

It's men like this who give Grosvenor House that extra something.



He's one of our workmen - we had our spot of them hidden behind the famous facade of Grosvenor House for three years. While they were there, their built two completely new restaurants, two large complex kitchens, two large lifts, a new telephone exchange, two new banknotes, and a full air conditioning system in all now areas.

Business, across on its 25 acres of floors.

Yet they were so unobtrusive that hardly anyone noticed they were there. Including the regular comeliness of up to 4,000 people and staff.

Now, as with all refurbishing work, there was of course an initial major problem: three lifts, for instance, we had to divert the river system to get in new foundations.

Which means that we have an opportunity to create up some extra profit. But this is the Grosvenor House Group.

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### Everything you need to construct a watertight defence

Whether it's a basement or a roof, the need for a watertight defence is vital. The waterproofing must be durable, long-lasting and able to withstand the most severe weather conditions.

Expandite's waterproofing systems are designed to meet these requirements. They are made from a special polyurethane resin which is applied in a thin, flexible layer that can be painted or sprayed on to any surface. It is completely waterproof and can be applied to concrete, masonry, metal and wood.

Expandite's waterproofing systems are available in a range of thicknesses to suit different applications. They are also available in a range of colours to match the surrounding environment.



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6 Class 1: Certificate of Exceptional Merit. Bovis Ltd. Panel comment: An intelligent use of space; arresting photograph and sensitive layout with right amount of typography, but which had to be read completely. The panel was very aware that this was a difficult selling concept to put across but this was accomplished successfully.

7 Class 3: Certificate of Exceptional Merit. Expandite Ltd. Panel comment: The panel felt this was a classic example of how the restrained use of colour could add to the impact of a sensitively designed advertisement, creating an air of quality.

the eye but can offend the senses. We were required to judge seven classes and to select not more than seven entries in each class deserving a Certificate of Merit; and in each class to award a Certificate of Exceptional Merit - though this was optional. We were also asked to choose from the exceptional merit awards an overall award winner of the competition, not an easy task when having to compare, for example, the merits of a black and white single page advertisement on the one hand, with a multiple-page insertion in full colour at the other extreme.

The classes of entry were:

### The award winners

COMPANY	DESIGNER
<b>The Building Award</b> British Steel Corporation	Interlink Advertising Ltd
<b>Class 1. Single page, black.</b> <i>Certificate of Exceptional Merit</i> Bovis Construction Ltd	Maisey Mukerjee Russell Ltd
<i>Certificate of Merit</i> Redland Tiles Ltd Richard Lees Aidelle Products Sykes Pumps Ltd Thomas Ness Ltd Expamet Industrial Products Ltd British Gypsum	McCormick Richards Partners Ltd Interlink Advertising Ltd Harrison Cowley Advertising (Thames) Ltd McGowan Bowler Associates Ltd Fordham Sadler Advertising Ltd Perard Fox & Partners Ltd Doyle Dane Bernbach Ltd
<b>Class 2. Two or more consecutive full pages, black.</b> <i>Certificate of Exceptional Merit</i> Colt International Ltd	Davidson, Pearce Berry & Spottiswoode Ltd
<i>Certificate of Merit</i> Charcon Structures Ltd Yorkshire Imperial Metals Ltd EUC Trucks Ltd Deltaflow Ltd	Churchard Martin Ltd Brunning Advertising & Marketing (Yorks) Ltd F John French Agency Ltd David Pembroke Partnership Ltd
<b>Class 3. Single pages in black and one or two colours.</b> <i>Certificate of Exceptional Merit</i> Expandite Ltd	Lovell & Rupert Curtis Ltd
<i>Certificate of Merit</i> APA Foam Products Ltd Expamet Building Products Ltd	A & P Appledore (London) Ltd Perard Fox & Partners Ltd
<b>Class 4. Two or more consecutive pages in black and one or two colours.</b> <i>Certificate of Exceptional Merit</i> Walker Crossweller & Co Ltd	McGowan Bowler Associates Ltd
<i>Certificate of Merit</i> GKN Floors Marley Extrusions Ltd Sykes Pumps Ltd	Nigel Durrant & Associates Ltd F John French Agency Ltd McGowan Bowler Associates Ltd
<b>Class 5. Single page in three or more colours (full colour).</b> <i>Certificate of Exceptional Merit</i> Sinclair Air Conditioning Ltd	Central & Whites Advertising Ltd
<i>Certificate of Merit</i> Thermalite Ltd Haskins (Shutters) Ltd ICI Plastics Division British Steel Corporation (Tubes Division) The Marley Tile Co Ltd	Charles Barker, Black & Gross Ltd Taylor & Wishart Ltd Ogilvy Benson & Mather Ltd Toon & Heath F John French Agency Ltd
<b>Class 6. Two or more consecutive pages in three or more colours (full colour).</b> <i>Certificate of Exceptional Merit</i> British Steel Corporation	Interlink Advertising Ltd
<i>Certificate of Merit</i> The Marley Tile Co Ltd Expandite Ltd Pillar Naco (UK) Ltd D Anderson & Son Ltd Shapland & Petter Ltd	F John French Agency Ltd Lovell & Rupert Curtis Ltd Interlink Advertising Ltd K M P Butterworth Ltd F John French Agency Ltd
<b>Class 7. Gatefolds, concertinas or inserts printed in one or more colours on one or both sides which when unopened conform to A4 size.</b> <i>Certificate of Exceptional Merit</i> Hygena Ltd	Barbour Index Ltd
<i>Certificate of Merit</i> MK Electric Ltd JCB Sales Ltd	Taylor Brickman (Advertising) Ltd CB Brookes Advertising Ltd

