

Open Call
Showroom Showcase



Paper Shapes, Feilden Clegg Bradley Studios, 2020

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The Commission

For this year's LFA some of London's most respected brands are offering up the windows of their showrooms to showcase the work of London's best emerging architects and designers.

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.

A standard kit of materials will be provided – including a range of bespoke high-quality paper. The showroom windows vary in size – so you may have a small or large window to animate. A range of paper stocks will be available in a range of LFA colours.

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 a £600 design fee to make their paper installation ahead of the London Festival of Architecture 2021.

Power of Paper

Whilst we've all been going digital, 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-filling 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 way as for our other LFA competitions. No design work is required at this initial stage, though 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 you will be introduced.

Working with a client

Whilst we'd like to see the installations reference this year's LFA theme of 'care' 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 your 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 Thursday 3rd June, 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.

Many of the showrooms participating in the project will have been closed for significant amounts of time during lockdown. They are all keen to open up their amazing spaces to both the public and the profession once again. Your installation should help to gain publicity and increase footfall for the brand. This is a message that the LFA is keen to promote – that quality design is good for business.

Amid the current uncertainty about gathering large numbers of people in showrooms or exhibition spaces, this project was designed to be deliverable in a covid-safe way regardless of current lockdown restrictions.

The LFA has long worked to provide exciting opportunities for emerging architects to get exciting commissions – often their first - and to get paid for their work. 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 and designers. We welcome collaborations however the project must be actively led by a named emerging architect or designer. Emerging is defined by being no more than 7 years post graduate.

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Deadline and submission details

- Deadline for submission is Midday, 22 April. Submissions received after this time will not be considered.
- For competition enquires please contact: andre.holmqvist@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 1 April 2021

Submissions closed: Thursday 22 April 2021

Winners paired with showrooms: w/c 26 April 2021

Architects work with showrooms to develop designs: from 26 April

Designs signed-off and LFA audio recording: from 13 May

Installation constructed/installed: 3 June 2021

Installation removed and recycled: 31 June 2021

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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 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: andre.holmqvist@nla.london

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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 was founded in 2004, and is now firmly established as Europe's biggest annual architecture festival. The London Festival of Architecture 2021 will feature events across the capital from 1-30 June, and next year will explore the theme 'care'. The London Festival of Architecture celebrates London as a global hub of architectural experimentation, practice and debate, provoking questions about the contemporary and future life of the city while promoting positive change to its public realm. The London-wide programme is

delivered by a diverse mix of architecture and design practices and practitioners, cultural and academic institutions, artists and many others.

www.londonfestivalofarchitecture.org

Twitter: @LFArchitecture