



**LONDON FESTIVAL OF  
ARCHITECTURE**

**20 JUNE - 20 JULY '08**

In association with Design for London

**REVIEW**



# Foreword



The London Festival of Architecture 2008 saw a buzz of activity move through five Hub areas across the city, with large scale temporary structures, street closures, exhibitions, walks, talks, boat and bicycle rides and performances.

Over the four-week period, over 250,000 people attended Festival events and many thousands more saw the street gallery exhibitions and installations located around the city. As well as engaging and exciting new audiences for architecture, we addressed important issues – how to improve public space in cities, how architecture impacts the environment and generally how we make London a better place to live and work in. The Festival clearly showed that architecture is now an essential consideration for the many rather than a specialist interest for the few. It was exciting to see the Festival expand across a large part of central London, and we expect the number of areas and organisation involved to grow in 2010 and 2012.

The Festival saw sell-out talks from international names such as Daniel Libeskind, David Chipperfield, Rafael Viñoly, Cesar Pelli, Rem Koolhaas and LFA President Peter Ackroyd along with structures and installations from the likes of Foster + Partners, Tonkin Liu and Carmody Groarke.

The EXYZT-designed Lido in Southwark showed how the Festival could successfully engage with the local community, the Embassies Project gave the Festival

an international dimension, the Student Festival engaged with younger architects, while practices around London opened their doors to the public.

This was the third event of its kind. The first London Architecture Biennale took place in 2004, the second in 2006. The LFA grew out of the Biennale, incorporating concepts also developed by the RIBA Trust. The cooperation of many cultural organisations to deliver the festival played a vital role in creating such a rich and diverse programme.

I would like to thank all those who helped to deliver the Festival so spectacularly – particularly Deputy Director Sarah Ichioka, and her team of Moira Lascelles, Zoe McLeod and Amy Wright, Managing Director Nick McKeogh, the Hub Curators - Charles Kneivitt, Tim Hollins and Rachel Borchard, Debbie Whitfield, Elias Redstone, Patrick McKeogh and Helen Arvanitakis and their supporting committees, as well as the main advisory committee of the Festival. The Festival would not have been possible without the support of our sponsors, and the Festival extends its special thanks to our core funders Design for London, the Arts Council England and the London Development Agency. The next Festival will be in 2010. We look forward to seeing you there.

**Peter Murray,**  
**Director**  
**LFA 2008**

**FRONT COVER:**  
The Fresh Flower,  
designed by Tonkin  
Liu for Corus and  
the LFA2008 outside  
St Paul's Cathedral,  
photo Agnese Sanvito.

**OPPOSITE PAGE:**  
London's largest living  
room at Somerset House,  
photo from Lucy Sollitt

**ABOVE:** Peter Murray,  
photo Ben Graville



# Overview



More than a quarter of a million people attended over 600 LFA events.

The London Festival of Architecture (LFA) 2008 was a celebration and exploration of the city's buildings, streets and spaces, aimed at Londoners and visitors alike. The Festival ran from 20 June - 20 July and included street installations, exhibitions, guided walks, cycle rides, boat tours of the city's river and canals, parties, design workshops, debates, breakfast talks, and weekend street markets.

More than a quarter of a million people attended over 600 events - 60,000 people visited the Sites and Sounds event in Exhibition Road, 1,000 people attended David Chipperfield's keynote lecture while small groups of blind and partially sighted visitors toured some of London's most interesting buildings as part of the 'VocalEyes' tours. The Festival was described as "reaching out beyond the profession and inspiring people from all walks of life with the beauty, pleasure and vitality of London's architecture" by participant and Blueprint Big Breakfast speaker, Loyd Grossman.

