

Open Call - City Views

London Festival of Architecture 2025



Voicing Pod at Lloyd's Building, Street Assemblies by Urban Radicals, LFA2024 © Luke O'Donovan

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The commission

Eastern City BID and City of London are collaborating with the London Festival of Architecture for LFA2025 to commission a trail of creative architectural interventions across the Eastern City to better signify some of the key destinations and visitor attractions across the area, whilst also creating a more sustainable and welcoming pedestrian experience throughout the Eastern City.

We are inviting architects, designers and artists to propose a playful trail of public realm interventions that enhance the visibility of the four public viewing platforms and other lesser-known destinations, while also incorporating public seating and clear

signposting within the footprint. For this architectural trail, each viewing platform will have one dedicated installation at street level.

Following the competition process, a winning team will be confirmed in March and awarded circa £87,000 + VAT to develop a fully costed, feasible design that can be delivered in June, to coincide with the London Festival of Architecture 2025.

This is a unique opportunity to gain an exciting commission and showcase your creativity and ability to produce a stunning trail of architectural interventions on a global stage.

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Context

The Eastern City is an extraordinary commercial hub, home to some of the City's most iconic architecture and of course, the tall building cluster, which presents both challenges and opportunities from a public realm point of view. From elevated public spaces to hidden courtyards and winding through routes, the area has been 2000 years in the making, combining historic gems with world-class contemporary buildings.

The City's activation and engagement workstream contributes towards positioning this part of the City as a cultural and visitor destination open to all, building upon the success of the established Sculpture in the City annual programme, the Destination City Growth Agenda and the Eastern City BID's Public Realm Vision and programme of activities.

LFA 2025

The London Festival of Architecture returns in June 2025, with a month-long series of events, installations and other activities focusing on the theme of 'Voices'. Through this project, LFA, Eastern City BID and City of London are looking to test ways in which the pedestrian experience of the area can be enhanced by better connecting, both horizontally and vertically, public spaces the Eastern City offers to its residents, workers, visitors and passers-by.

Architecture is not only about creation; it's about listening, amplifying, and intertwining the voices that make up our spaces, stories, and neighbourhoods. At present, where diverse perspectives are both essential and vulnerable, we must explore how different voices complement, contradict, and evolve together.

Through the LFA2025 theme of 'Voices', we encourage applicants to respond to the brief by exploring how diverse perspectives can influence the City's public realm. We

invite you to consider how your proposals can celebrate personal and shared stories and experiences of different buildings and public spaces through design. There is an opportunity to consider the integration of voice recordings from people who live, work and visit the City in the project, which were collected last summer 2024 as part another local initiative. More details will be provided to the winning team.

LFA has a long history of trialling initiatives in the public realm which have been the catalyst for meaningful change for the city, including a number of projects delivered in collaboration with the City of London and the City BIDs over the past 8 years.

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Project Aims

The primary aims of the project are to:

