

LFA2024 Organisers Pack

Welcome to your Organisers Pack for LFA2024: a quick-reference document to help you get the most out of your involvement in the festival.

You'll find an overview of the festival and LFA2024, ideas of how to get involved, event inspriation from 2023, as well as FAQ and all key dates.



LFA LONDON FESTIVAL OF ARCHITECTURE

What is the London Festival of Architecture?

The London Festival of Architecture (LFA) is a month long celebration of architecture and city-making, taking place every June across London. The Festival's mission is to act as a vehicle for change, by making discussions around architecture more accessible, providing the platform to test new ideas and promote emerging talent, with an aim to move towards a more equitable, sustainable city.

LFA is a collaborative platform for ideas and exploration that interrogates the role of the city while looking forward with hope, so we can make our city greener, healthier, more inclusive and equitable. We build long-lasting relationships with event organisers across London, and work year-round to empower them to realise their visions and goals for LFA. Ultimately, our aim is to generate positive long-lasting change for visitors and residents alike.

LFA is run by NLA, London's built environment community. The Festival returns to London on 1–30 June 2024 for its 20th-anniversary edition with the theme Reimagine.



Who is the Festival for?

LFA is for anyone with an interest in London's built environment. We don't specifically target industry professionals; on the contrary, we want to empower the public to take an active role in the discussions that shape the city.

The Festival expands on the traditionally understood concept of 'architecture' through discovery, debate, learning and activism that is open to all, giving agency to the public - alongside the industry - to challenge, interrogate and celebrate their city.

From its founding in 2004, LFA has worked with boroughs, developers, architects, and community groups to provide a platform for discourse and meaningful change. Together we have built temporary architectural interventions, public realm improvements, outdoor exhibitions, walking tours and workshops, and facilitated the development of rich cultural programmes which bring together the public and the profession. For us, architecture goes beyond the skeleton of a building, it is the in-between spaces and the landscapes, as well as the people who make, work and live in them.











#LFAat20: Overview and theme

For the Festival's 20th anniversary, we'll be taking over the city once again for a month of celebration, interrogation and experimentation, helping make London a more accessible and equitable space for all.

For LFA2024, we will be exploring the theme Reimagine, selected collaboratively with our 2024 Curation Panel.

As always, we look forward to working with individuals and organisations, old and new, to stage their own festival events as part of #LFAat20. We've already had some exciting conversations with previous organisers and can't wait to see all the proposals when the Open Call goes live in January.

Over the next coming months, we'll be sharing some resources, top tips for events and reflections on the theme to inspire you for your very own LFA event. To start with, the LFA team have put together some thoughts exploring our 2024 theme.

Reimagine

The necessity for change is not new and our role as active citizens has never been more important. Together, we need to reflect, rethink, repair and rebuild.

2024 marks 20 years of the London Festival of Architecture. #LFAat20 will be a moment of celebration, and a chance to reflect on the impact of the Festival over last two decades. It will be a moment to explore how the Festival, industry, and all Londoners can shape a more equitable, accessible and sustainable city - a London by, and for, all Londoners.

We want LFA2024 to be a moment for the Londoners to stop and reimagine how our city can become a more sustainable, equitable and collaborative place. LFA2024 will create space for knowledge-sharing and exploration, offering a platform to test new ideas and acting as a catalyst for change where the temporary informs the future.

Now is the time for radical imagination and an intersectional, regenerative approach to city-making that includes diverse voices and perspective. We want the LFA programme to come alive with events, workshops and activations which reflect on what is and reimagine what we want our future city, and its communities, as well as the industry to look like.