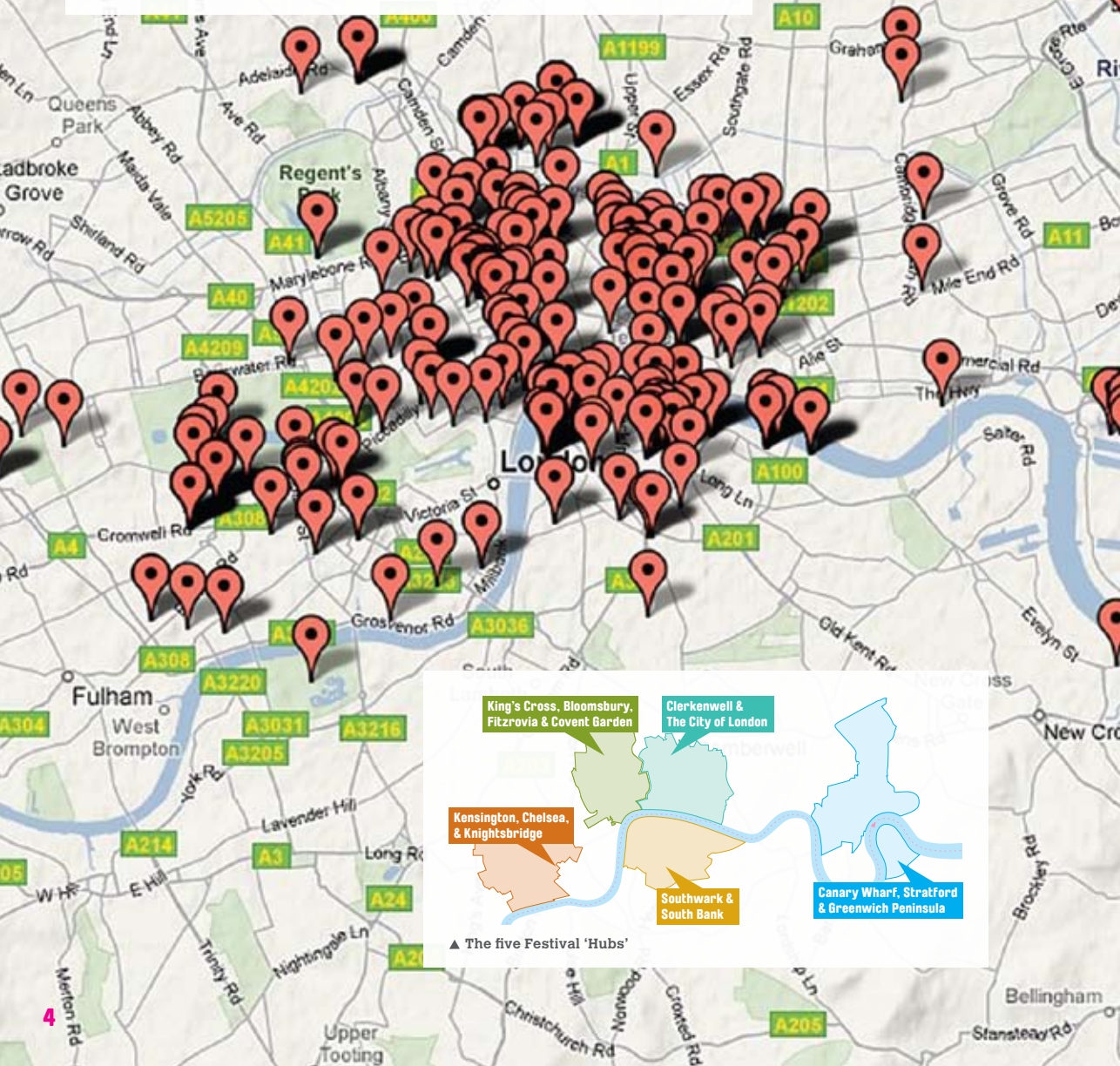
programme of unrivalled variety and vibrancy. The Festival worked with a range of organisations to tackle real issues about planning and architecture in the capital. Christine Cohen, Chairman of the City of London's Planning and Transport Committee, said: "working with the Festival for Cheapside Day on 19th July was a fantastic way to make usually-specialist subjects, such as urban planning, accessible and interesting to those they actually affect. The day was a huge success, bringing thousands of people to the City and raising the profile of our recently-launched public consultation on planned retail development in the area with both the media and the public."

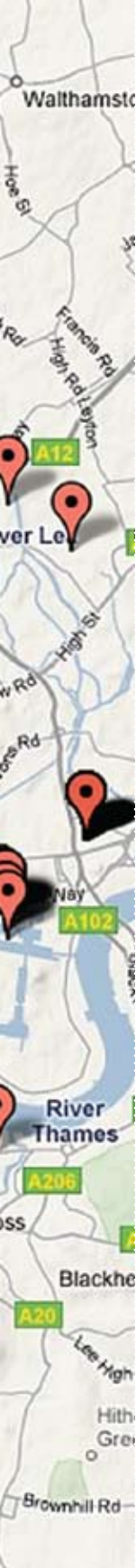
**CLOCKWISE FROM TOP LEFT:** Boris Johnson opens the LFA2008 at Somerset House, photo Ben Graville; Storefront Pop Up London, Brompton Cultural Quarter, photo Ben Graville; The Great Freshway bicycle tour, Victoria Park, photo Camilla Seers; David Chipperfield lecture; The Greening Bays project temporarily transformed Store Street, photo Ramboll Whitbybird

Launched by Mayor Boris Johnson at Somerset House, LFA 2008 generated a

# Geography

During the Festival month, the focus moved across five key 'Hubs' of central London, with large-scale public events taking place in a different Hub each weekend. Further activities blossomed across the whole of inner London.





The Festival clearly showed that architecture is now an essential consideration for the many rather than a specialist interest for the few.

OPPOSITE: Google Map of LFA 2008 events across London



### Kensington, Chelsea & Knightsbridge

Curated by The RIBA Trust, the closure of Exhibition Road and involvement of the major cultural institutions, the programme of exhibitions and events provided a foretaste of proposals to create a new 'high street' for Kensington's cultural quarter.

Temporary road markings show potential of Exhibition Road as shared surface, photo Dixon Jones



### Canary Wharf, Stratford & Greenwich Peninsula

A series of exhibitions, talks, and installations focused on Canary Wharf, Greenwich Peninsula and Stratford included boat tours of the Lower Lea Valley around the Olympic Park and architectural film screenings in Canary Wharf's East Wintergarden.

The Caravan Gallery - part of Canary Wharf's Fresh Perspectives programme, photo Johnny Green



### King's Cross, Bloomsbury, Fitzrovia & Covent Garden

Curated by NLA, this Hub focused on the major developments and masterplans in the area and the walking routes and public spaces between them, with a temporary installation transforming the space behind the British Museum.

