

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.

**Malcolm Reading  
Consultants Limited**

T +44 (0) 20 7831 2998  
F +44 (0) 20 7404 7645  
[office@malcolmreading.com](mailto:office@malcolmreading.com)

[malcolmreading.com](http://malcolmreading.com)



Ideas Competition

# BRITISH COUNCIL FOR OFFICES NEXTGEN IDEAS COMPETITION

MRC advised the British Council for Offices (BCO) on their NextGen ideas competition for young professionals and judged the winners. The BCO is Britain's leading forum for the discussion and debate of issues affecting the office sector.

The NextGen programme allows the BCO to mentor the next generation of professionals and provides a platform for emerging talent to share their ideas.

The brief for this free-to-enter ideas competition asked competitors to consider 'the office of 2035: what will it look like, and how will it support the way we will work?'

The initiative sought forward-thinking and innovative proposals, challenging the conventionalities of today's workplaces and anticipating future needs.

It attracted an enthusiastic response from multidisciplinary teams of young architects, designers, engineers, developers, agents and other professionals and consultants.

The winning team 88mph's concept – 'The Dynamo' – reimagines a typical Victorian terrace in London as the headquarters for a major energy company.

**David Hamilton, Director of Projects at MRC and competition adviser, said:**

*The social contract between employers and workers is under intense scrutiny at present: working lives are longer, jobs are vulnerable to automation.*

*How can we creatively respond to rapid cultural change and new work patterns? How can we shape office environments that are humane and flexible and dynamic?*

## Finalists

88mph  
Four Future  
GTASC

## Won by

88mph