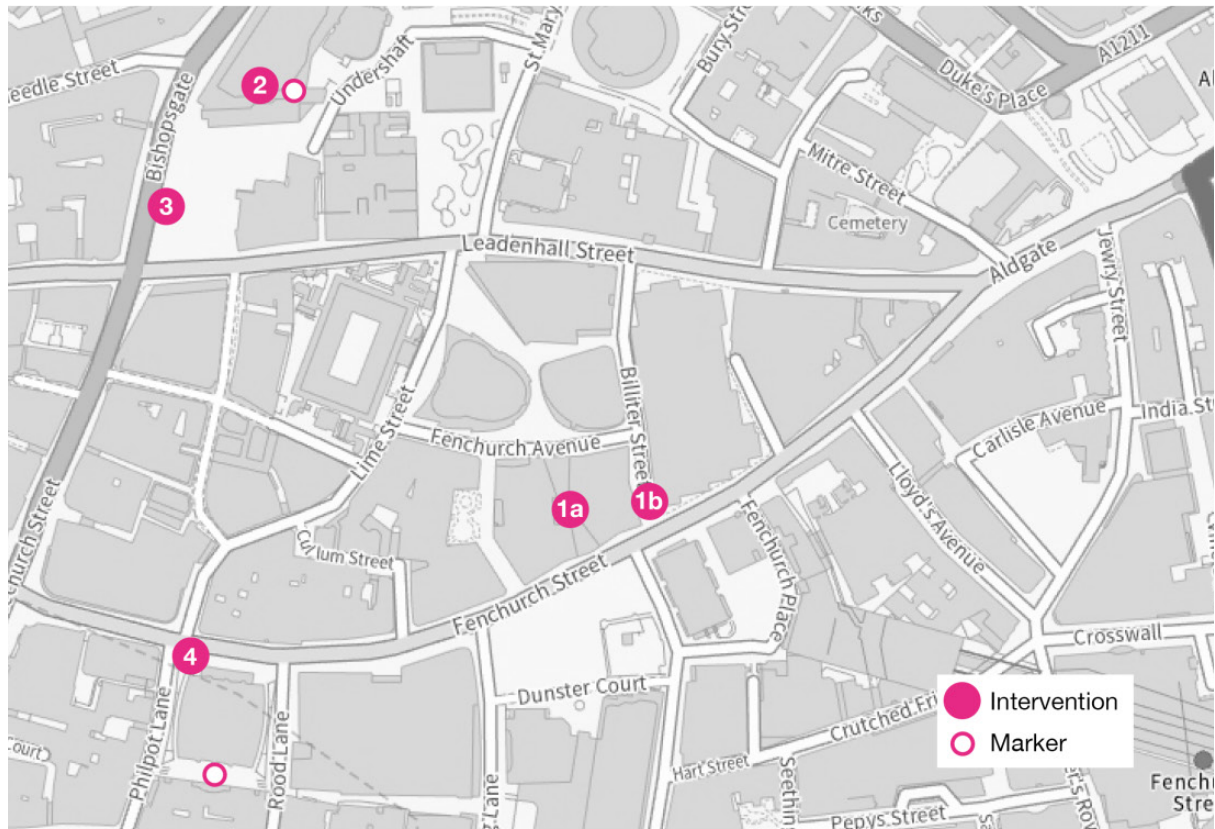
1. **Highlight and signify public viewing platforms:** The primary aim of this project is to enhance the visibility of the four public viewing platforms at street level, ensuring they are clearly marked and emphasize their free, public access for all.
2. **Promote better connectivity and foot traffic:** Encourage walking routes and connections between key attractions and transport hubs, with the goal of attracting more visitors to the area.
3. **Introduce inclusive public seating:** Provide accessible, inclusive seating that invite both visitors and workers to engage with the area, while also offering information about lesser-known local attractions and details on how to access or book the public viewing platforms.
4. **Align with LFA's 2025 theme 'Voices':** Ensure the proposals resonate with the LFA's 2025 theme, 'Voices', by incorporating existing content that reflects the diverse voices and stories of the City.

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The Sites

There are four public viewing galleries, in the Eastern City, the project will engage on the ground level:

1. The Garden at 120
 - 1a. 20 Fen Court
 - 1b. Billiter St
2. Horizon 22 (22 Bishopsgate)
3. The Lookout (6-8 Bishopsgate)
4. The Sky Garden (20 Fenchurch Street)



The project will focus on four key locations near the viewing platforms, each offering opportunities for tailored interventions, like the addition of public seating and larger information points (on the plan above showed as ‘Intervention’ locations 1-4). Other smaller adjustments, such as improved signage and wayfinding, could also be considered for the ‘Marker’ locations as outlined in the plan.



1. The Garden at 120 (Location 1a left) (Location 1b right)



2. Horizon 22 Intervention Location



3. The Lookout Intervention Location



4. The Sky Garden Intervention Location (left) and Marker Location (right)

While these spaces are an important part of the City's visitor offering, feedback has shown that they are not clearly signposted at street level, and wayfinding to other City destinations and transport hubs is insufficient.

All interventions should be mindful of the limited space available at these locations, as well as the existing flow of people and other public realm features, ensuring that

the changes enhance accessibility and wayfinding without disrupting the current use of these spaces.

