

NEX WINS CADOGAN CAFÉ DESIGN COMPETITION



Sleek and inventive design chosen for key site in Chelsea

NEX has won the Cadogan Café design competition, a £2 million project for a new café, which will sit near the entrance to the Saatchi Gallery in Duke of York Square in Chelsea.

Widely regarded as an emerging force, NEX saw off strong opposition from finalists Architecture 00, Carmody Groarke, Duggan Morris Architects, Pernilla Ohrstedt & Sarah Price Landscapes and TaylorSnell.

The team's winning design, an organic coiled form, features a roof terrace and incorporates an ingenious glass wall that rises and falls depending on the weather.

Hugh Seaborn, Chief Executive of the Cadogan Estate said, 'The Jury was won over by NEX's design, which combines functionality with a sense of elegant self-containment – their building will be sleek as well as inventive and fun.'

'We think it will intrigue passers-by and become a mini-landmark on the King's Road. We look forward to working with the team as they develop their design for planning.'

Malcolm Reading, competition organiser and Chair of the Jury commented, 'The Jury engaged in an architectural discussion with the teams that far exceeded the brief. This competition was exceptional in producing diverse, creative solutions but, nonetheless, we arrived at a unanimous decision.'

NEX Director Alan Dempsey said the practice was pleased to have won, 'We are really delighted that our proposals for the new Cadogan Café have been selected as the winner in this hard fought competition. It was a challenging brief to respond to, and we were fascinated by the opportunity of mixing leisure and public realm uses in such a concentrated form.

'After thorough analysis, we were convinced that the best approach was an architecture which resonated with the architectural heritage of the site, while providing a contemporary space that has flexibility for year round use. This was the best competition we've entered and we are very much looking forward to working with the Cadogan Estate and designing in dialogue with them for a renewed café and Duke of York Square.'

Leading a team which included AKT II, Equals Cost Consultants, Atelier 10, DHA Design and The Enterprise Collective at the University of the Arts Chelsea, Nex will now work with the Cadogan Estate to develop their design for the new café.

See the winning concept design at:
www.malcolmreading.co.uk/cadogan
www.facebook.com/malcolmreading

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AVAILABLE IMAGE



Resolution: 300 dpi
Size: 23.9mb (20cm by 30cm)
Caption: NEX's concept design - view overlooking Duke of York Square from the east

For images: please email Oliver McGhie at ollie.mcghie@malcolmreading.co.uk

NOTES TO EDITORS

- The two-stage design competition for the £2 million project to redevelop the existing café located in the Duke of York Square in Chelsea—adjacent to the main thoroughfare to the Saatchi Gallery and set slightly back from the King’s Road—was launched in July. Arranged and managed by Malcolm Reading Consultants, it attracted 147 expressions of interest from teams from 11 countries.
- The Jury comprised: Hugh Seaborn, Chief Executive, the Cadogan Estate; Timothy Coleridge, Councillor, Royal Borough of Kensington and Chelsea; Paul Davis, Chairman, Paul Davis + Partners; Nigel Hurst, Gallery Director & Chief Executive, Saatchi Gallery; Sarah Ichioka, Director, The Architecture Foundation; Malcolm Reading, Chairman, Malcolm Reading Consultants.
- 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.

www.cadogan.co.uk

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

www.dukeofyorksquare.com

- Malcolm Reading Consultants (MRC) are a strategic architectural consultancy which specialises in heritage masterplanning and the selection of contemporary designers. Highly experienced in both these areas, they are enthusiastic advocates of the power of design to create new perceptions and act as an inspiration – whether at the local level, or internationally. They 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