

NEW LONDON SKYLINE

Competition to design a 21st Century view of London's famous architectural skyline

Transport for London has teamed up with the London Festival of Architecture 2010 (LFA2010) to launch a competition for new illustrations and depictions of London's skyline. The winning design, launched during the London Festival of Architecture, will be reproduced on a range of merchandise for sale online at tfl.gov.uk/shop, the London Transport Museum Shop and at the London Festival of Architecture HQ located at the New London Architecture centre, Store Street.

Background

Transport for London

Transport for London (TfL) is steeped in a history of innovative design which was built on the convictions of one man, Frank Pick whose energy and vision changed the face of transport in London and the indeed the face of London itself.

One of the first classic skyline images of London was used as the corporate identity for the Underground Electric Railways Group from around 1908 and appeared on many advertising posters and station exteriors.



Architecture

Frank Pick believed that good design must be 'fit for purpose' and should be at the heart of an organisation in both its appearance and operation and from 1915 onwards he set about commissioning outstanding design from all disciplines including architecture.

The 1930-3 Piccadilly line extension gave Pick and the celebrated architect Charles Holden the opportunity to develop a new type of station. Aiming for a striking and inviting modern appearance influenced by architecture developed on the continent, they created a 'classic' style of Underground architecture, using clean, simple forms - cylinders, curves, rectangles - built of brick and concrete and often decorated internally with brightly coloured tiles.

Transport for London's commitment to commissioning striking new station architecture continues today with critically acclaimed Jubilee Line extension stations and the new stations currently being developed for the old East London line, soon to be reopened as part of the London Overground network.

The London Festival of Architecture

The London Festival of Architecture is the largest event of its kind in the world and has been successfully run since 2004 as a biannual event. It celebrates fine buildings – both old and new; it highlights the great things – and aims to tackle some of the bad – about the capital's urban environment. It showcases London's wealth of resident architectural talent, and attracts some of the world's most exciting architects to the capital.

This year's Festival theme is 'The Welcoming City': a reference to the Olympic slogan that London welcomes the world in 2012. 2010 marks the 10th anniversary of London's Millennium projects and signifies an exciting time for architecture in the run up to the 2012 Olympic Games.

In 2010 the Festival will be delivered in collaboration with London's leading architectural organisations, The Architecture Foundation, New London Architecture and RIBA London. This theme also acts as an invitation to create cities that are amenable and welcoming to diverse and varied communities.

The LFA2010 will take place from June 19 to July 4 right across London with an expected audience of over 500,000 people.

For more information please visit the LFA website www.lfa2010.org

The Brief

To design a contemporary version of the London Skyline that celebrates London's unique architectural heritage.

Context

“Architecture has never been idle. Its history is more ancient than that of any other art, and its claim to being a living force has significance in every attempt to comprehend the relationship of the masses to art.” (Walter Benjamin, *The Work of Art in the Age of Mechanical Reproduction*)

Architecture, more than any art form has the ability to transform and shape the world in which we live and our relationship to it. Each city is a result of its architectural evolution and London's unique architectural style is a result of a landscape made up of individual buildings, each making its own artistic statement. From the Tower to the dome of St Paul's, the hypermodern buildings of the financial district, rising out of a medieval street-plan, to the development of the Olympic site, London has given its architects a virtually free hand to express their talent and the result is an extroverted and extraordinary blending of the historic and the modern. London's panoramic skyline perfectly encapsulates London remarkable architectural history and is a landmark emblazoned in the minds of Londoners and the thousands of people who visit London each year.

The Design

Entrants are invited to produce a contemporary image of their view of London's current skyline.

Entrants can choose any vista of London as long as the architectural scene is clearly identifiable as London and the image displays vibrant, cutting edge design that positively portrays London as an exciting and varied destination.

Entrants are encouraged to use all variety of media and current technologies to create their design to reflect London's position as a leading design capital city.

The design must be scalable to any size as it will be used across a range of products but please submit initial designs in Jpeg format at 300 dpi in files not larger than 1000 KB size.

