

EMBARGOED UNTIL 8 AM THURSDAY 13TH SEPTEMBER 2012

SHORTLIST ANNOUNCED FOR CADOGAN CAFÉ DESIGN COMPETITION

The Cadogan Estate today announced the six design teams invited to submit proposals for the new Cadogan Café, in the heart of fashionable Chelsea. The shortlisted teams are (in alphabetical order):

- Architecture 00 Ltd.
- Carmody Groarke
- Duggan Morris Architects Ltd.
- NEX
- Pernilla Ohrstedt Ltd.
- TaylorSnell

One hundred and forty-seven teams expressed interest in being considered for the project. The decision of the selection panel, including representatives of Cadogan, Paul Davis + Partners (as masterplanner) and Malcolm Reading Consultants, was unanimous.

Hugh Seaborn, Chief Executive of the Cadogan Estate said:

'We have been bowled-over by the response to the competition. The care put into the submissions by the shortlisted teams is quite inspirational. What we're looking for now, is a proposal that is creative, sensitive to the setting, and practical to build.'

Malcolm Reading, who is managing the competition, commented:

'The proportion of practices that made the longlist was slightly under fifty per cent. Those practices that leapt to the shortlist did so because their submission was exceptional, in terms of presentation, and they had seized the opportunity to add supplementary information to the PQQ; describing why their previous work was relevant to this project.'

'The panel came to the process without preconceptions about the kind of practices who might emerge; each member of the shortlist made it on their own merits, and it's great to see two brand new practices in the six chosen. The shortlisted teams now have until 12 November to develop their final submission.'

An exhibition of the shortlisted designs is planned in November, prior to the selection panel interviews in late November.

The café site is positioned in a key part of Duke of York Square, in Chelsea. It is adjacent to the main thoroughfare to The Saatchi Gallery and set slightly back from the King's Road.

The £2 million project will redevelop the existing café, designed by Block Architecture and currently run as a Gelateria Valerie, which has been a great success over the past ten years but which has been overwhelmed by demand. The winning architect-led team will be announced by early December.

For competition press enquiries, please phone Catherine Homsey, in the first instance, on +44 (0) 20 7831 2998 or contact by email at cadogancafe@malcolmreading.co.uk

For enquiries relating to the Cadogan Estate, please contact Jill Maiklem at jill.maiklem@cadogan.co.uk

NOTE TO EDITORS

- The dedicated competition microsite is at www.malcolmreading.co.uk/architecturalcompetitions/cadogancafe

- The website addresses of the shortlisted teams are:

Architecture 00 Ltd. (<http://www.architecture00.net/>)

Carmody Groarke (<http://www.carmodygroarke.com/>)

Duggan Morris Architects Ltd. (<http://dugganmorrisarchitects.com/>)

NEX (<http://nex-architecture.com/>)

- Two teams are so new they do not yet have websites:

Pernilla Ohrstedt Ltd. (led by Pernilla Ohrstedt, architect, and Sarah Price, landscape designer)

TaylorSnell (led by Bill Taylor and Robin Snell, formerly architects with Michael Hopkins and Partners)

- Originally established more than 300 years ago, the Cadogan Estate today controls 93 acres of London's most exclusive neighbourhoods, spanning Chelsea and stretching deep into Knightsbridge. The Estate comprises over 3,100 flats, nearly 200 houses, more than 330 shops and stores and half a million square foot of office space. It takes a long-term interest in the quality of the environment, seeking to maintain the vibrant culture and quality of life in Chelsea, as exemplified by the recent developments of the new concert hall at Cadogan Hall and the public realm aspects of the Duke of York Square development.

For more information please see www.cadogan.co.uk

- The Duke of York Square development (2001-2006/7), designed by Paul Davis + Partners, was a phased £120 million redevelopment scheme on the site of the old Duke of York's Regimental Barracks.

A skillful blend of retail, residential, cultural and commercial uses, it integrates several notable listed buildings, including the former Royal Military Asylum, designed by John Sanders (1768-1826), now reinvented as The Saatchi Gallery.

Please see www.dukeofyorksquare.com

- Malcolm Reading Consultants (MRC) is a strategic architectural consultancy which specialises in heritage masterplanning and the selection of contemporary designers.

Highly experienced in both these areas, we are enthusiastic advocates of the power of design to create new perceptions and act as an inspiration – whether at the local level, or internationally.

We offer a service to find the very best designers for clients with new building projects, whether through open-international, or private-invited competitions. Recent work in this area includes competitions for the Olympic Park Legacy Company, the Aberdeen City Garden Project, the Victoria and Albert Museum's Exhibition Road project, the UK Pavilion for Shanghai Expo 2010 and the Glasgow School of Art.

MRC has also advised on some of the leading heritage projects in the UK, notably Westminster Abbey, the National Maritime Museum and St Martin-in-the-Fields, the latter winning the European Union's prestigious Europa Nostra award.

www.malcolmreading.co.uk