Read more on the LFA website

LFA2024: Curation Panel

Each year the LFA is delighted to work alongside our Curation Panel to shape the festival theme and programme. This year's panel includes key figures from across the built environment and beyond, including:



Ruchi Chakravarty
Urban Designer, Masterplanner, Placemaker



Moira Lascelles
Executive Director and Head of Partnerships, UP Projects



Poppy Levison
Architectural Assistant, DSDHA and DisOrdinary Architecture Project



Jessica Neil
CEO, Stephen Lawrence Day Foundation



Tom Ravenscroft
Editor, Dezeen



Gurmeet Sian
Director, Office Sian Architecture and Design and Mayor's Design Advocate

"Reimagine is such a powerful idea for me. I think it's really easy to misinterpret imagination as something that's whimsical and fantastical and something that only children should possess, but I see imagination as foundational to getting us closer to equity and social justice. For me it's about looking at our understanding of things, and then shifting our perspective and thinking about things from a different angle - challenging ourselves to dream and be a bit bolder and be more ambitious about the good that can come. Whether that's about structures in society or spaces and places, we can think more broadly than we currently do. It's not about an individual perspective, but how we can create structures of power and communication that allow lots of different perspectives to come together and look at the same things from lots of different angles."

- Jessica Neil, Stephen Lawrence Day Foundation CEO and Curation Panel Member



How can you get involved?

Organise an event

What makes LFA unique is that its programme is people-led and curated by event organisers; we believe in the power of collaboration with the people who live, shape, and truly know London. It's the breadth and creativity of this community of event organisers that delivers such a varied and engaging programme of events for the festival each June.

Below you can find information on what events can be part of LFA, alongside examples of highlight events from previous editions of the festival. Additionally you can also find out the first steps to making your LFA2024 event a reality.

#LFAat20 Call to Action

A cornerstone of LFA at 20 is our call to action to reimagine public spaces by putting people back at the centre of the city. We're inviting our key partners to reimagine our public spaces through engaging activations and provocations which rethink our spaces and how they are used.

Whether its hosting streets parties, delivering workshops or performances, we want public spaces across London to be temporarily reimagined, with the hope of these interventions capture the public's imagination and inform longer term meaningful changes.

Read more on the LFA website

Support

LFA could not happen without the contribution of our generous supporters and partners who make the Festival possible. Each year we work with a range or emerging and established organisations from within and beyond the industry to deliver the festival. The Festival also receives support from the Mayor's Office as one of the Mayor's Design Advocate organisations.

Supporting LFA is a great way to engage your organisation, clients and community, in some of the most important conversations in the industry and the wider world, while celebrating London as global hub for architecture.

We have a variety of sponsorship packages which help support the festival, to find out more head to our supporters page, or alternatively email info@londonfestivalofarchitecture.org.

FAQ

For answers to commonly asked questions about LFA events, head to the end of this pack. For general queries regarding LFA, head to the FAQ page on the LFA website.



Why put on an LFA event?

All of our event organisers have a different motivation for organising an event as part of LFA.

→ Architecture practices might want to gain publicity for their practice and showcase their work or research. Perhaps a practice is known for one typology and wants to break into another market or challenge stereotypes of their work.

→ Community groups may want to talk about a cause that we should know more about or just want to share their local area with a range of other Londoners.

→ Museums and cultural organisations often use the month of June as an opportunity to stage architectural exhibitions and help broaden and diversify their audience. Embassies often use the festival to showcase the work of their architects in London and beyond, exploring what London can learn from other cities and countries.

→ Others might be focused on combatting some of the issues of our day or empowering the next generation of architects. LFA has a proud record of helping many people launch their idea or company during the festival.

Hear from some of our previous organisers about what they love about the festival and why they put on events:

"This was my first year doing a walk for the LFA and it was a great experience! I enjoyed framing my walks under the 2023 theme and exploring it with visitors who came on the tour. I would encourage everyone who has a story to tell in and about place to engage with the festival."
Manasi Pophale, History Speak

"We enjoyed being a part of the festival community - it felt as if the momentum and impact is growing year on year. It was very straightforward to contribute our events - the website was easy to use and any queries were speedily answered - a really nice and positive experience."
Claire Pollock, AHMM

"LFA2023 allowed me to show through my personal walk how architecture and people could/should work together to influence and support communities. The opportunities and the challenges in making structures for living and working still need to be resolved, but I am pleased to be able to share a vision with those who attended and responded so positively."
Lambeth Tour Guides

What events can be part of LFA?

Organisers create the foundation of the Festival by connecting with the city through a variety of activities and events.

