

## Open Call Showroom Showcase



Fragment, by Inclume at the Gaggenau © Agnese Sanvito, 2021

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### The Commission

Following on from the success of last year's showroom showcase, LFA will again be partnering with some of London's most respected brands and showcasing the work of emerging architects and designers through innovative paper window displays.

As part of this year's festival, we are inviting emerging architects and designers to create unique architectural installations, made of paper, in showrooms across London which will be in place throughout June. As well as providing you with a window to show off your work, the LFA will showcase your work online and through a series of interviews.

This is a unique opportunity to gain a commission from a major brand and showcase your creativity and ability to produce stunning architectural interventions using simple low-cost materials.

Following the competition process, winning teams will be revealed in May 2021 and will work with one of the showrooms and the London Festival of Architecture in delivering a fully costed, feasible design. Successful entrants will be awarded £1,600 including a £600 design fee to make and instal their paper display ahead of the London Festival of Architecture 2022.

## **Power of Paper**

Whist we've all being going digital in the past two years, it's fair to say that paper has taken something of a backseat in our working lives. Our gleaming office printers have sat idle. Our favourite newspapers have become websites, consumed on screen.

Yet there is something glorious about the physicality of paper. Whether it's thumbing through the pages of a good book or making paper aeroplanes, paper remains amazingly versatile – and fundamental to the architectural profession.

Even with all the digital tools available, architects still love nothing more than a good sketch on a scrap of paper. And nothing says architecture more than blueprints meticulously printed onto large-format paper. Paper can also break from two dimensions to three.

With a bit of folding and possibly some gluing, paper can start to take on volume and shapes. From tiny and detailed origami to large room-fillings shapes, paper can do it all.

## **Submitting**

Emerging architects and designers are invited to submit a single pdf portfolio of their work - no more than 10 A4 sides (5mb maximum) – in much the same was as for our other LFA competitions. No design work is required at this initial stage, through you may wish to write a short paragraph expressing initial thoughts and motivations.

The LFA team will shortlist these portfolios and present them to showrooms for them to select the architect they would like to work with. If selected, you will be notified of the showroom or brand which has selected you, and if you're happy you'll be paired with them to start working together on a unique display for their showroom.

## **Working with a client**

Whilst we'd like to see the installations reference this year's LFA theme of 'act' it will be up to you to work with your showroom as the main client. You will need to identify the space available, as well as their ambitions for their window installation to agree the precise brief.

You will be expected to work with you showroom to identify their objectives and brand priorities and then produce a worked-up design based on this for them to sign off. The LFA will also approve these to ensure they are deliverable. These designs will also be shared on the LFA website as part of the showcase of your work.

On Tuesday 31<sup>st</sup> May, participating showrooms will open to allow you to install your installation. Depending on your design and your showroom, you may decide to create the installation on that day or do the production elsewhere and simply install on the day. Either way we plan on creating a buzz around the installations. We will be videoing and photographing the installation process so this can be shared digitally.

As part of our efforts to showcase your work, the LFA team will record and edit a short audio podcast with you about your design and work with the brand. These will be distributed via the LFA's Building Sounds feed and will be accessible via an LFA window vinyl on the showroom window, allowing passers-by to scan a QR code and hear you talking about your work.

We will also video and photograph the installations, allowing for further showcasing and promotion of your work online.

Some showrooms may choose to hold an event or party in the showroom to celebrate your installation and your work or invite you to contribute to other talks.

The LFA will provide a unique window vinyl for your windows, which provides a bespoke link and QR code to the LFA website, with more information about your installation.

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## Context

In 2018 a collaboration between the LFA and V&A museum saw architects create paper castles – architectural models made of paper - as part of a major exhibition.

The showroom showcase was originally developed to help to gain publicity and increase footfall for the brands who can be closed for significant amounts of time during lockdown. However, the success of the projects highlighted that quality design is good for business and this is a message that the LFA is keen to promote.

