

INTERNATIONAL COMPETITION WINNERS

ARCHIVE INFORMATION 2006 – 2007

Bathing Beauties®

The Bathing Beauties® project was conceived by Michael Trainor in 2005 in response to his appointment by Lincolnshire County Council as lead artist on the Lincolnshire coast, UK.

His big idea, Bathing Beauties®, put this superb by partly forgotten 10 mile stretch of Lincolnshire coastline from Mablethorpe to Anderby Creek on the worldwide map with the launch of international competitions which took place in 2006 for artists, architects and designers to *'Re-imagine the Beach Hut for the 21st Century'*.

The competition elicited one of the most exciting responses to any architectural competition this century. Over 240 incredible conceptual design structures were received as 1:15 scale model entries from over 15 countries including the UK, USA, Germany, Italy, France, Portugal, Netherlands, Denmark, Sweden, Canada, Singapore, India, China, Russia, Japan and Israel.

Four initial commissions for full-scale build were selected by an expert panel of judges for permanent installation on the Lincolnshire coast, UK and available for daily hire from Summer 2008 from owners East Lindsey District Council:

Atelier NU, Montreal (Quebec) Canada for *'Halcyon Beach Hut'*

Feix&Merlin, London, UK for *'Eyes Wide sHut'*

'i-am' associates, London, UK for *'Jabba'*

we made that, London, UK for *'A Hut for Gazing and Canoodling'* (to be installed later in 2008)

Artist Michael Trainor who conceived the Bathing Beauties® project has also designed and permanently installed his own Bathing Beauty ***'Come Up And See Me'*** based on a gin and tonic. Additional commissions have been selected for full-scale build and permanent installation including The Beach Hut Salon for ***'Oyster Pleasance'***; Intelligent Interiors for ***'The Round and Round House'*** and Willett and Patteson for ***'The Mablethorpe Camera Obscura'***. All full-scale Bathing Beauties® are featured on the Huts on Parade page of the Bathing Beauties® website.

Additional winner for best scale model entry:

Thurgood Hobson Design, London, UK for their model *'Lazy Susan'*

Images of all of the above can be viewed in Huts on Parade and in the Touring Exhibition pages of the Bathing Beauties® website.

A parallel Bathing Beauties® international architecture competition to design a Beach-Front Restaurant/Boathouse for a site at Chapel St. Leonards was launched simultaneously and over 70 entries were received.

The winning design was entered by:

Robert Cody of Amoia Cody Architects, New York, USA for '*Architectural Lines in the Sand*'.

Runner up prize:

Paul Jones and Ceri Green with Northumbria University, UK.

Funding is currently being sought to realise the winning design scheme.

Images of all entries submitted to the Beach Front Restaurant/Boathouse competition can be viewed in the Archive pages of the Bathing Beauties® website.

The judging panel for both Bathing Beauties® international competitions included:

Simon Conder (Architect, Simon Conder Associates), **Dr. Kathryn Ferry** (Architectural Historian and beach hut expert), **Michael Trainor** (Curator and Director, Bathing Beauties® and Lead Artist on the Lincolnshire coast, UK). The panel also included Nigel Howells, Chief Executive East Lindsey District Council, John Cairns from Arts Council England, Peter Fender of Lincolnshire Development and Senior Planner Jeff Sardeson.

The Lincolnshire coast will be the first area in the UK to see significant re-imagining of traditional seaside architecture - the innovative linear gallery will unfold over a period of two to three years from 2007 – 2009. The Lincolnshire Coastal Art Project is led by Michael Trainor and part-funded by European Regional Development Fund. Partners are Lincolnshire County Council, East Lindsey District Council and the parish councils of Mablethorpe, Sutton-on-Sea and Anderby Creek.

www.bathingbeauties.org.uk

Bathing Beauties: The Commission Winners Profiles

Winners in the international competition to

'Re- imagine the Beach Hut for the 21st Century'

Prize winning Bathing Beauties Beach Huts - The Commission Winners Profiles:

Atelier NU, Montreal (Quebec) Canada for '*Halcyon Beach Hut*'.

Halcyon Beach Hut plays homage to the traditional form and is to be constructed from plexiglass and western red cedar allowing the transfer of light directly through the walls and roof. As the sunlight fluctuates throughout the day, a fluid non-static atmosphere is created inside and when lit from the inside at night, ***Halcyon Beach Hut*** will transform into an abstract art object, creating a glowing beacon. **Atelier NU** was founded in 2006 by Anik Mandalian and Quinlan Osborne who met while working in Montreal. They share the belief that modern architectural theory has created a dramatic rift, separating contemporary practice from the traditions that had historically informed architectural thought. By exploring new ways to incorporate traditional materials and methods, they are looking to create an architecture that is sensitive to its own history while reflecting the complexities that have emerged in modern society. www.ateliernu.com

Feix&Merlin, London, UK for '*Eyes Wide sHut*'.

The seaside is all about taking in the views, the great expanse of the beach, the sea and the horizon; capturing these images and framing them in the minds eye and recording them to memory. ***Eyes Wide sHut*** is a glamorous 'picture frame' hut featuring two ornate hand crafted timber frames front and rear, carrying floor to ceiling dark tinted mirrored panels. Tarek Merlin and Julia Feix met whilst working with Will Alsop in Battersea, London. Both have cut their teeth on a variety of high profile and exciting projects and have worked closely together for a number of years. During their work at Alsop, Tarek and Julia have developed strong and established working relationships with varied consultants such as Buro Happold, Adams Kara Taylor and Martin Stockley Associates. Feix&Merlin won't stand for the lazy, the obvious or the mundane. They will always push themselves to find the unusual and innovative solution and stand for a sense of uniqueness, delight and enjoyment, truth and mystery, texture, humour and wit. www.feixandmerlin.com

'i-am' associates Ltd. London, UK for '*Jabba*'.

