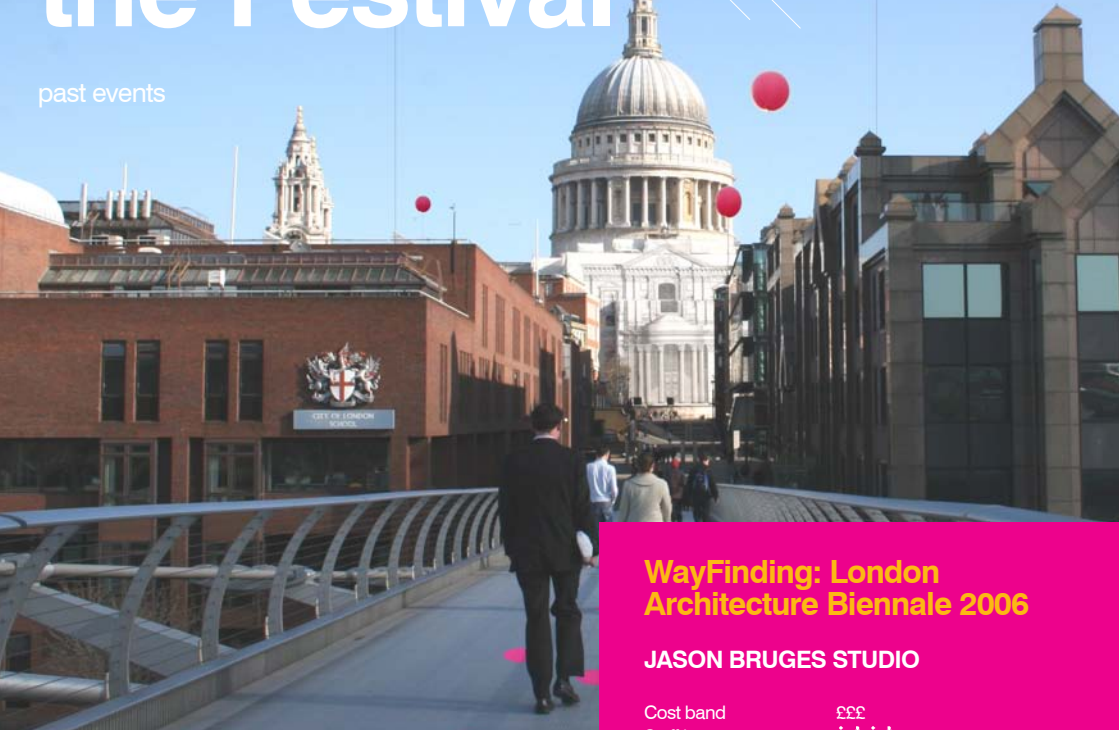
### The Great Hoxton Bake Off

A competition open to architects in and around Shoreditch to exhibit the issues they face daily and illustrate their philosophy in cake form. An 'open brief' for an architectural cake judged by Peter Murray (Director of LFA), Oliver Rowe (Chef of BBC2 Series Urban Chef), Alex Mizen (Chef Chocolate Society).



# Follow the Festival

past events



## WayFinding: London Architecture Biennale 2006

### JASON BRUGES STUDIO

Cost band	£££
Staff hours	👤👤👤👤
Length of event	9 days
Popularity	+++
Volunteer support	JBS Staff
Publicity	Print: Metro, Building Design

#### Comment

'I think I was lucky to have been there just when they launched the balloons. It looks like an explosion of colour in the city sky.' Happy witness, Flickr



### “WayFinding” - looking up at buildings

For LAB 2006 Jason Bruges Studio created large and bright magenta weather balloon markers to celebrate the journey from Kings Cross to Borough along the entire route of the London Architecture Biennale. The thermoplastic helium-filled pink Balloons acted as way-finding devices which linked to a network of pavement stickers adorned with the LAB logo.



# Glow in the City

past events



## Wind To Light: ARCHITECTURE WEEK 2007

### JASON BRUGES STUDIO

Cost band  
Staff hours  
Length of event

£££



due to the popularity of the installation, its stay on Southbank was extended through the summer until September 1

Popularity  
Publicity

++++

Print: Riba Journal, Blueprint, Design Week, Time Out, Essential100, Total Lighting, Evening Standard, London Lite, London Paper

Comment

'Jason Bruges Studio's Wind to Light installation really jazzes up the Royal Festival Hall in London's South Bank.' Viewer, core77.

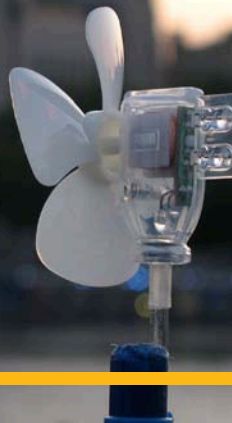


### Wind To Light

For Architecture Week 2007, in collaboration with onedotzero, Light Lab/Southbank Centre and RIBA London, Jason Bruges Studio focused attention on the availability of alternative energy in the urban environment.

Wind to Light visualized wind movement across the roof terraces of the Queen Elizabeth Hall using pole mounted mini turbines which powered blue and green LEDs.

The reactive installation was sensitive enough to the wind to allow viewers to see gusts passing through the turbines.



# Chalk & Walk

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## This is Tomorrow Too: LFA 2008

### MOBILE STUDIO

Cost band	£££
Staff hours	👤👤👤👤
Length of event	4th - 6th July 2008
Turnout	Extremely good attendance from members of the public + local community; approx 5000 for the free events + 50 for private view
Sponsorship	Arts Council England, Camden Arts + Tourism, ScanTech Ltd, Tate Modern, British Museum
Volunteer Support	Tate Modern Raw Canvas members
Publicity	LFA website, Building Design

#### Comment:

'This is Tomorrow Too was an absolutely fantastic addition to our programme in Montague Place. The installation looked fantastic and your events programme most impressive.'  
LFA08 Hub Curator

### This is Tomorrow Too

A site-specific installation which was commissioned by Camden Arts and Tourism for Bloomsbury during LFA 2008. The temporary installation was augmented by free walking tours of Bloomsbury and an all-day workshop for families and young people.

The installation was located directly in front of the north entrance to the British Museum on Montague Place. The project responded to the local history and the specific urban connections of three key buildings across Bloomsbury - British Museum, British Library and St George's Bloomsbury.

