

PRESS RELEASE

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DESIGN SHORTLIST ANNOUNCED

Six design teams have been shortlisted by the Foreign & Commonwealth Office (FCO) to design the British Pavilion for World Expo 2010, Shanghai. The list includes internationally known Zaha Hadid Architects and Marks Barfield, creative studios Avery Associates and John McAslan Architects, a team unit around the architect / sculptor Thomas Heatherwick, and a new practice Draw Architects. The six teams will now work up conceptual ideas based on a brief devised by design adviser to the FCO Malcolm Reading & Associates.

There will be a public exhibition of the six team designs to be held simultaneously in London and Shanghai in the summer. A final selection for the winning entry will be made in September. Malcolm Reading, of Malcolm Reading & Associates, who is managing the competition for the FCO and is acting as design adviser said:

“This is a rich and distinctive shortlist. These are very creative teams, drawn from a shortlist of 47 entries. The response was fantastic and reflects the widespread interest from the design community in this unique project. We want this pavilion to be amongst the top ten exhibits at Expo 2010.”

The overarching theme of World Expo 2010 is ‘Better City, Better Life’. The UK pavilion will have to deal with up to 40,000 visitors a day over the six month Expo. The working budget of £10 million for the UK pavilion is a mixture of public funding and private sponsorship. The competition is supported by the RIBA, CABI and the Design Council.

The pavilion will occupy a 6000m² plot in a prime location overlooking the Huangpu River on the 3.28km² Expo site. The brief for the pavilion highlights the UK’s lead in promoting policies and technologies for a low carbon economy and sustainable urban development. The contents will use innovation and technology to display the UK’s strengths in sustainable development, creating a stimulating and long-lasting showcase to illustrate how British culture, media, sport, education and business is supporting this central theme.

The expression of interest stage sought out responses from integrated teams of architects, designers and content originators. This attracted 47 responses from which the shortlist of six was chosen. The six teams are (in alphabetical order):

1. Avery Associates Architects with Adams Kara Taylor, Fulcrum and Event Communications
2. Draw Architects with Arup, DCM Studio and Graven Images
3. Heatherwick Studio with Adams Kara Taylor, Atelier Ten and Casson Mann
4. John McAslan + Partners with Arup and Wordsearch
5. Marks Barfield Architects with Price & Myers, Arup and Imagination
6. Zaha Hadid Architects with Arup, Metstudio and the Architectural Association School of Architecture Curatorial Projects

The development of the design and implementation in Shanghai will be project managed by MACE, the construction partner of the FCO.

ENDS

Notes for editors follows next page

Notes for editors:

Further information and background can be found at:

www.malcolmreading.co.uk/shanghai

www.ukshanghaexpo.com

www.expo2010china.com

Malcolm Reading & Associates

Malcolm Reading & Associates is the leading independent provider of design competition management in the UK. The company has been advisor and facilitator for over 25 competitions in the UK and abroad, including Halley 6 Antarctic research station (with RIBA); new planetarium for the Royal Observatory; archive and story centre for the National Maritime Museum; master plan for the Library of Foreign Literature, Moscow; new faculty building for the London School of Economics; and the new British Embassy in Tbilisi, Georgia. The company specialises in cultural, education and regeneration projects in the UK and internationally. Winners of the 2003 Association for Project Management 'Practice of the Year' and short listed for the Building magazine 'Entrepreneur of the Year' Award 2005 and 2007. Current projects include the transformation of the Royal Institute with Terry Farrell Architects; White Cube 3 contemporary art gallery for Jay Jopling, fit-out and public art implementation for the new UK Supreme Court.

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MACE

Mace is one of the world's largest and most diverse management and construction companies, with a reputation for finding the best solutions to complex property and real estate challenges.

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