The LFA has long worked to provide exciting opportunities for emerging architects to get exciting commissions – often their first. We hope this project will continue that tradition.

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## Submission

The submission should include:

1. Full name and contact details including postal address, contact number and email of project lead.
2. Brief biographies of all the project team.
3. Coloured photo of the design team (landscape) for promotional purposes.

4. A 200-word description about your practice along with any relevant technical expertise acquired through previous experience; please include a selection of relevant previous work.

5. You are invited to submit a portfolio of your work – but no design at this stage.

6. You may wish to include some thoughts about your vision including any initial written reactions you may have to the brief (no more than 200 words).

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## Eligibility

The competition is open to students and emerging architects, designers, engineers and artists.

Applicants need to fulfil **at least two** of the following criteria to be eligible for this competition:

- being no more than seven years post graduate, from your most recent qualification
- being under 40
- set up your practice / collaboration in the past three years

The judges encourage entries from, or collaborations with groups who are underrepresented in architecture.

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## Deadline and submission details

- Deadline for submission is Midday Tuesday 19<sup>th</sup> April. Submissions received after this time will not be considered.
- For competition enquires please contact: [rosa.rogina@nla.london](mailto:rosa.rogina@nla.london)
- Please send expressions of interest in a PDF format [here](#).
- The PDF should be no more than 5MB and 10 A4 pages.
- You will receive an email confirming receipt of your submission.

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## Schedule Outline

Submissions open: Thursday 3<sup>rd</sup> March 2022

Submissions closed: Tuesday 19<sup>th</sup> April 2022

Winners paired with showrooms: w/c 25<sup>th</sup> April 2022

Architects work with showrooms to develop designs: from 25<sup>th</sup> April

Designs signed-off and LFA audio recording: from 16<sup>th</sup> May

Installation constructed/installed: 31<sup>st</sup> May 2022

Installation removed and recycled: 31<sup>st</sup> June 2022

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## Further information

- The ownership of Copyright of the design will be in accordance with the Copyright, Designs and Patents Act 1988, that is Copyright rests with the author of the submitted design.
- All applicants will be notified of the outcomes, but due to the volume of applications we may not be able to provide feedback to entrants individually.
- All designs remain the intellectual property of the designer however the winning designs when built, will be the property of the partnered showroom.
- Please bear in mind that the project requires a fast turn around and may have peak moments when your practice will need to dedicate sufficient staff to deliver the project on time, on budget and to the high standard expected by all stakeholders.
- Significant efforts are made by all stakeholders of the project to ensure wide media coverage.
- The London Festival of Architecture and partnered showrooms reserves the right to use images from the submissions for promotional purposes in press, social media and publications. All endeavours will be made to ensure accurate accreditation.

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## Contact

To submit your entry please go [here](#).

For general enquires please contact: [info@londonfestivalofarchitecture.org](mailto:info@londonfestivalofarchitecture.org)

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## Disclaimer

The competition organisers are not liable for lost, misdirected, or late entries. The selection of submissions is based on professional judgments by the festival team and the partnered showrooms and all decisions are final. While it is the intent to construct the winning scheme, the organisers reserve the right to not proceed with construction for any reason. Material submitted by you shall be your sole responsibility, shall not infringe or violate the rights of any other party or violate any laws, contribute to or encourage infringing or otherwise unlawful conduct, or otherwise be obscene, objectionable, or in poor taste. By submitting such material, you are representing that you are the owner of such material and/or have all necessary rights, licenses, and authorization to distribute it.

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## London Festival of Architecture

The London Festival of Architecture (LFA) is the world's largest annual architecture festival and will be exploring the theme of 'act' in 2022. The LFA is part of New

London Architecture (NLA), and has a mission is to support London's architectural and design talent, enthuse and engage with the public, and find new ways to look at familiar places. In 2021 the LFA explored the theme of care, and celebrated innovation and design through a hybrid programme of activity last June. A year-round programme of design competitions, design charrettes, campaigns and other activities also champions London as the best place in the world to practice and enjoy architecture.

