



Architectural competitions

UK PAVILION FOR SHANGHAI EXPO 2010 CHINA

Malcolm Reading Consultants provides independent advice and hands-on support to clients involved in capital projects.

This can range from drawing up feasibility studies and business cases, to resolving project problems and acting as the client's representative throughout the course of the project.

We have a reputation for achieving outstanding design for high-profile organisations.

We are also the leading private organiser of architectural competitions in the UK.

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We devised and managed the competition to find a combined team of architects, designers and curators to create the UK Pavilion and its contents for our client – the Foreign and Commonwealth Office.

Our services included managing all information, advising (throughout short-listing process, technical panel and mid competition reviews) and coordinating the jury. We organised a public exhibition at the Victoria & Albert Museum, compilation of final report and a commemorative book.

PROJECT DETAILS

Value £12m

Won by Heatherwick Studio

The FCO wanted to attract as wide a pool as possible in the design and architectural professions and we recommended a mini-press campaign as the most effective way to generate interest, together with internet access to the project background and data. We coordinated the placing of the initial advertisement announcing the competition across the Media.

We also commissioned a graphic designer to establish a style and logo to tie all communications together; every document issued during the competition became part of a suite with a harmonious design and brand. We also commissioned a website dedicated to the competition which was an invaluable tool for managing PR and for communications with the short-listed teams.

Heatherwick Studio, widely acclaimed for their originality and wit, won the competition and are currently building the pavilion which opens in May 2010.