Each year the Festival comprises a varied programme of debates, talks, architectural installations, tours, workshops, film screenings, Studio Lates, exhibitions, digital events and so much more.

The types of events might be varied but they all share a common purpose: to engage their audience in thinking about the people and places shaping our city and built environment.

Below are some examples of highlight events from previous editions of the festival that have come through our open call.









Legacies of the British Empire

Organiser: **History Speak**
Event Type: **Walking Tour**

Part of the London Unseen Collection, this guided walk - led by History Speak - invited the public to explore the story of colonisation and decolonisation through statues, monuments and buildings in order to unpick the past and reflect on how the built environment is used to construct memory and impact the future. Having attended one of our LFA2023 Mentor Workshops, tour guide Manasi Pophale was able to develop a walking tour structured around the theme 'In Common' that engaged diverse audiences in discussions about citymaking practices past and present and discovered what London has 'In Common' with India, South Africa, America and beyond!

Collage / Commons Walk and Workshop

Organiser: **Becky Lyon**
Event Type: **Workshop, Walking Tour**

Meandering through Colindale Park, Montrose Park and Silk Stream Park, this Barnet-based workshop run by Becky Lyon, local Colindale artist, brought participants together to think about community and commonality. Tuning into the natural environment as key components of place, attendees engaged in a group collage-making workshop exploring the role of green spaces in the neighbourhood, how 'natural' and 'civic' borders and boundaries might differ, creating collective artworks that reflect our shared experience of ecology.

Manifestos: Architecture for a New Generation 2023

Organiser: **Design Museum**
Event Type: **Panel Discussion**

Returning to LFA for a fifth year, Manifestos: Architecture for a New Generation presented thought-provoking manifestos from four emerging voices who are expanding the parameters of what architecture can be, who London is for and what its future holds. The event brought together a panel of creative practitioners committed to the act of progressive, inclusive placemaking in London in the Design Museum.



The Places That Make Us

Organiser: **Migration Museum**
Event Type: **Walking Tour, Film Screening, Workshop**

Through a day-long series of events, the Migration Museum created a space to explore the people and places that make Lewisham the vibrant and diverse community it is today. Events included a discussion about what more can be done to create sustainable community-led housing, as well as a walking tour of Lewisham, Deptford and Greenwich featuring contemporary stories of migration that uncovered the legacies of colonialism and how these have shaped the architecture of this ever-changing borough.



Archiving the 'Inner City': Brixton, Memory and Heritage

Organiser: **Archiving the Inner City, University of York**
Event Type: **Panel Discussion, Exhibition, Walking Tour**

Hosted at International House in Brixton, this day-long symposium was composed of three panel discussions and a walk around the local area. The discussions included questions such as 'how can we archive the city?', 'how is Brixton being remembered?' and 'what is preserved versus what is lost?'. Alongside the panel discussions, the symposium featured a photography exhibition of images of 'inner city' heritage from Brixton and guided walk through the area's important memory sites.



A Call to the Commons

Organiser: **Rumi Bose, Aldo Rinaldi**
Event Type: **Exhibition, Panel Discussion**

A public art and architecture project exploring the notion of the commons through six newly commissioned posters by artists, architects and designers that were installed on billboards, fly posters and digital screens across London. On 20th June, audiences were invited to debate themes around the artworks produced, including around new models of living and working in a post pandemic world and how we use and occupy our public spaces, ownership, and protest.

Image © UNCLE







Vertical Farm-to-Fork at the Factory

Organiser: **Projekt, spacelab_**
Event Type: **Installation, Walking Tour, Panel Discussion**

An outdoor installation showcasing the Vertical Farm-to-Fork project. Starting with a walk around the Factory grounds and ending with a panel discussion with many of those involved in the project, visitors were given the opportunity to imagine the future of our experience with food, where crops are grown at scale, cooked and served under one roof. XR technology from Spheroid Universe allowed participants to experience the project at its design stage, before engaging in a discussion about sustainable urban farming solutions.