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Design Requirements

The project should take a holistic design approach, creating a trail of creative, physical, on-street interventions that enhance the visibility and accessibility of the identified public viewing galleries, while providing spaces to pause, rest and learn about other 'hidden' destinations in the area (e.g. other historic and architectural attractions, City Churches, cultural offer, and connections with transport hubs).

The design should be highly visible and a variety of design elements that could add colour to the Eastern City Cluster would be welcomed. Together all the design elements should be read as a family of objects and act as a trail. We are looking for pieces that function as a wayfinding tool and are realistic to the brief (do not become pavilions or follies). They must be safe, robust, durable and offer a low maintenance design solution.

Circular economy principles are strongly encouraged in the design. Consideration should be paid to materials used and whole life sustainability of the design. Some greening is desirable, but maintenance should be considered.

Interventions should include (but are not limited to):

- Wayfinding and signage as a key element
- Public Seating

General Design Guidelines:

- Designs should consider materials and design quality that are suitable for high-traffic public highways with heavy pedestrian footfall and the area's windy conditions.
- Consideration should be given to prototype features that are replicable, in order to accommodate budget constraints.
- The project will need to last for a minimum of 24 months, and you should consider the longevity and appearance of your design accordingly, to ensure that little or no maintenance is required during this period.
- Designs should ensure accessibility by allowing adequate space around the perimeter of the interventions for pedestrian flow. Seating elements should incorporate backrests and armrests where necessary.
- Non-movable elements rather than movable elements are encouraged.
- Free-standing designs without the need for installation of fixings or additional street works are preferred. If required, particularly due to windy conditions,

appropriate fixings and security measures should be incorporated into the design.

Further Guidance:

- You can use salvaged materials or seek in-kind materials sponsorship to reduce expenses.
- Interventions should not block fire hydrants, fire exits, utility covers, street signage, or any other emergency access.
- Sustainability considerations for materials should be considered to use recycled or reused elements at the end of the project.
- To include accessibility considerations, allowing people with different abilities to interact with the interventions. Seating elements should consider back rests and armrests where needed.
- The winning team will need to consider all the necessary permissions in the budget and delivery programme.
- Risk Assessment and Method Statement (RAMS) will be required for installation.

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Budget

The total budget available for delivery of this project is £87,000 + VAT. This needs to include all costs associated with implementation; materials, fabrication and install costs, other capital costs and contingency. Minimum contingency within the budget should be 10%, although we recommend allocating 15% contingency.

The budget outlined includes a £10,000 design fee for the appointed team to cover on-going design fees and other costs required to deliver the concept. If your practice is not VAT registered, you will need to consider this when preparing your budget.

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Submissions requirements

This is a one stage competition.

We ask that applicants prepare a PDF (max. 10 pages) for submission that includes:

- Brief biographies of all the project team with headshots
- A 200-word description about your practice along with any relevant technical expertise acquired through previous experience
- A selection of relevant previous work, including images.

- A short reflection of max. 400 words on why you are interested in being involved in the project and how you would work to deliver your proposal if selected. Please include some thoughts about your vision including any initial written reactions you may have to the brief.
- No more than one concept sketch to illustrate your initial vision in response to the brief.

Please note that we are not asking to see fully developed designs as part of this submission but rather hear your response to the brief and initial ideas for how you would approach the project, if selected. Eastern City BID and City of London are particularly interested in hearing how you approach the materiality of the design and ensure that the design would be sustainable.

These submissions will be reviewed by the external judging panel and the client body, and a winning proposal will be selected to be delivered in 2025.

Submission information

- For any questions about the competition or submission process, please email: info@londonfestivalofarchitecture.org

An online drop-in session will be held for interested applicants to learn more and ask any questions before submitting.

Friday 14 February 13:00-14:00

Register here: [Online Q&A](#)

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Eligibility

The competition is open to architects, landscape architects, designers and artists. We welcome collaborations; however, the project team must include a qualified architect or landscape architect.

The commission provides an exciting opportunity for artists and creatives to be involved in reimagining and activating the City of London. Eastern City BID and City of London are not looking for fully developed designs as part of this submission, but rather initial ideas and examples of similar projects. Following appointment, the chosen individual / team will work with the clients and key local stakeholders to develop ideas into more detailed design.

The judges encourage entries from, or collaborations with groups who are underrepresented in architecture and design. We are inviting larger architecture or

design practices to team up with smaller studios or other creatives for this project. If you are interested in forming a team or collaboration for this submission but don't already have the connections you need, please join the Online Q&A session as there might be an opportunity to connect there with other creatives.

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Deadline and submission details

- Deadline for first submission is **Midday, Thursday 6th March 2024**. Submissions received after time this will not be considered.
- For competition enquires please contact:
info@londonfestivalofarchitecture.org
- To send your expression of interest in a PDF format go [here](#).
- The PDF should be no more than 5MB and 10 A4 pages (both portrait or landscape are acceptable)

Submission information

We are using zealous.co to administrate our application process. To submit your expression of interest for this competition, you will need to set up a free login on zealous which will enable you to begin your submission as a Draft and save it as you go. You can find information about [how to submit via zealous here](#).

If you have any feedback on using this platform, please do let us know so we can help improve the experience of entering LFA competitions. For any questions about the competition or submission process, please email:

info@londonfestivalofarchitecture.org

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Schedule outline

Submissions open: Wednesday 5th February

Online drop-in session for interested applicants: Friday 14th February 13:00-14:00

Register here: [Online Q&A](#)

Submissions closed: Midday, Thursday 6th March

Winner notified: w/c 17th March

Project delivered: June 2025

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Judging panel

All submissions will be reviewed by the client body and judged by an external panel.

The panel will include:

Will Dyson, Placemaking Director, Eastern City BID
Maria Herrera, Senior Project Manager, City of London
Era Savvides, Partner, Urban Radicals
Ellie Stathaki, Architecture & Environment Director, Wallpaper*
Rosa Rogina, Director, London Festival of Architecture (Chair)

With more judges to be announced shortly

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Judging criteria

- **Practice/Team profile - 30%** Does the team have skilled professionals for delivering the proposal in line with eligibility outlined in the Open Call? Does the team have a diverse set of skills and experience? Are the previous work experiences and/or their work methodologies and wider design aspirations relevant to the competition?
- **Initial vision - 30%:** Does the proposal's initial written reflection to the brief suggest innovation, surprise and creativity? Does it explore a new and original way to use and engage with the area?
- **Feasibility - 20%:** Does it propose an approach which seems feasible and deliverable within the budget and set timeframe?
- **Approach to Environment and sustainability - 20%:** Does the proposal consider the impact of their work on the environment e.g. materials used, methods of construction? Can the built element of the project be re-used or re-cycled after de-installation?

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Access

Accessibility, diversity and inclusion are core values of the LFA at all levels of our organisation, and we are committed to delivering projects that are representative of the whole city and can be enjoyed by everyone. At the same time, we recognise that there are still significant barriers for groups in our society to be able to enjoy and participate in festival activity.

We will support with any resources and adjustments for anyone who needs it, to make applying for this role easier e.g. alternative document formats, interpreters, hybrid meetings. In the application form you will be asked how we can support you throughout the process; this will not influence your application.

Further information

- Submissions will be judged on originality, demonstration of creativity, relevance to the brief as well as feasibility and how the proposal works in the context of the site.
- To process entries to this competition we will share your application, and any associated personal data provided on the application with our jury and competition partners.
- All applicants will be notified of the outcome of their application, but due to the volume of submissions we may not be able to provide feedback to entrants individually.
- Applicants may not be assisted in any way in their submission by members of the judging panel, the client body, organisers, members of their family, close business associates or employees.
- The ownership of Copyright of the design will be in accordance with the Copyright, Designs and Patents Act 1988, that is Copyright rests with the author of the submitted design.
- All designs remain the intellectual property of the designer however the winning design will itself when built will be the property of the City of London.
- Please bear in mind the project requires a fast turn around and may have peak moments when your practice will need to dedicate sufficient staff to deliver the project on time, to budget and to the high standard expected by all stakeholders.
- If your practice/collaboration is appointed to deliver the project it will need to have the following insurance: Professional Indemnity of £1million, Public and Products Liability of £5million. If your practice does not hold this level of insurance, part of the project budget can be used to uplift your policy.
- Significant efforts are made by all stakeholders of the project to ensure wide media coverage.
- LFA reserve the right to use images from the submissions for promotional purposes in press, social media and publications. All endeavours will be made to ensure accurate accreditation.