NLA Skywalk launch party, Montague Place, photo Andrew Gough





“Very unexpected and very enjoyable and instructive. FUN.”

Cheapside  
Market visitor



### Southwark & South Bank

Curated by the Architecture Foundation, this Hub saw the first-ever co-ordinated late night openings of all of the cultural institutions in the area, an urban treasure hunt, the Southwark Lido installation, and the Future of Southwark exhibition.

The mist deck at the Southwark Lido, photo EXYZT



### Clerkenwell & the City of London

An outdoor exhibition of past and future development in the City of London, a market in Cheapside and a myriad of events created by the practices of Clerkenwell and the City fringe made this the ideal location for the finale of the Festival.

Geese march down Poultry during the historic Cheapside Market, photo Agnese Sanvito

IMAGES OPPOSITE, CLOCKWISE FROM TOP LEFT: Sarah Weir describes the future of the London 2012 Olympics site, photo Johnny Green; Tonkin Liu describe their design process in the Fresh Flower at Bedford Square, photo Johnny Green; Urban grow bags on the move, photo What:if Projects Ltd; Maxwell Hutchinson with a team of competitors for It's An Architectural Knockout!, photo Agnese Sanvito; Fresh Flower Pavilion on Greenwich Peninsula, photo Johnny Green



### LFA HQ

The Festival's headquarters, where visitors could pick up literature about Festival events, consult LFA volunteers, and contribute comments and photos to an interactive exhibition, were located at New London Architecture for the duration of the Festival.

LFA headquarters at New London Architecture, photo Andrew Gough



# Event highlights

## Installations and Exhibitions

The Festival enjoyed a wealth of exhibitions and installations both inside venues and out-of-doors across the city. London's Largest Living Room, installed in Somerset House for the opening weekend, incorporated oversized furniture by designers Studio Weave and decorated with a pattern by Eley Kishimoto with a carpet designed by Studio Myerscough, a project produced in partnership with Design for London. The furniture was then placed in different public spaces across the city throughout the Festival. The 160-metre NLA Skywalk, designed by Carmody Groarke, created a dramatic viewing platform, outdoor exhibition galleries, turfed seating areas and performance spaces in Montague Place, the street at the north entrance of the British Museum. A temporary lido with paddling pool, sauna, film screening and living accommodation designed by French architectural collective EXYZT turned wasteland along a railway viaduct in Southwark into a popular attraction for locals and visitors.

Geese paraded down Poultry in the City for Cheapside Day, when the road was transformed into a contemporary version of the medieval market for which it became famous. Brompton Estates, with the help of Icon magazine, commissioned 6a Architects to design and build a series of temporary 'pop-up' structures that were erected in the publicly accessible Exhibition Road area during the London Festival of Architecture. The cardboard structures, made in multiples and easily assembled and demounted, were used individually or grouped together to make a larger event space.



"Brilliant outdoor imagination brought to a small pocket of urban space, love it!"

Southwark Lido visitor

**TOP:** RADA perform Much Ado About Nothing at the NLA Sky Walk, photo Johnny Green  
**BOTTOM:** The Brompton Stoops designed by 6a Architects at Explore Sites & Sounds, photo Ben Graville





## Exhibition Road



Curated by The RIBA Trust, the LFA joined the Exhibition Road Cultural Group's annual Music Day as partner to close Exhibition Road to traffic from Cromwell Road to Kensington Road. Despite an overcast day, a wide range of architectural activities took place both in the street and in the surrounding area, combining with music stages in the road and the ERCG institutions. The event demonstrated that such a full closure is possible without significant disruption and that the space created has the potential to be a tremendous public event venue. More than 40,000 visitors attended the event in the road, with a further 15,000 attending evening music events in surrounding venues. The Festival very successfully brought the Exhibition Road shared surface proposal to the public's attention and it is to be hoped that one of the event's most significant achievements will have been to increase the likelihood of the scheme being fully implemented.

Above: Lifschutz Davidson Sandilands installation, photo Lifschutz Davidson Sandilands





“A fresh perspective of the area where I live & work.”

Limehouse Canal Boat Tour visitor

## Walking, bike and boat tours

A comprehensive series of guided walks, cycle rides and tours encouraged Festival visitors to explore the architecture of the city, and to make connections between the geographic Hubs of activity.

Sold-out trips on the Limehouse Canal, led by key figures from the ODA and British Waterways, offered the public some of the first views of the 2012 Olympic site in Stratford. The RIBA London Dark Waters project, co-curated by Peter Ackroyd, created sound installations on six piers across London, linked by a Thames Clippers boat service to carry Festival-goers between the Hubs.

Bike rides across the city saw cyclists reclaiming the streets for fascinating tours of London’s architecture and public spaces led by leading urban thinkers such as Ricky Burdett and Wayne Hemingway.

Pollard Thomas Edwards Architects, in collaboration with The Castle Climbing Centre and engineers Price & Myers, created a unique ‘Buildering’ event to scale the 90ft chimney of their converted Victorian timber mill at Diespeker Wharf and gain a ‘fresh view’ of the built landscape.