Target Audience

The design must be an instantly recognisable London skyline or vista which will appeal to Londoners and visitors to London alike.

Prizes

First Prize will receive a fee of £1000 (the design fee includes copyright purchase) and have their design reproduced on a selection of merchandise.

The second and third prize entrants will be invited to have their designs reproduced on a selection of merchandise for which they will receive a royalty on sales of their products .

The selection of merchandise chosen for each design will be dependant the suitability of the design to each product but will be chosen from a range of products including T-shirts, mugs, ceramics, bags, travel card wallets and posters.

TfL may contact other outstanding entrants to ask permission to publish their designs on the TfL website.

Judges (to be confirmed)

The winning design will be selected by a distinguished panel of judges:

Amanda Levette, Director, Amanda Levette Architects

Angus Hyland, Partner, Pentagram

Lynda Relph-Knight, Editor, Design Week

Michael Walton, Head of Trading, London Transport Museum

Moira Lascelles, Consultant Curator, London Festival of Architecture

Rachel Halliburton, Deputy Editor, Time Out

Saskia Boersma, Brand Manager, Transport for London

Competition Rules

1. **The competition is only open to entrants aged 18 and over as the winning entrant will have to assign copyright in the design in writing to Transport for London.** The winner will need to be able to demonstrate proof of identity and age.
2. Staff employed by Transport for London, London Underground Limited, Transport Trading Limited and any of their subsidiaries and their advisers and agents and anyone connected with the organization of this competition is not permitted to enter.
3. **Each entrant can only submit 1 design.**
4. **Entries should be submitted only in the following formats:**
 - Jpeg format at 300 dpi in files not larger than 1000 KB size
5. Entrants should e-mail their designs to:
 - **skylinecompetition@tfl.gov.uk**

Enquires in relation to the competition can only be answered by e-mail:
skylinecompetition@tfl.gov.uk
6. **The competition deadline is 09.00 BST on Monday 24th May 2010. All entries must be received by this time.**
7. Transport for London does not accept liability for the loss of or damage to any entries delivered to Transport for London. Submission of designs by post or hand is at the entrant's own risk and Transport for London will not return any of the entries.
8. Each entry must be the original and sole work of the entrant.
9. You agree to only submit materials in which you own the copyright and which do not infringe any rights of third parties including without limitation those relating to copyright, trade marks, confidentiality, privacy or any other proprietary rights.
10. **There is one prize of £1,000** (which includes the purchase of the copyright of the design). Second and third prize winners will receive a royalty on sales of their design on products.
11. The winner will be required to transfer copyright and any other intellectual property rights existing in the winning design to Transport for London and to enter into such agreement as Transport for London may require to effect this transfer. Transport

for London and any member of the TfL Group shall have the right without any further payment to use the winning design in whatever way it sees fit, including the right to modify or alter the winning design.

12. The competition will be judged by a panel of judges including several independent members. The names of the judges will be published once the panel has been finalised [and a list will be provided on request by sending an email to the address set out above].
13. The winner will be the entrant who, in the sole opinion of the judges, produces the best and most original entry meeting the specifications set out above. The judges' decision is final and binding in all matters and no correspondence will be entered into.
14. The winner will be notified by the 1st June 2010. Please note only the winning entrant will be contacted by Transport for London.
15. The winner may be required to take part in promotional activities.
16. Transport for London and the London Festival of Architecture may display the work on its websites located at <http://www.tfl.gov.uk> and www.lfa2010.org which can be viewed internationally, and store it on its servers and in its archive.
17. The promoter of the competition is Transport for London of Windsor House, 42-50 Victoria Street, London SW1H 0TL and the London Festival of Architecture, The Building Centre, 26 Store Street, WC1E 7BT
18. Entry into the competition implies acceptance of these terms and conditions. TfL reserves the right to refuse to award prizes to anyone found to be in breach of these terms and conditions.

Please Note

The London Underground map and Roundel logo are the copyright and trademark of Transport for London. TfL will not accept designs which misuse the Underground map and logo that is change the station names on the map to other words and put other words through the bar of the logo unless it is an official TfL station name, Mind the Gap or London.