Jabba re-interprets the idea of the beach hut by drawing on its more ancient predecessor; the cave! This world's first contemporary cave is to be constructed from cedar wood, glass and colour anodised aluminium as sedimentary structural layers; which provide both an engaging shelter and create a dynamic spire rising above the coastline and providing breathtaking views out to sea. **'i-am' associates** is a multidisciplinary design practice established in 1997. The company is owned by five partners who are all qualified designers in disciplines ranging from architectural interiors, furniture, product and industrial design. The company employs twenty people and is based in Shoreditch, East London. 'i-am' has a long standing client list that includes: The National Trust, The Tower of London, Milton Keynes, RNLI Lifeboats, Barclays Bank and The Co-operative Society. Recent projects include a series of architectural installations for the National Trust designed to provide visitors with outdoor eating facilities, a new extension at the Tower of London that offers visitors a new retail experience and a training college for THE RNLI at Poole in Dorset. www.i-amonline.com

we made that, London, UK for ‘A Hut for Gazing and Canoodling’.

A beach hut for all romantics! Conceived as a piece of furniture as an addition to the terraces of the coast, this inconspicuous black hideaway houses an indulgent interior with Canoodling Bench and Gazing Seat inviting hours spent in the company of an intimate companion. Oliver Goodhall and Holly Lewis graduated from the Bartlett School of Architecture, London in 2005, and through shared interests have gone on to form *we made that*. Born out of enjoyment for the latent pleasures of everyday life, *we made that* approaches each project with candidness and a sense of practicality. Ideas are nurtured and interrogated, with the same rigour applied to choosing a single word as to designing a building. Their combined experience at award-winning architectural practices covers a wide range of work including: exhibitions, book design, small scale domestic construction and large scale housing, commercial and performance venue projects. www.wemadethat.co.uk

Prize for Best Model submitted to the Bathing Beauties Beach Hut Competition:

Thurgoood Hobson Design, London, UK for their model ‘Lazy Susan’.

Partly inspired by the American Airstream caravan, the beautifully crafted **Lazy Susan** is designed to rotate to follow the sun. Mark Thurgoood is a designer, model maker, 3-D illustrator and skilled carpenter with a strong media background having designed for both television and magazines. Kevin Hobson is a designer/maker and silversmith jeweller with a variety of craft skills.

Winners in the international competition to design

Beachfront Restaurant and Boathouse for Chapel St. Leonards, Lincolnshire, UK.

Winning Design of the Beachfront Restaurant and Boathouse:

Robert Cody of Amoia Cody Architects, New York, USA for ‘Architectural Lines In the Sand’.

Project Synopsis: ‘*Architectural Lines in The Sand*’ extends from the landscape to offer a fluid experience from the footpath to the beach. From the footpath, you see the boathouse volume, which ends the “middle” line in the sand. This middle line houses all the services of the project. The beginning allows the boat to have direct access to the beach. The ending connects one back to the main beach path. The boat house volume curves toward the beach opening up the space to invite you into the projects upper terrace toward the main space of the restaurant. The restaurant can either be fully enclosed with infill wood panel or open-air canvassed structure depending on the season. If one continues up the ramp you emerge from within this landscape into a dune viewing/ birdwatching plateau. Here one is fully immersed in the landscape of the beach.

Practice Synopsis: Since 1990 Robert Cody and Angela Amoia have worked together and with notable architects, consultants and construction management firms. Both have gained broad experience in association with high profile architects such as KPF, BRS+A, and HLW as well as close client relations with smaller, yet quality firms. Angela Amoia and Robert Cody are graduates of The New York Institute of Technology School of Architecture and were both visiting research scholars at the

Ecole Des Beaux-Arts School of Architecture in Paris. Angela Amoia holds a Masters Degree from the Columbia University Graduate School of Architecture, Planning and Preservation and is a Professor of Architecture at the N.Y.I.T School of Architecture. Robert Cody is a member of the AIA, a registered architect in the State of New York and a LEED Accredited Professional.

Amoia Cody Architects employs a philosophy in design that emphasizes the creation of environments tailored for the individuals served. It is important that building form, interior space and landscape are integral to place and context. *Architecture is about Process not Style*. The architect uncovers the true nature of each project by means of careful analysis in order to reveal its form. Angela Amoia and Robert Cody work together on every project and insist on direct participation from all project participants in order to establish close reading of the architecture in its environment. Architecture is about precision and sustainability. It is our responsibility to discover the appropriate details of each work. No two building projects are the alike; each requires a solution unique to its client, its program, and its site.

Runner-Up for Design of the Beachfront Restaurant and Boathouse:

Paul Jones and Ceri Green with Northumbria University, Newcastle-Upon-Tyne, UK.

This entry from award-winning architects Paul Jones and Ceri Green was designed in collaboration with Northumbria University School for the Built Environment where Professor Chris Underwood specifically provided advice and expertise on sustainable and renewable heating / power strategy.

Funding is currently being sought to realise the winning Beachfront Restaurant/Boathouse design.