### PREVIOUS SPREAD:

David Chipperfield delivered a sold-out keynote lecture at the Institute of Education, photo Agnese Sanvito

### TOP TO BOTTOM:

Buildering at Diespeker Wharf, photo Pollard Thomas Edwards Architects; Limehouse Canal Boat Tour, photo Johnny Green; Stephen Bayley addresses his bicycle tour, photo Feilden Clegg Bradley; LFA Kensington Hub walk, V&A courtyard, photo Nazia Aftab

## NLA Sky Walk



The three-day closure and temporary pedestrianisation of Montague Place highlighted the potential of this street behind the British Museum as a significant public space and reinforced the connectivity between King's Cross/Euston Road and Bloomsbury and the West End. The Sky Walk – a 160m long installation designed by Carmody Groarke – transformed the little known street into an exciting cultural space, hosting exhibitions, talks, theatre, music, games, food and dancing. Visitor numbers are estimated at 25,000. The event provided a platform to launch the Borough of Camden's public consultation process for Bloomsbury public realm improvements; proposals exhibited on the Sky Walk received overwhelming support and TfL have since committed to fund much of the work, starting with Montague Place. LFA events played a significant role in this process by initiating debate, demonstrating the space's potential and encouraging local support for the Council to take a more creative and radical approach.

Above: Visitors using the NLA Sky Walk as a viewing platform, photo Johnny Green







## Events, talks, debates and performances

The Festival hosted a lively programme of talks and debates, featuring prominent figures and timely themes. Mayor Boris Johnson launched his revisions to the London Plan at a Festival reception at City Hall, while his deputy, Sir Simon Milton, gave a keynote speech at the hugely popular 'Planning in London' conference about the impact of planning on maintaining London's position as a leading global city. A series of food-related events encouraged Londoners to think about food production, distribution and consumption as well as offering ideas for how they can 'grow their own'. Author Carolyn Steel launched her book with the sold-out lecture 'How Food Has Shaped London,' while What-if: projects placed grow bags across London to promote the use of vacant, neglected and undefined inner-city spaces for the growing of vegetables. Housing also came high on the agenda, with the HausWork\* lecture series showcasing new international talent from Wallpaper\* magazine's architects directory and the Matthew Lloyd/mae Architects-curated exhibition 'A Building should be to the City as a Brick is to a Brick Wall,' accompanied by the well-attended breakfast debate What's Social About Housing?

A wide variety of public performances, film screenings and events explored the intersection of architecture with other disciplines and alternative media. Grimshaw Architects collaborated with the green bean dance troupe to create the Embodied Energy series of public dance performances exploring how architecture and movement choreograph space, complemented by a lecture series chaired by Jon Snow. The Party Dress installation in Borough Market elided concepts of shelter and fashion. The Architectural Jelly Banquet by Bompas & Parr, which took place in the UCL Quad saw jellies designed by top practices Foster + Partners, Rogers Stirk Harbour + Partners and Will Alsop. Tonkin Liu were crowned winners for their 'Fresh Flower' jelly, based upon the stunning mobile pavilion they designed for Corus and the LFA.

Left: Party Dress at Borough Market, photo Agnese Sanvito

## Southwark Lido



Curated by The Architecture Foundation, a temporary lido transformed derelict property beside a Southwark railway into bathing and breathing space for the general public, local residents and LFA visitors alike. The project, created and inhabited by French architecture collective EXYZT, demonstrated the potential of using a site in transition from empty lot to new residential and office buildings to create a vibrant point of community and cultural engagement. The Lido provided a sauna, paddling pool, beach huts, sun deck, and bar. During the installation period, the organisers formed links with the local community, providing new event facilities for an extended period of time outside the official Festival opening. Despite challenging weather, the project was embraced by locals, who attributed a drop in anti-social activity to its new amenities, and expressed desire to keep it open throughout the summer. The project offered a highly successful model of activating sites in advance of more traditional developments.

Above: Southwark Lido, photo Agnese Sanvito





## Embassies Project and Student Festival

The Festival had an international flavour with the Embassies Project: 23 countries organised exhibitions of their own architects' work, which included the striking cedar wood structure from British Columbia installed outside the Canadian High Commission in Trafalgar Square.

The National Architecture Student Festival brought together students from across the UK and Europe with pupils from London schools and community groups culminating in a series of temporary interventions in key public spaces, including a stunning 'wave' structure by the Ecole Polytechnique Federale de Lausanne on the Thames walk in front of Tate Modern.

