

A Tent London initiative in partnership with Workspace Group

PRESS RELEASE - JUNE 07

Tent London is proud to announce The Urbantine Project as part of Tent London 2007

The Urbantine Project is a competition giving an emerging architect or designer the opportunity to create a showcase of their work during the high profile, London design week period this September.

Entrants are invited to respond to a brief exploring the issues of rapid change in the 21st Century workplace; the winner, chosen by a panel of industry members will be given a budget of £10,000 to construct their proposed idea on site at Tent London. Tent London is working closely with Workspace Group whose aims are to provide progressive, appropriate, affordable and considered workspace accommodation for London's creative industries.

The Urbantine Project emerged from the realisation that there are limited visible platforms on which unrecognised architects and designers can communicate ideas and philosophies. The potential audience of over 35,000 attending Tent London 2007 this September will include influential designers, opinion formers and design-savvy consumers from the UK and beyond. Coupled with the prize budget of £10,000, this visible platform will afford the winner recognition from the most relevant industry members and future peers.

The brief encourages entrants to consider the principals of Fast Architecture, prescribing that the proposed installation must be able to be assembled in 48 hours and disassembled within 24 hours, ready for repeat use. John Norden of IDE architecture and a member of The Urbantine Project judging panel is a pioneer of this concept. An exhibition showing the work of all short-listed entries will also take place on site at The Urbantine Project.

'The Urbantine Project promises to be one of the most exciting, live aspects of Tent London and indeed the London Design festival for 2007. We are delighted to be able to engage with and connect the next generation of design talent and industrial leaders within the fields of architecture and design. This is the conception of a innovative and engaging project which will become an established feature of Tent London in the future.' **Tent London**

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URBANTINE PROJECT

20-23 SEPTEMBER 2007
TRUMAN BREWERY LONDON UK

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JUDGING PANEL

Mark Dytham, Klein Dytham Architecture

John Norden, IDE Architecture

Kerstin Zumstein, On Office

Ben Kelly, BKD

Jimmy MacDonald & Ian Rudge, Tent London

Nick Crosby, Inflate

Harry Platt, Workspace Group PLC

Stella Ioannou, London Festival of Architecture

Tim Abrahams, Blueprint

[ENDS]

www.tentlondon.co.uk

www.urbantineproject.co.uk

NOTES TO EDITORS

- The deadline for all entries is July 16th.
- The Urbantine Project will be open to the public for the duration of Tent London 2007 with a private view by invitation only.
- For full details of competition and entry guidelines visit:
www.urbantineproject.co.uk
- For full content of Tent London 2007, visit www.tentlondon.co.uk
- For more information on Workspace group please contact:
Philip Hodgkinson, philip.hodgkinson@workspacegroup.co.uk

For more information on The Urbantine Project please contact:
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