



IMAGINE HAMMERSMITH

LONDON FESTIVAL OF
ARCHITECTURE

Competition Brief, Rules and Terms and Conditions

Introduction

IMAGINE HAMMERSMITH is an ideas competition for the future of Hammersmith Town Centre organised by West London Architectural Society (RIBA), West London Link and HammersmithLondon BID as part of the London Festival of Architecture 2016.

Brief

This is a unique opportunity to promote an idea which **YOU** might have to make the centre of Hammersmith a better and more exciting place.

Hammersmith Town Centre has been blighted by the A4 and the flyover since the 1950's and yet is only a stone's throw from a particularly charming riverside. How should Hammersmith Town Centre reconcile all the pressures of being a major transport hub, shopping centre, business centre and an attractive place to live, work and visit?

SO WHAT CAN YOU IMAGINE for the Hammersmith Town Centre of the future (see definition of the Town Centre below). If you have an idea, now is your chance to air it in public. It could be any design idea to do with the environment: a public space, a building, a landscape project, an infrastructure project, an installation, an event, large or small, permanent or temporary. The aim of this competition is to attract creative and interesting ideas, which can be put to the elected decision makers and into the public arena.

This competition is open to anybody – Not just architects and designers and there is a separate category for entries from local schools or individual children under 16.

This competition is independent of the Masterplanning and Consultation exercises currently being sponsored by London Borough of Hammersmith and Fulham for the Town Centre, but all the schemes will be presented to the Council and their consultants for their consideration and possible adoption as part of the Town Centre improvement strategy.

Definition of Hammersmith Town Centre

For the purposes of the competition the Town Centre is as defined by HammersmithLondonBID (See Map attached). Entries should be relevant to this defined area.

Prizes

Several prizes and a series of commendations will be awarded to the best schemes.

Hammersmith Town Centre 1st Prize: Up to £1,000

Best under 16s entry One prize £500 – To school or individual

Exhibition

The results will be announced at an awards night on Monday 27th June, immediately following the judging by an independent judging panel. The awards night will be an event for an invited audience of all entrants, architects, artists, designers, developers and local authority representatives. The entries will then be presented to the broader public in a high profile exhibition. This will provide a platform for a debate on the ideas raised by the competition by allowing the broader public to view and consider the entries. The exhibition will consist of the entries on wall mounted boards and there will be an on-line gallery.

REGISTRATION AND ENTRY RULES

Eligibility

Imagine Hammersmith is open to all members of the public. A background in design or built environment professions is not essential. There are two entry categories : General adult and Under 16s/Schools.

Registration

If you wish to enter the competition, you must first register with the Competition organisers by e-mailing the official Registration Form (see attached) to competition@westlondonlink.com : There is no entry fee : On receipt of your registration, you will be allocated an entry number and sent a Entry Submission Form which will explain how and where to send your entry.

Entry Submission

All entries submitted must be anonymous but must clearly display the Entry Number which you will be given (as above) in the bottom right hand corner of the panel. Entries that do not comply with this will be disqualified from any awards.

You may submit more than one entry if you wish: Each entry must be separately registered and will be given a separate Entry Number and Entry Submission Form.

Individuals or collaborative teams are invited to enter: Only one team member needs to register their details. The submission form will allow you to credit team members when you submit your entry.

To ensure fair judgement of the competition entries must not include any corporate branding or identify the author.

No projects which already have a real client will be accepted.

Entries will be displayed in a public exhibition at the end of June which will coincide with the **London Festival of Architecture 2016** (The month of June). It is therefore important that they are of a high standard and that the visual and written language used on the artwork is straightforward and accessible to all. We need to understand the essence of your proposal and your response to the brief in a concise immediate and visually engaging presentation.

There are no criteria regarding the presentation of ideas except as defined below. Entrants are free to use whatever information they deem necessary to support their idea, and to use whatever graphical methods they choose to present that information. However, all content should be clear enough to ensure that people viewing the entry can understand the essence of the proposal.

NB. Full copyright clearance must be secured before sending.

Entry Requirements

Each Entry may consist only of **ONE A1 SIZE Panel (594 x 841mm)** : Landscape or Portrait to explain/illustrate the idea(s) proposed. This must be submitted as a finished board. (Detailed arrangement for delivery will be set out in the Entry Submission Form). In addition you are asked to submit a digital image as a pdf/jpeg with a maximum size of 10Mb which can be used in the on-line gallery.

Each entry must be accompanied by the Entry Submission Form which will be sent at registration and will include your Entry number. You will be asked for a brief description of your proposal (Max 100 words).

Timetable

The competition will be launched on Tuesday 3rd May and close at **12noon Saturday 18th June 2016**. All final submissions must be received by this time. Exhibition launch, reception and prize giving will be in the evening of Monday 27th June – Full details to be confirmed.

Judging

The submissions will be reviewed by a panel made up of industry professionals, local celebrities, civic leaders & representatives of the sponsors who will decide how to award the prizes and commendations. The decisions of the Judging panel/competition organisers will be final.