**CLOCKWISE FROM TOP LEFT:**  
Ecole Polytechnique Federale de Lausanne at Tate Modern riverside, photo EPFL;  
Vancouverism installation, Canada House, photo Morley von Sternberg; Sheffield University at Borough Market, photo Agnese Sanvito; The Jelly Banquet at UCL, photo Andrew Gough; Polish Embassy project by TRUTHTAG, photo Edyta Jezierska





80 sponsors

£800k cash  
sponsorship

More than  
£2.4m in  
total support

# Funding

LFA2008 raised over £800,000 in cash sponsorship to deliver the core programme, with over twice this amount directly funded into major events and exhibitions, representing over £2.5 million in support across the Festival. This compares to a total of £800,000 committed in cash and in kind for the London Architecture Biennale 2006, reflecting the fact that nearly three times as many events were delivered in 2008 as compared with 2006 across an area five times its size and over an entire month. Support from the Festival's nearly 80 cash sponsors was anchored by core funding from Design for London, the Arts Council England and the London Development Agency. Programming in the geographic Hubs was supported by headline sponsors CABE, Canary Wharf Group, Derwent London, British Land, the City of London, Land Securities, London Borough of Camden, Royal Borough of Kensington & Chelsea and Thornfield Properties. In addition, the core programme benefited from in-kind support from

more than 40 organisations and practices, in particular, by Hub curatorial partners the Architecture Foundation, David Morley Architects, New London Architecture, Pipers Models and the RIBA Trust.

The 250Club, with 40 members, fulfilled its role in providing seed funding during the development stages of the event. The 250Club also became a pool of stakeholders who produced events and promoted the Festival.

The Festival would not have been possible without the support of Pipers Projects, which provided office space for Festival staff for one year, the use of NLA as Festival HQ and administrative and auditors costs. In addition, the time of the Director and Managing Director was donated pro-bono by Wordsearch and Pipers Projects respectively.

LFA2008 Opening Party  
at Somerset House,  
photo Ben Graville

# Press and marketing

At the height of festival publicity the website was receiving almost one million hits a day.

Media coverage of this year's London Festival of Architecture began with the launch at the end of 2007 and continued through until August 2008 when reviews of the month-long event were published.

From opinion pieces discussing the important issues raised by the Festival such as use of public space and the future of urban design to previews and reviews of the Festival event highlights, features and news about each hub weekend activities and interviews with architects and the key organisations involved, the media recognised that this year the LFA offered something for everyone and responded accordingly.

Building on the profile generated for the London Architecture Biennale in 2006, this year's campaign proved to be a huge success with the printed press coverage alone achieving an audience of over 45 million people through over 500 articles.

The main Festival marketing campaign concentrated on flyer inserts and advertising.

142,000 Festival flyers were circulated through a variety of media including Blueprint, Evening Standard Homes & Property, the RIBA Journal and Wallpaper\*. The Festival listings guide was also produced and distributed alongside the June issue of Icon Magazine, and was available widely at venues across London and at all of the LFA's major public events.

The Festival also had a strong online presence and, working with media sponsors, secured

banner advertising with World Architecture News, AJ online, BD online and Building online.

Building Design created a dedicated section on their website, and produced an LFA newsletter to which their readers could subscribe for news and event information.

The LFA website, designed by Manha with seed funding from Arts Council England, served as a key portal for information about the Festival. The website featured an interactive 'My LFA' tool, with which visitors could plan, save, and update their personalised Festival itinerary. A weekly e-shot newsletter offered subscribers up-to-the-minute news about the evolving Festival programme.

At the height of Festival publicity the website was receiving almost 1 million hits a day. Web activity was in fact so strong that even a month after the Festival's close, the LFA site ranked number one on the Google search "London Architecture."

For the first time, this year the Festival established successful relationships with four hospitality partners in order to offer visitors to the Festival special rates: **Apex City of London Hotel; myhotel Bloomsbury; myhotel Chelsea; The Zetter Clerkenwell.**

These offers were promoted online and through a one-off reader competition in the Evening Standard: Homes & Property. The hotels also distributed LFA 2008 event information and hosted their own Festival-related events.

OPPOSITE: LFA2008 received wide and extensive media. Coverage clippings; Evening Standard, Financial Times, thelondonpaper, ES Homes & Property, Time Out, Metro.





## Press coverage included:

### National press

The Daily Mirror, The Daily Telegraph, The Financial Times, The Guardian, The Independent, The Observer, The Sunday Times and The Times covered the Festival with news, features, listings and picture stories.

### London press

The Evening Standard, Evening Standard Homes & Property, Metro, thelondonpaper, London Life, City AM and Time Out all carried articles about the Festival as a whole as well as opinion pieces, news stories, picture stories and coverage of specific events.

### Local press

Publications across London highlighted the Festival stories in their area. Local publications outside of London and across the UK also carried stories about the LFA Architecture Jelly competition including in the Midlands, Surrey, the West Country and the North West.

### Consumer press

Dazed and Confused, Easy Living, Elle Decoration, Esquire, GQ, House & Garden, Tatler, Wallpaper\* and World of Interiors featured the LFA.

### Art and architecture press

Extensive coverage appeared in The Architects' Journal, Architectural Review, Blueprint, Building, Building Design, Creative Review, Design Week, Grand Designs, Icon Magazine and the RIBA Journal.

### Online press

Approximately 420 pieces of coverage about the Festival appeared online. From architecture and design websites such as World Architecture News and Dezeen.com to national sites such as BBC News Online and consumer sites with user-generated content such as Flickr and YouTube.

This coverage took the form of news, reviews, picture stories, features as well as online-specific content such as videos and podcasts.

### Broadcast media

BBC Breakfast, BBC London TV, ITV London Tonight, BBC Radio 4 (The Today Programme, The Food Programme, Front Row and Saturday Review), BBC Radio London (Robert Elms, The Breakfast Show, the Weekend Breakfast Show), LBC Radio as well as part of a CNBC television special on architecture to be broadcast at the end of the year.

