

EMBARGOED UNTIL 8 AM THURSDAY 30TH AUGUST 2012

CADOGAN CAFÉ DESIGN COMPETITION ATTRACTS 147 EXPRESSIONS OF INTEREST

One hundred and forty-seven Expressions of Interest were received for the international, two-stage competition to design a new café for the Duke of York Square in the heart of Chelsea, London.

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

While architects from 15 countries entered the competition, there was a marked London effect with seventy-six per cent of submissions from 111 firms based in the capital.

Among the applicants were five former winners of Building Design's Young Architect of the Year award.

Hugh Seaborn, Chief Executive of the Cadogan Estate said:

'We are delighted by the response to the competition; it's very exciting to have attracted such a strong field of highly creative teams. We look forward to the shortlist with great anticipation.'

Malcolm Reading, who is managing the competition, commented:

'This project is an excellent opportunity to make a lasting and high-profile contribution to a glamorous part of London. From past experience this is an exceptionally good turn-out; we appreciate teams working through the Olympics and the summer period to meet the deadline.'

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 original Duke of York development was masterplanned and designed by Paul Davis + Partners.

From the expressions of interest a shortlist of up to seven teams will be chosen to work-up concept propositions, for which an honorarium will be paid.

The shortlist will be announced in September and the winner 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 Jilly Maiklem at jill.maiklem@cadogan.co.uk

NOTE TO EDITORS

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