Studio Lates

Since LFA started in 2004 an important part has been our Studio Lates programme. These are an opportunity for practices to open their doors both, to the profession and the wider public—helping to demystify their work. Taking place every Thursday during the Festival - in different areas each week - Studio Lates are a fantastic way to promote the excellent architectural talent in London while connecting practices with new audiences. Whether it's a workshop, exhibition, drop-in design surgery or a talk—each practice makes their Studio Late their own.

→ Our LFA2024 Studio Lates areas will be announced in January 2024. If you'd like to be the first to know more, or if you have any questions related to Studio Lates, please contact the LFA team at info@londonfestivalofarchitecture.org.

Still need inspiration for your event?

→ Learn more about the LFA2024 theme with this essay from the LFA team

→ Listen to our theme related podcasts, including with LFA Head of Programme Eliza Grosvenor and Curation Panel member Jessica Neil, CEO of the Stephen Lawrence Day Foundation.

→ Explore our archive of previous festivals and events by checking our Festival history page or watch our LFA 2023 Wrap Up

→ Subscribe to the LFA Newsletter to keep up to date with information and inspiration from the LFA team and community

→ Sign up for an LFA Organiser calls and surgery days or check out the LFA2024 resources in the account section



Ready to start creating your LFA event?

We will launch our Open Call on January 8th, asking for event proposals which respond to this year's theme 'Reimagine'.

To submit an event for LFA2024, you will need an account on the LFA website. Accounts are unique to your organisation.

If you don't have an account, you can create one here. Once your account has been approved, you will be able to submit your event submission by clicking the button 'Submit my event'.

You'll need to provide us with as much information as possible so that the LFA team and our curation panel can come to an informed decision about your event.

You will need to complete one submission per event, with each event submission charged separately.

The LFA team will then review within 7 days after they have come in, so the sooner you submit your event, the sooner you will receive feedback and the status of the event. Please don't leave it until the last moment!

You can find an LFA Event Checklist in the LFA account.

Next steps

On the next page, you will find a simple submission process guide for how to submit your event proposal. For more information, head to the LFA website account section.

Submission fees

You will need to complete one submission per event, with each event submission charged separately. The submission fee (£180+VAT Early bird, £280+VAT Standard) covers the administrative support of your event including promotion from LFA and merchandise, as well as organiser perks including entrance to the LFA opening party. You will receive 30% discount for every additional event submission.

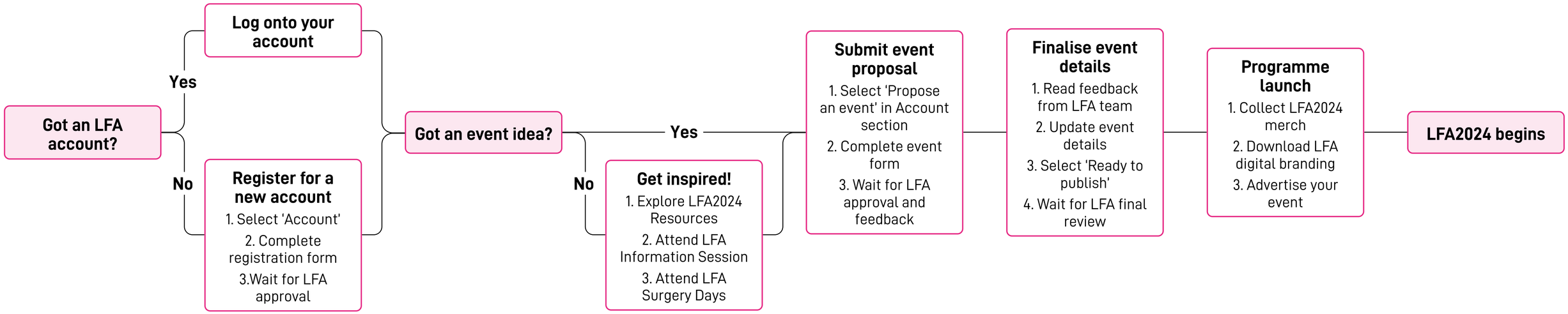
LFA is committed to supporting charities, non-for-profit organisations, students, academic bodies, emerging designers, small practices (up to 10 employees) and community groups and individuals who traditionally may not be included in discussions around architecture. Therefore, we offer free of charge submissions to all the above. All NLA members will receive a 30% discount. If you believe you qualify for a concession rate, you will be able to mark this as you submit your event, and the fee will be removed. If you fall outside the categories outlined above and are unable to pay the fee, please get in touch and we will review on case-by-case basis. Note, every submission is reviewed and free submissions will not be approved if the criteria is not matched.