Class 1 Single page, black.  
Class 2 Two or more consecutive full pages, black.  
Class 3 Single pages in black and one or two colours.  
Class 4 Two or more consecutive pages in black and one or two colours.  
Class 5 Single page in three or more colours (full colour)  
Class 6 Two or more consecutive pages in three or more colours (full colour).  
Class 7 Gatefolds, concertinas or inserts printed in one or more colours.

In Class 1 we stretched the rules and made eight awards due to the high standard set by no fewer than 97 entries; in Class 2 we made five awards from 25 entries; in Class 3 we made four awards from 31 entries; in Class 4 we made awards from six entries; in Class 5 we made awards from 55 entries; in Class 6 we made awards from 35 entries; and in Class 7 there were awards from 13 entries.

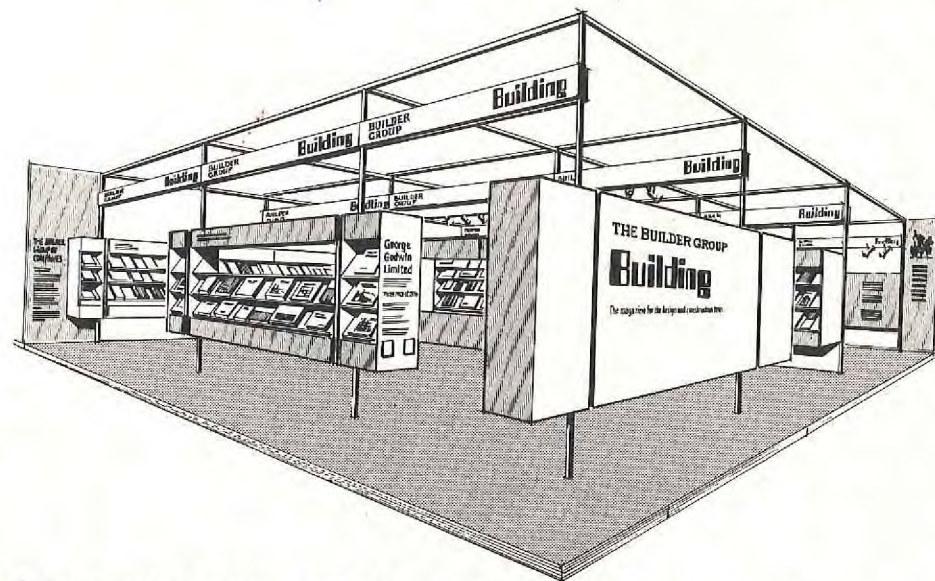
It will be seen that we have given awards based upon the qualitative standard rather than in proportion to the entries submitted.

