

Architectural Competition

# UK PAVILION FOR 2010 WORLD EXPO, SHANGHAI



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 award-winning UK Pavilion and its contents for our client – the Foreign and Commonwealth Office.

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

The FCO wanted to attract as wide a pool as possible in the design and architectural professions and we recommended a press campaign as the most effective way to generate interest, together with internet access to the project background and data.

We also commissioned a graphic designer to establish a style and logo to tie all communications together and we set up a website dedicated to the competition; an invaluable tool for managing PR and for communications with the shortlisted teams.

Heatherwick Studio won the competition. The pavilion opened in May 2010 and was a huge success, both attracting the crowds and transforming the Chinese perception of the UK to that of a modern, creative, innovative and advanced technological nation.

The Pavilion's design was widely recognised – it was awarded Britain's top international architectural award, the prestigious Royal Institute of British Architects' Lubetkin Prize 2010. It also won gold in the Expo's own design awards for larger exhibits.

### The Shortlist:

Avery Associates & Sidell Gibson  
draw Architects & dcmstudios  
Eight with John McAslan+Partners  
Heatherwick Studio  
Marks Barfield Architects/Imagination Limited  
Zaha Hadid Architects

### Won by

*Heatherwick Studio*

PROJECT VALUE: £12 million