



Design Competition

# UK HOLOCAUST MEMORIAL AND LEARNING CENTRE

Malcolm Reading Consultants (MRC) specialises in achieving outstanding design for clients with capital projects. Expert in all methods of selecting and appointing architects, we believe in the power of design to act as an inspiration.

Whatever the commission – cultural or commercial, high-profile or discreet – MRC creates a unique search strategy around it. We devise original intellectual and visual content for our project briefs in order to engage designers and attract the best minds.

We are the leading independent organiser of design competitions based in the UK, with a dedicated global following and an unrivalled reputation for finding new talent.

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The international design competition for the United Kingdom's Holocaust Memorial and Learning Centre was announced in Parliament by the Prime Minister, Theresa May, and attracted almost 100 entries from 26 countries; the website drew over 200,000 page views.

An initiative for a new national landmark on a rare site next to the Palace of Westminster, the competition attracted great interest. The challenge for designers was to think about how to create an outstanding, ambitious, sensitive design that creates an emotionally powerful place for reflection and learning.

The ten shortlisted design teams included some of the most internationally renowned architects and artists working together, as well as exciting new talents.

#### **The Mayor of London, Sadiq Khan, said:**

*Congratulations to Sir David Adjaye and his team on an exceptional winning design. The standard of entries was incredibly strong, but Adjaye's stood out for its beauty and sensitivity. This unique and immersive memorial will ensure the horrors of the Holocaust are never forgotten and stand as a powerful reminder to future generations about the fragility of peace.*

#### **Sir David Adjaye, Principal at Adjaye Associates, said:**

*The complexity of the Holocaust story, including the British context, is a series of layers that have become hidden by time. Our approach has been to reveal these layers and to create a living place, not just a monument to something of the past.*

#### **The Shortlist**

Adjaye Associates (UK)  
Allied Works (US)  
Caruso St John (UK)  
Diamond Schmitt Architects (Canada)  
Foster + Partners (UK)  
heneghan peng architects (Ireland)  
John McAslan + Partners (UK)  
Lahdelma & Mahlamäki Architects (Finland)  
Studio Libeskind (US)  
Zaha Hadid Architects (UK)

#### **Won by**

Adjaye Associates (UK)