Deadlines

The deadline for submitting a proposal at an early bird rate is 9th February. Standard entries are open until March 8th. Entries from Patrons and Partners continue until 22nd March.

LFA is run by a small but extremely hardworking festival team. We're keen to accept all good event proposals whenever they're suggested but late entries cause a huge administrative burden on the team. Therefore, all event proposals after 22nd March will not be accepted.

Submission process



LFA2024 Key Dates

You can find a full and up-to-date set of festival dates and deadlines in the LFA Organisers account section.

For the headline dates, please refer to the following:

October — February

3rd November
LFA Information Session
Curious about participating in LFA2024? We'd love for you to join the LFA team and our community of event organisers to dive into #LFAat20, offer some helpful advice and take your questions

8th January
LFA Events Open Call & Destinations Reveal

18th January
LFA Mentor Surgery day
Are you a first time LFA organiser and need help from someone who's done this before? Email info@londonfestivalofarchitecture.org to book a slot, with the subject 'LFA Mentor Session'. Please include your name, brief information on your event and what you're looking for help with.

9th February
Submission deadline for events (early bird)

22nd February
Second LFA Mentor Surgery Day

March — May

8th March
Submission deadline for events (standard rate)

22nd March
Deadline for Patron and Destination events

5th April
Event information lock
The is the deadline for finalizing event details. After this time you no longer have access to your event.

17th April
LFA Community Call — Marketing and Comms Q&A
Want to learn more about how to market your event? Join the LFA team and our community of event organisers for a session exploring the marketing and promotion of your LFA event. There will also be an opportunity to take questions

8th May
LFA2024 Programme Launch

w/c 13th and 20th May
LFA Merch collection

June — July

1st June
Festival Begins!

6th, 13th, 20th and 27th June
Studio Lates

12th July
Event Feedback Form + Imagery Deadline
By submitting an event you agree to complete LFA's feedback form, as well as upload any photos or videos from your event. More info can be found in the account section

LFA event FAQ

Here you can find the answers to commonly asked questions about LFA events. For general queries, head to the LFA FAQ page.

If you can't find the answer to your question, please email the LFA team at info@londonfestivalofarchitecture.org. Please be aware that although we will try and respond as quickly as possible, we are a small team and responses may not always be immediate.

Do I need to be an architect to be involved with the festival?
No! What makes LFA unique is that its programme is people-led and curated by event organisers; we believe in the power of collaboration with the people who live, shape, and truly know London. It's the breadth and creativity of this community of event organisers that delivers such a varied and engaging programme of events for the festival each June.

Do I need to have run an event before?
No! We work year-round to help new individuals and organisations feel empowered to stage their own festival events and welcome everyone into the conversation around architecture and our city. This is done through LFA Mentors, Organiser Calls, Surgery Days as well as the resources in the account section.

Does my event have to last the whole of June?
No, you can choose how long your event lasts for, it can be one hour, one day or the whole month! The length also depends heavily on the type of event. For example a workshop may just last one or two hours on one day, whereas an exhibition could last a week or a month.

What kind of information do I need to submit to the festival?
To start with you will need an event title, a description of the event, and an image that captures the event. We will also need to know whether you have a venue secured yet or not. Other desirable information, along with a complete checklist can be found in the account section.

How many events can I submit?
Each organisation can submit up to four events during the festival. For multiple versions of the same event, there is a limit of two versions of the same event. This is reviewed on a case-by-case basis. Please note, each event will be charged separately.

How will visitors know our event is part of LFA? / Will LFA be providing any resources for organisers?
Yes, each year LFA provides a range of digital assets and physical merchandise for organisers to use. You'll find a range of material with your LFA account once the open call goes live.