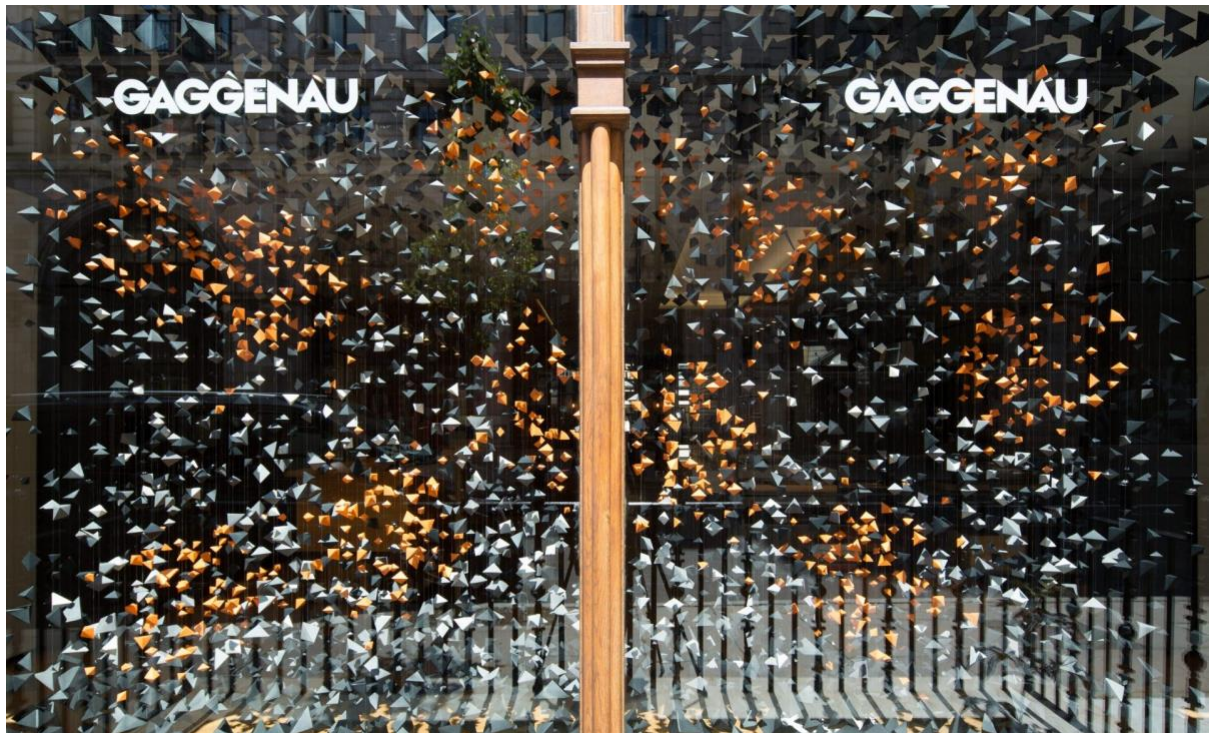
[www.londonfestivalofarchitecture.org](http://www.londonfestivalofarchitecture.org)

Twitter: @LFArchitecture

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## Reference

### 2021 winning designs



Fragment by [Inclume](#) for [Gaggenau](#) (at Wigmore Street)



Made in Italy by [Nathan Ward](#) for [Smeg](#) (on Regent Street)



ROCK-PAPER-SCISSORS by [Urban Radicals](#) with Eftychios Savvidis and Mariza Daouti for [Poliform](#) (on King's Road)



The Pleat Garden by [Unit 8](#) with [Vitra](#) (in Clerkenwell)



The 3 Little Bricks by Ten Tectons for [EH Smith](#) (in Clerkenwell)





Loop fruits by [Delve Architects](#) for [Fisher & Paykel](#) (at [Halcyon Interiors](#))