### International press

Journalists from all over the world attended the Festival, which was covered in publications and on broadcast media in over 15 countries including: China, Germany, France, Italy, Argentina and Canada.

Again following on from 2006's successes, **the Festival continued to secure media sponsorship** from the following publications and organisations:

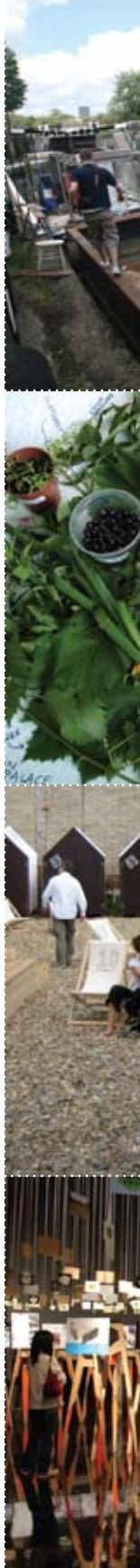
**Architects' Journal**  
**Architectural Review**  
**Building Design**  
**Blueprint**  
**Evening Standard: Homes & Property**  
**Icon**  
**RIBA Journal**  
**Wallpaper\***  
**World Architecture News (online)**







# Visitor survey



94% of respondents rated the event they attended as 'Excellent' or 'Good'

## Introduction

The LFA undertook a survey to capture information relating to the profile of its audiences and visitors, and their views on the events that they had attended as well as the Festival overall. The following presentation of information from the 2008 survey draws out key messages, making direct comparisons with previous events where relevant.

- Around 7,000 visitor questionnaires were printed and distributed this year. The distribution of questionnaires aimed to capture the views of visitors across the Festival's geography and to reflect as wide a range of events as possible.
- The total number of visitor responses was high with 1,674 responses recorded – over three times more than were received in 2006. This represented an excellent response rate of 24%.
- The comprehensive form asked people to note the event at which they were given the form (the 'primary event') as well as give their views on any other events they had attended.
- The survey received responses spread across 75 primary events, with other events recorded as additional visits.

## Visitor analysis

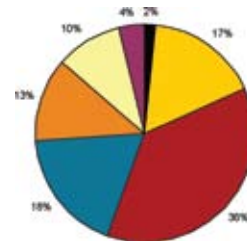
The 2008 survey shows some clear similarities between the profile of visitors to this year's Festival with LAB 2006, as well as some differences.

The main visitor demographic of respondents was again predominantly made up of a

young, professional audience. Over half (55%) of the respondents were aged between 26 and 45 (37% were aged 26-35, with 18% aged 36-45).

However, while a high number of respondents were at or around retirement age, the proportion of respondents in this category seemed to have decreased compared to previous LABs. This year, 10% of respondents were 56-65 and 4% were over 65, whereas in 2006, 25% of respondents were aged 50 or older.

**Exhibit 1: Age range of respondents in 2008**



The gender split of respondents was 46% male and 54% female – almost identical to 2006.

In terms of profession, architects represented 26% of respondents. Other sectors that were strongly represented included: Art & Design (11% of respondents), Students (8%), Education (7%) and Creative & Media (7%). 38% of respondents specified 'Other' as their occupation.

The proportion of respondents visiting in a purely professional capacity declined this year (down from 43% to 34%), with 52% of respondents stating that they had come for leisure purposes. The remainder (14%) said that they were visiting for a combination of professional & leisure reasons.

**PREVIOUS SPREAD:** Design for London's Open City installation, Greenwich Central Park, photo Johnny Green  
**OPPOSITE, TOP TO BOTTOM:**  
A Fresh Perspective at Regents Canal, photo Johnny Green; The Continuous Picnic at Montague Place, photo Bohn & Viljoen Architects; the Architecture Foundation's Southwark Lido, photo Peter Murray; "If I Could Design London I Would..." installation at Somerset House, photo Ben Graville.



There was a slight increase in respondents who said that they came from different ethnic backgrounds, including 6% of respondents indicating that they were Chinese, 4% Asian, 3% Black and 3% who described themselves as being of mixed race. The proportion of respondents who self identified as 'White' decreased slightly from just over 86% in 2006 to 84% this year. Overall, 91% of respondents were from the UK, a slight decrease from 2006, perhaps suggesting that more international visitors were able to learn about events in advance.

7% of respondents came from overseas and 16% of all respondents (including UK visitors) said that they were staying away from home when visiting the LFA. Countries represented included those from around Europe, the USA & Canada, India, the Philippines, Kazakhstan, Peru, Mexico, Australia & New Zealand, and South Africa.

Of all respondents, 3% considered themselves to have a disability. Amongst the respondents who indicated that they were disabled, the satisfaction rate with the level of access was high – 87.5% of these respondents said that it was adequate, 12.5% said that it was not.

### Visitor profile - conclusions

- The indications are that the core visitor group to the Festival remains broadly consistent with the previous years; predominantly in the younger age brackets, while

still attracting a percentage of older visitors, with strong representation within the architecture community.