Do organisers need to raise sponsorship for their event?
The LFA team consists of just a small team and therefore much of the funding we generate goes directly into supporting the events we run. Unfortunately, this means that we're not able to offer funding to support your events. If you are not sure where to start with funding, why not sign up for one of our LFA Event Organiser surgery days. However, each year we partner several event organisers with free venues across the city. The earlier you submit your event proposal, the opportunity we have to offer help and guidance. There is less scope for us to help events which are submitted closer to our deadline. If this is something you are interested in, please highlight on your event submission. If you need funding to make your event happen, you are free to approach your own sponsors, if necessary, but you should be careful about promising benefits that can only be delivered by the LFA team or LFA website. You might like to come to one of our community calls or surgery days to explore the ideas above or hear about other ways of seeking your own sponsorship or covering your costs.

How does ticketing work for LFA?
Each event has its own ticketing system, we recommend using Eventbrite. We put together a document on how to set up and manage an Eventbrite event, you can find this in the account section/here.

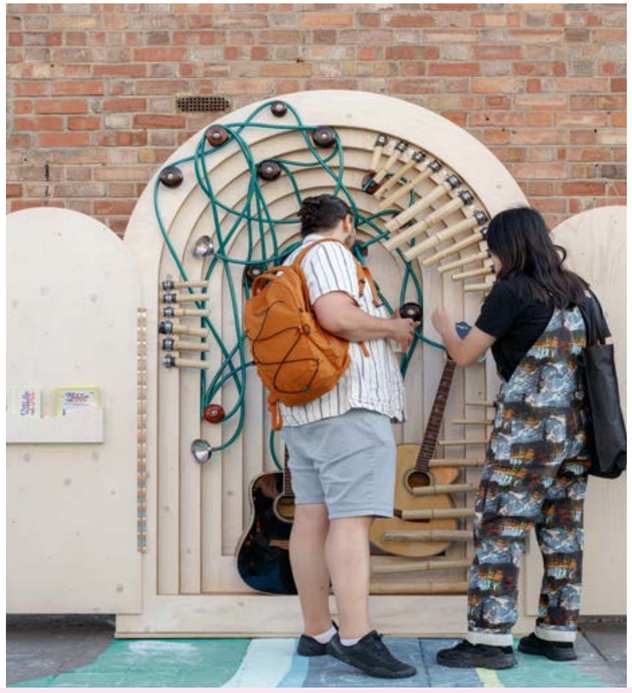
How do I promote my event?
The LFA team will help promote all events, but we also need your help to market and promote your own event amongst your own audience. This works to everyone's benefit—the more event organisers promote their involvement with LFA, the wider our audience becomes. The more people the festival reaches the more people you can attract to your event. We put together some top tips for promoting your event, you can find this in the account section/here.

What do I need to do after the festival?
By submitting an event you agree to complete LFA's feedback form, as well as upload any photos or videos from your event. We ask this as want to know how your event went and how many people attended. We also want to make sure your event is captured in our LFA archive. The feedback form can be found in the account section of the website. We need these returned by 28th July 2024.









LFA2023: Recap

LFA2023 brought the city to life in June with a month long series of activities and activations, all centred around LFA's mission – to open up discussions around architecture, test new ideas and uncover and promote new talent.

The 2023 theme 'In Common' captured the public imagination, leading to some of the most though-provoking, creative and engaging events and interventions we've seen yet. From public realm activations that tackle issues around access, diversity and equity in our city, to workshops that collectively mapped personal and shared histories in order to understand an area, or talks and walks led by grassroots organisations engaging in practices around greening, permaculture and farming.

We were amazed by the number of new organisers bringing their local areas to life during LFA2023, and are so proud to provide a platform for activities to take to place that are not only sensitive to people and location but can also generate ideas and test out scenarios which can be implemented in the future.

Watch our LFA 2023 Wrap Up video

If you would like to contact the London Festival of Architecture team, please email info@londonfestivalofarchitecture.org and we will get back to you as soon as possible.

Alternatively, you can phone the LFA team 020 7636 4044. Please note, this number goes to the NLA office, when calling please ask for the LFA team.

To be the first to find out about LFA news, please sign up to our newsletter.

Follow LFA on social media:

