

Open Call Pride Float 2025



1

The Commission

The London Festival of Architecture (LFA), Architecture LGBT+ and Freehold, in partnership with Brookfield Properties and Eastern City BID invite you to create a float to represent architecture and LGBTQIA+ Architects at Pride in London. The float is for the Pride in London Parade on **July 5, 2025**.

We are inviting architecture students, recent graduates, emerging practices, as well as representatives from more established practices across London to submit a design

proposal for a float to represent LGBTQIA+ architects and their contribution to architecture past and present.

Following the competition process, the winning team confirmed in April will be awarded a budget of £8,000 to develop and deliver their float design. This will be a chance to participate in a unique project and showcase your imaginative design to the public.

2

The Context

The London Festival of Architecture (LFA) is a month-long celebration of architecture and city-making, taking place every June across London. All Festival activity for 2025 will be focusing on the theme of 'Voices'.

With activity happening across London, the Festival will once again be a platform for conversation, testing new ideas, promoting emerging talent, and helping shift us towards a more equitable, sustainable city.

Architecture LGBT+ is a not-for-profit grassroots organisation run by volunteers, who aim to provide a safe, inclusive & prejudice-free environment for LGBT+ Architects and those working and studying within the profession through networking events, learning, mentoring and role models.

In 2018 Architecture LGBT+ built on the success of their annual Pride Breakfast at the RIBA by launching the inaugural Architecture LGBT+ float competition. The winning design in 2018 was by Hawkins Brown (London Pride) and 2019 was by RAW Architecture (London and Manchester Pride). In 2021 Foster+Partners won the design for a pavilion installed in Soho over Pride month. In 2024, we collaborated with designer Andre Kong to commission a new float, bringing fresh creativity. These competitions received a wide range of press coverage across design media, including Dezeen and the Architects' Journal.

We are seeking the industry's help as we continue our work to promote equality and diversity across the built environment professions.

3

The Site

Pride in London is an annual event celebrating the LGBTQIA+ community, promoting diversity, and fostering inclusion. It includes a parade, performances, events, and various activities across the city, aimed at celebrating love, acceptance, and unity.

London Pride 2025 has been announced for **Saturday 5 July 2025**.

Design Requirements

The key objectives of the project are to deliver a design that:

- Celebrates LGBTQIA+ architects and their contribution to architecture past and present
- Offers a sustainable and creative design
- Responds to the LFA2025 theme of 'Voices'

Logos will need to be added in the design development stage of the float, including but not limited to: LFA, Architecture LGBT+, Brookfield Properties, Eastern City BID, Freehold and the Winning team's logo.

Design guidance:

- The float will be viewed from both sides, the front and the back, with the Architects walking behind the float.
- The float must fit onto a 7.5 Tonne Dropside Truck* which features a large flatbed.
- The flatbed* to which the design must fit is likely to be 6600 (L) and 1330 (W). The deck level of the truck is 1130mm from the ground and the top of the handrails are 1330mm from the bed of the float. You can find an illustration of truck at the end of this document; please note the truck illustration is for guidance purposes only.
- The total dimensions of the Float to fit within Pride in London requirements are maximum 4.5m high to fit under the arches at the start of the parade, 10m long and 2.5m wide.
- The float design must incorporate speakers*: there will be two speakers on speaker stands.
- A generator*, 1500mm (w) 880mm (l) 1100mm (d) will be provided for power, it will need to go against the headboard and contain an exhaust.
- The float should be easy to demount, transport and reconstruct.

* Exact truck, speakers and generator size to be confirmed with the winning team

LFA, Architecture LGBT+, Brookfield Properties, Eastern City BID and Freehold, will have a combined allocation of approximately 200 wristbands for the parade to walk with the Float. People can either all walk behind the float, or the float can incorporate people on board with suitable health and safety precautions. If the float design includes people on board, then it needs to be safe for access and leaving the float with two handrails, including one at low level, to prevent falling. Everyone must enter the float before the parade starts and cannot leave it until the end of the parade.

Access and sustainability

Concepts should be developed with an understanding of how public space is interpreted and used by different groups, and how proposed interventions could contribute to the happiness, safety, and wellbeing of the wide-ranging individuals and groups using these spaces.

Sustainability is at the heart of this brief. Although temporary, we encourage and support our designers and partners to plan for the afterlife of these projects which go on to be rehomed or recycled. We are interested in seeing proposals which explore principles of the circular economy, either by thinking about the longevity of the design and materials, flexibility of purpose and plans for disassembly (and reassembly).

Further guidance

- **Health & safety:** The float needs to be stable and structurally sound. No petrol generators are allowed. If the input of a structural specialist is required, it will be the responsibility of the winning team to provide this.
- **Construction:** A production company will deliver the float design. The winning team will need to allow time to liaise with the production company for the design and to turn around drawings as required within the tight timescales.
- **Durability:** The design needs to be suitable for heavy rain or sunshine, and will need to survive the duration of the events.
- **Availability:** The winning team will need to be available prior to and after the parade to ensure that the float is set up and ready for the parade.
- **Approvals:** The winning team will be expected to provide measured plan and elevation drawings of the float for Pride in London's approval maximum 1 week after they are announced as winners. Construction drawings will need to be provided to the production company to deliver the float.

Budget

The total budget available for delivery of this project is £8,000 + VAT.

The £8,000 budget outlined includes a maximum £2000 designer fee to cover on-going design fees and other costs required to deliver the float.

The vehicle hire, generator and speakers will be provided, so this does not need to be factored into the budget.

If your practice is not VAT registered, you will need to consider this when preparing your budget.

Submission

This is a one-stage competition. Entries must be submitted through zealous.co before the deadline closes.

We ask that applicants prepare two A1 boards (pdf) for submission that include:

- Hand or computer drawn 3D design visualisation
- Construction details and methodology drawn to scale with key dimensions noted, outline all materials, budget and costings, production process and disposal/re-use

Do not include identifying information on the boards as the competition is to be judged anonymously.

Submission information

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

Eligibility

The competition is open to architects, landscape architects, designers and artists. We welcome collaborations.

The judges encourage entries from architecture students, recent graduates and emerging architects. Judges also encourage collaborations with groups who are underrepresented in architecture and design.

Deadline and submission details

- Deadline for submission is Midday, Thursday 24th April 2025
- Submissions received after this time will not be considered.
- For competition enquires please contact: info@londonfestivalofarchitecture.org
- 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](#).
- To submit your entry please go here: zealous.co

11

Schedule outline

Submissions open: Tuesday 18th March

Submissions close: Thursday 24th April

Winner notified: w/c 5th May

London Pride: 5 July 2025

12

Judging panel

Eastern City BID Representative

Marcos Gold, Director, Pride in London

Tom Guy, Chair, Architecture LGBT+

Marko Salopek, Board Director, Freehold LGBT+

Caitlin Warfield, Senior Vice President, Marketing & Communications, Brookfield Properties, Europe

Rosa Rogina, Director, London Festival of Architecture (Chair)

13

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 individual feedback to entrants.
- 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, once built, will itself be the property of the client.
- Please bear in mind that 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.

- 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.
- Digital and physical images of the "Float" may be used for marketing and promotional purposes in perpetuity. The Artist will be credited whenever their work is featured. These images will be utilised solely for marketing collateral, PR campaigns.

14

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 are happy to provide extra support for those who need it with any resources or adjustments necessary, 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.

15

Useful links

London Festival of Architecture

www.londonfestivalofarchitecture.org

Architecture LGBT+

www.architecturelgbt.com

Pride in London

www.prideinlondon.org

16

Contact

To submit your entry please go here; zealous.co

For general enquires please contact: info@londonfestivalofarchitectre.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. LFA's mission is to open up discussions around architecture, test new ideas and promote emerging talent. LFA brings together the public and built environment professionals for the whole month of June and seeks to inspire and engage our audience with a programme that showcases London as a global architecture hub. LFA is run by NLA, London's built environment community.

londonfestivalofarchitecture.org

Instagram: [@londonfestivalofarchitecture](https://www.instagram.com/londonfestivalofarchitecture)

X: [@LFArchitecture](https://twitter.com/LFArchitecture)

LinkedIn: [@LondonFestivalofArchitecture](https://www.linkedin.com/company/LondonFestivalofArchitecture)



Architecture LGBT+ is a not-for-profit grassroots organisation run by volunteers who all work within the industry. We aim to:

Provide a safe, inclusive & prejudice free environment for LGBT+ Architects and those working and studying within the profession through networking events, learning, mentoring and role models.

architecturelgbt.com

Instagram: [@architecturelgbt](https://www.instagram.com/architecturelgbt)

X: [@ArchitectureLGBT](https://twitter.com/ArchitectureLGBT)

Brookfield Properties

Brookfield Properties develops and operates real estate investments on behalf of Brookfield Asset Management — one of the largest alternative asset managers in the world. From office to retail, logistics to multifamily, and hospitality to development, they work across sectors to bring high-quality, sustainable real estate to life around the globe every day. With a focus on sustainability, a commitment to excellence, and the drive for relentless innovation in the planning, development and management of buildings and their surroundings, Brookfield Properties is reimagining real estate from the ground up.

brookfieldproperties.com

LinkedIn: [@Brookfield Properties](https://www.linkedin.com/company/brookfield-properties)

Instagram: [@brookfieldproperties](https://www.instagram.com/brookfieldproperties)



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/>



Freehold is a leading and unique networking forum for lesbian, gay, bisexual and transgender real estate professionals and allies working within the real estate sector. Since its official launch in September 2011, the group has grown to over 1100 members and continues to expand and welcomes active allies.

freeholdlgbt.com

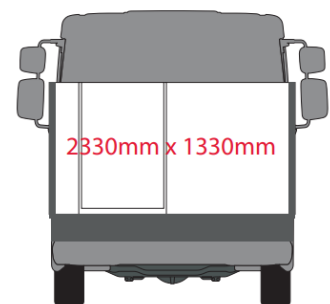
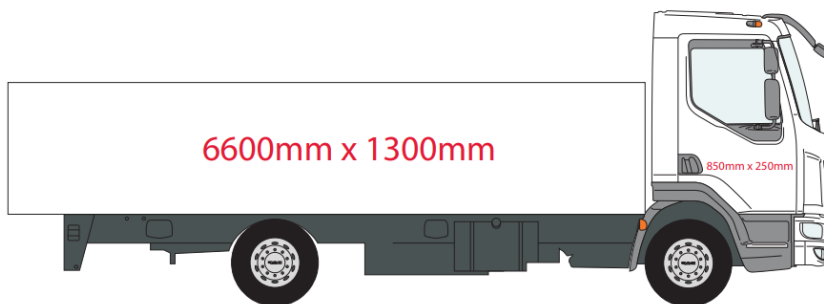
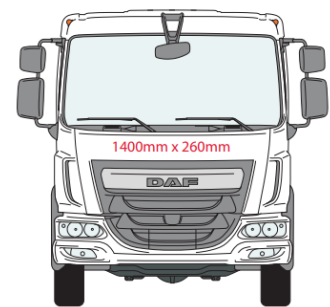
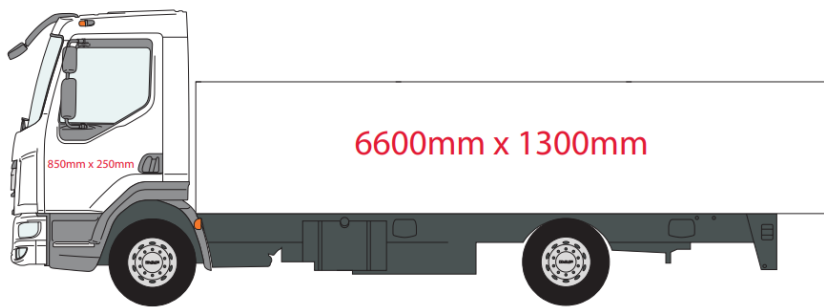
X: [@freeholdlgbt](https://twitter.com/freeholdlgbt)

Instagram: [@freeholdlgbt](https://www.instagram.com/freeholdlgbt)

LinkedIn: [@Freehold LGBT+ CIC](https://www.linkedin.com/company/freehold-lgbt-cic)

19

Appendix



7.5 Tonne Dropside Truck Illustration