- The occupations most heavily represented are mostly those that could be considered related to architecture / art / design. People employed in related sectors are likely to have both a professional and personal interest in certain topics and may naturally be more inclined to attend.
- The Festival is also gradually starting to attract a broader mix of people from different ethnic groups (though the vast majority of respondents still indicated that they were 'White').
- The proportion of respondents aged 26 to 45 was again strong this year. These groups are perhaps more likely to spend the most time in a working environment where they may hear about the Festival through word of mouth, and similarly, may find the Festival's content most relevant to their interests. Conversely, it is the older audience who may be more likely to have the free time to attend some events.
- The core visitor base could therefore be described as young to middle-age professionals, employed in architecture or related sectors. The students who attend events like the Student Festival are also important, as they represent (in part) the future of this core audience. These groups must and will remain extremely important to the Festival.
- However, there are still some sectors of the potential

98.5% of visitor respondents said that they would recommend the Festival to a friend

audience that, while present, could be better attracted. This includes older people, as well as professionals outside architecture / design.

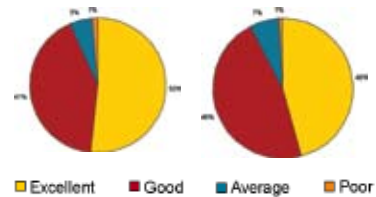
In planning the next event in 2010, the LFA must consider whether it will focus on the existing visitor base, or aim for as wide a penetration as possible of different kinds of visitors; important if the Festival is to achieve wider recognition and market penetration and satisfy some stakeholders.

### What did visitors think about events?

LFA 2008 continued to generate positive comments from visitors. Overall, the Festival seems to be an enjoyable experience, providing a good mix of events, and a balance between those that people might visit for professional or leisure reasons, or both.

- 79% of respondents this year were new visitors, having attended neither LAB 04 nor LAB 06; 8% of respondents had attended both the previous events.
- 73% of respondents were intending to visit another event while 38% had already attended another event by the time they completed the questionnaire.
- Overall, 94% of respondents rated the event they attended as 'Good' or 'Excellent' (up from 92% in 2006). 51.8% of respondents thought that the event they attended was 'Excellent' (an increase on the 45.7% who thought so in 2006). 1.4% of respondents, compared to 0.9% in 2006, thought that their event was 'Poor'.

**Exhibit 2: Audience Responses to Events Attended - 2008 (left) and 2006 (right)**



- 98.5% of visitor respondents said that they would recommend the Festival to a friend

Visitors were also asked to name the events they had already attended and rate them. 1,033 additional views on events were recorded in this way. Of these, an average of 45% of respondents rated the event(s) that they had been to as 'Excellent'; 41% thought they were 'Good', 10% said 'Average' and 3% thought their event was 'Poor'. This broadly reflects the views of respondents' ratings about the primary event, though with a higher proportion of 'Average' and 'Poor' responses.

### Conclusions from rating of events

- Overall, events at the Festival continue to be well-regarded.
- This year there was a small increase in the proportion of respondents who felt that the primary event that they rated was 'Poor'. Respondents' additional comments related to things that diminished their enjoyment of the event; the suitability of venues was raised on several occasions along with difficulties with acoustics, problems with SeeTickets, etc.
- The Festival continues to attract new visitors. In future, emphasis should also be

**OPPOSITE, TOP TO BOTTOM:**  
 NLA Skywalk, photo © Andrew Gough;  
 Pearly King and Queen with the Icon official guide to the LFA2008, photo Agnese Sanvito;  
 Thames Clippers fly the flag for LFA2008, photo supplied by RIBA London © Guy Drayton



placed on encouraging repeat visits year-on-year. If all the respondents who said in 2006 that they would be interested in visiting again had come in 2008, 27% of respondents would have said that they attended LAB 2006 – instead, this figure was 11%. While this shows continuing interest in the Festival (as does the fact that 3% of this year's respondents had visited LAB 04), it should be built upon for the future.

- Such points reflect the rapid growth of the Festival since its inception and the difficulties of providing a consistently high level of quality across so many different events. In light of this, the proposal to concentrate on a smaller number of centrally co-ordinated 'core' events at the next Festival is right and should help to maintain the quality of events.

### Communication with visitors

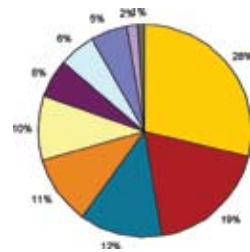
In 2008, the methods used to communicate with potential audiences diversified from previous events, with some of the same techniques continuing to be used to very good effect.

As in both previous LABs, 'Word of Mouth' continues to be the strongest marketing tool, with 29% of all visitor respondents saying they heard about events this way in 2008. Press coverage, e-mail promotions and websites were also significant.

Other ways in which the LFA was successfully communicated included articles in newspapers/magazines (19%), E-mail messages (12%) and 'Other'

(10%). An additional 19% heard about the LFA through some form of web-based communication.

**Exhibit 3: Impact of Marketing Activity in 2008**



### Conclusions from marketing activity

- The LFA is well able to attract and interest people to events through word of mouth and personal contacts. This approach works well but is not necessarily efficient at reaching beyond those who may already be predisposed to take part. Other media that have clearly also been successful – particularly print articles-should be built on in the future.
- One way of building on current strengths might be to target opinion leaders in other sectors and continue to use word of mouth in this way to expand the Festival's communication reach.
- Similarly, the LFA should seek to build on this year's use of new technologies and web platforms - expanding use of blogs, chat forums and facilities such as Facebook and Myspace.