Sydney Chapman

# STAND FOR BUILDING

INTERBUILD SPECIAL

The Builder Group stand at Interbuild integrates the many specialist services the group has to offer and provides a meeting point for readers of *Building* to make contact with the people who produce the magazine.



As with many other companies, it is probably only at events such as Interbuild that the full range of the Builder Group's activities can be realised and given expression. The magazine *Building* itself is, of course, given the prominence its major position within the group calls for, but it is interesting to note that the stand was built by the group's own firm of exhibition contractors and that a large part of the stand will be taken up by the group's own bookshop displaying and selling books published by the group. Many of the exhibitors at Interbuild are clients of the group's management consultants. And, of course, the new Data Express technical literature delivery service will be prominently featured.

The stand itself is placed in a prime position on one of the main gangways (No 232 Avenue C) and is designed with the intention of letting visitors browse through the *Building* Bookshop shelves and displays or to the people who actually produce *Building* week by week. Based on a modular stand and constructed from a steel space frame, the stand design integrates the various activities of the group and is open-sided in order to provide maximum access for visitors. It was designed by James Symonds & Associates.

The design brief provided plenty of options, not least of which was the constraint that the stand must be erected and dismantled in next to no time, and be able to stand up to the sort of punishment in use not asked for by many prestige offices. The solution arrived at by the designer uses a modular grid system, stanchions as hanging space for displays and to indicate a circulation plan, a central counter and separate areas such as a book counter, Data Express display and the hospitality area, without giving the impression of

restricted space. Again, the decision not to roof-in the stand or cover the walls adds to the impression of height and space.

### Displays and objectives

The stand is sectioned into three working areas in which eleven elements have been incorporated. The overall appearance of the stand has been designed to reflect the identity of the Builder Group with *Building* as the hub of the group's activities. The *Building* Bookshop represents the largest section of the stand and has been designed to serve two aims: firstly to reflect the high presentation standards of the group and secondly to operate functionally for the sale of books.

A second major display is sited as a foyer to the lounge area. The display content is again in two sections: firstly, a listing of all the group companies outlining the services of each of them and secondly the new Data Express service.

The third section of the stand will act as a lounge area and will contain displays of the awards in the *Building* Competition for the Design of Effective Advertising, and the new *Building* Innovation Award. The stand will thus act as a focal point for these group activities, since announcements concerning both these award schemes have been timed for 14 November. And this section of the stand will also feature details of the new magazine *Middle East Construction*, to be introduced in partnership with IPC Building & Contract Journals Ltd.

The Builder Group itself acts as a parent company for a range of subsidiary and associate companies. Details of these companies will be on display but briefly the companies concerned are: Building Management and Marketing Consultants Ltd, specialist marketing consultancy for the industry;

Building Publishers Ltd, publishers of *Building* magazine; Contact (Bournemouth) Ltd, international contractors for shopfitting, ceilings, integrated systems and exhibitions; George Godwin Ltd, publishers of technical books and the magazine *Built Environment*; National Building Commodity Centre Ltd, operators of the NBA+*Building* Commodity File and Data Express systems; The *Building* Bookshop, stockists of the largest range of construction industry books; and Exhibitions on the Move Ltd, exhibition consultancy and management service for mobile exhibitions.

### Ancillary activities

The awards for the *Building* competition for effective advertising will be announced on 14 November and afterwards the winning advertisements will be on display at the *Building* stand. This competition always creates great interest and is organised by *Building* in order to encourage a higher standard of advertising by and to the members of the construction industry. There will also be announced on the same day a scheme whereby awards will be given for practical innovation in the industry. *Building* is organising this scheme to try and encourage more implication of good new ideas that will make the industry more efficient.

With all these various activities being catered for it is hoped that the stand will provide a meeting point for all concerned in construction, whether they be architect, manufacturer or builder. For the first time at the group's Interbuild stand, editorial staff will this year be continually on hand to discuss points of interest with personal callers. We hope very much that visitors will come and talk about the magazine as well as looking over the displays.