Useful links

Public Realm Vision for the Eastern City

<https://easterncity.co.uk/a-public-realm-vision-for-the-eastern-city/>

Eastern City BID

<https://easterncity.co.uk/>

London Festival of Architecture:

www.londonfestivalofarchitecture.org



Rocks and Reeds by PARTI for City of London © Luke O'Donovan, LFA 2019

Previous LFA installations in the City of London

Street Assemblies for the Square Mile by Urban Radicals (with City BIDs), 2024

More information [here](#)

Urban Playground by McCloy + Muchemwa (with Eastern City BID), 2023

More information [here](#)

Seats at the Table by Re-Fabricate and The DisOrdinary Architecture Project (with City of London and Future Foundation for London), 2023

More information [here](#)

On Tenterground by Chão Gão (with Aldgate Connect), 2023

More information [here](#)

The Herbalist's Press by Wayward Plants (with Fleet Street Quarter), 2023

More information [here](#)

Common Ground by Urban Radicals (with Cheapside Business Alliance), 2023

More information [here](#)

Mobile Arboretum by Wayward Plants (with Cheapside Business Alliance and Aldgate Connect), 2022

More information [here](#)

City Benches (with Cheapside Business Alliance, Aldgate Connect and City of London)

More information here: [2021](#), [2020](#), [2019](#), [2018](#)

A City of London Parklets (with City of London), 2019

More information [here](#)



The Mobile Arboretum by Wayward Plants for Aldgate Connect © Luke O'Donovan, LFA 2022

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Contact

To submit your entry please go [here](#).

For general enquires please contact: info@londonfestivalofarchitecture.org

Disclaimer

The competition organisers are not liable for lost, misdirected, or late entries. Decisions of the jury represent their professional judgments and all decisions are final. While it is the intent to construct the winning scheme, the organisers reserve the right to not proceed with construction for any reason. Material submitted by you shall be your sole responsibility, shall not infringe or violate the rights of any other party or violate any laws, contribute to or encourage infringing or otherwise unlawful conduct, or otherwise be obscene, objectionable, or in poor taste. By submitting such material, you are representing that you are the owner of such material and/or have all necessary rights, licenses, and authorization to distribute it.

Commissioning organisations



The London Festival of Architecture (LFA) is a month-long celebration of architecture and city-making, taking place every June across London. Our mission is to act as a vehicle for change by making discussions around architecture more accessible, testing new ideas, and promoting emerging talent, all with the aim of creating a greener, healthier, and more equitable city. For everyone interested in shaping the future of London, the Festival unites industry professionals, students, and Londoners to collaboratively engage with and create positive change in our city's unique neighbourhoods. LFA is run by NLA, London's built environment community – a cross-sector membership organisation for everyone committed to shaping a better city.

www.londonfestivalofarchitecture.org

Twitter: @LFArchitecture

Instagram: @LondonFestivalofArchitectureOfficial



The Eastern City is the Business Improvement District working to promote and enhance this unique and globally renowned part of the City of London. We are funded

by local businesses and developed through collaborative work with the public sector. Together, we focus on priorities like improving public spaces, hosting cultural events to support tourism and the nighttime economy, driving sustainability initiatives, connecting communities and creating social value.

<https://easterncity.co.uk/>



The City of London Corporation is the governing body of the Square Mile dedicated to a vibrant and thriving City, supporting a diverse and sustainable London within a globally successful UK.

www.cityoflondon.gov.uk

Appendix on next page...

Appendix

Eastern City BID footprint:

<https://easterncity.co.uk/bid/>