# LFA 2010

The proposed dates for LFA2010 are Saturday 19 June to Sunday 4 July 2010.

In 2010, the London Festival of Architecture will build upon the LFA2008's tremendously successful structure as a biennial, city-wide exploration and celebration of London's built environment. It will continue to be produced in collaboration with London's leading architectural organisations and co-ordination with the programme of a broad range of cultural partners. In 2010 the Festival will also continue to target three key audiences: the general public (both Londoners and international visitors), the city's political decision makers, and built-environment professionals.

Plans for the next Festival in 2010 derive from an extensive consultation process, including feedback from visitors, project organisers, local advisory groups, sponsors and the central LFA Committee.

Now that the Festival has established itself as a player on the city's cultural calendar, the main intention for LFA2010 is simplification and clarification of all elements of the central programme, privileging high quality over sheer quantity.

The core programme of the 2010 Festival will run for 16 days: three weekends and two intervening weeks. Independent projects, especially exhibitions and installations could last longer, overlapping with this core period. The dates recommended for LFA2010

are Saturday 19 June to Sunday 04 July 2010.

The 2010 Festival will be structured in clusters, anchored by centrally commissioned installations, around which independent projects will be encouraged. The call for entries for LFA2010 is anticipated for Autumn 2009.

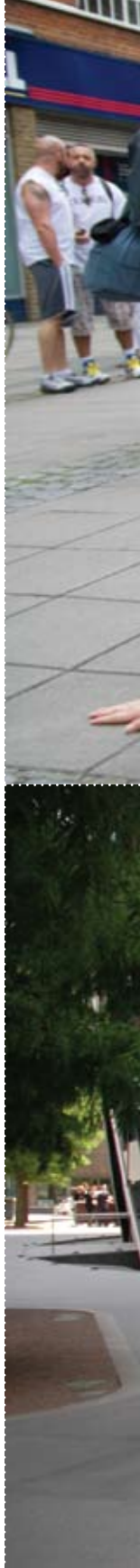
The identity and brand of the Festival will remain clearly distinct and independent. The New London Architecture centre (NLA) will assume management functions for the Festival, while programming/creative functions will be overseen by a small task group who will in turn appoint architects/artists/others to deliver core content through the LFA commissions and grants programme.

An Operations Director and supporting co-ordination and administrative staff will be recruited.

Simplification and clarity will be sought in the funding structure of LFA2010, with the aim of securing sponsorship from a smaller number of companies or organisations for the central organisation and encouraging local delivery organisations to generate specific funding. The Festival will continue to offer appealing opportunities for a wide range of sponsors; in 2010 this will be through matchmaking with independent projects that are the best fit for their interests and price point.

**OPPOSITE, TOP TO BOTTOM:** Embodied energy performance by Grimshaw, photo Agnese Sanvito; Exhibition 'pods' in the City of London, photo Martin Page.

**BACK COVER:** Explore Sites & Sounds on Exhibition Road, photo Ben Granville





# P.S.

Extracts from a review by  
Liz Bury, Building Design  
December 19 2008

## **'MORE THAMES THAN MERSEY'**

Liverpool ought to have dominated the cultural year. As European City of Culture, it hosted its fair share of architectural events, chief among them the Stirling Prize.

Yet — and call me a horrible Londoncentric hack — the biggest, certainly the noisiest, architectural event of 2008 seemed to be the London Festival of Architecture. It provided architecture for people to interact with and enjoy — playful moments in what was otherwise a serious year. Its most memorable features were the many temporary, and in some cases, mobile pavilions that popped up around the city, as venues for debate, performance, exhibition, or just to provide somewhere to sit.

Tonkin Liu's citrus Fresh Flower Pavilion, a mobile structure that furled and unfurled its way around London, was a high point. Six minutes to put up, six to take down (if you believe the PR hype), it was flexible and fun.

# People

## **LFA2008 TEAM**

Peter Murray, Director  
Nick McKeogh, Managing Director  
Sarah Ichioka, Deputy Director  
Moira Lascelles, Festival Co-ordinator  
Zoe McLeod, Festival Co-ordinator  
Amy Wright, Festival Co-ordinator

## **LFA2008 COMMITTEE**

Peter Ackroyd, Honorary President  
Simon Allford, Allford Hall Monaghan Morris LLP  
Alan Baxter, Alan Baxter & Associates  
Renato Benedetti, McDowell + Benedetti  
Rab Bennetts, Bennetts Associates  
Pat Brown  
Laurence Chetwood, Chetwood Architects  
Paul Finch, Architectural Review  
Sarah Gaventa, CABE Space  
Pippa Gueterbock, EDAW  
Zaha Hadid, Zaha Hadid Architects  
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Richard Jones, Jackson Coles  
Joanna Kennedy, Collyer Bristow  
Charles Knevitt, RIBA Trust  
Tim Lucas, Price & Myers  
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## DESIGN

Manha



[WWW.LFA2010.ORG](http://WWW.LFA2010.ORG)