

Bathing Beauties®: The Winning Designs 2006

Winning designs in an international competition to **'Re- imagine the Beach Hut for the 21st Century'**

The new world centre for seaside architecture is...the Lincolnshire coast, UK.

Architects, artists and designers from across the globe have been sending the progeny of their creative genius to the small town of Mablethorpe on the Lincolnshire coast, UK. And what architectural delight you might ask, has attracted such attention...a new opera house...a major transport structure...a significant public building? No, the beach hut. 3m x 3m of occasional real estate, which occupies the quaint fringes of our collective consciousness.

Over 240 scale model entries have been received from artists and architects from 15 countries for this major international competition conceived by lead artist Michael Trainor to **'Re-imagine the Beach Hut for the 21st Century'**. Entrants are from the UK, USA, Germany, France, Portugal, Netherlands, Denmark, Sweden, Canada, Singapore, India, China, Russia, Japan and Israel. Ideas range from whimsical follies to creative exercises in space, light and line; the **'Bathing Beauties®'** competition has elicited one of the most exciting responses to any architectural competition this century.

Literal references to sandcastles, stripey windbreaks and ice cream cones are replaced by conceptual structures dealing with global warming, mind travel and flexible usage. But this isn't a mere exercise in architectural hypotheses, as four designs have been selected to be commissioned full scale for the Lincolnshire coast in 2007.

This bold approach is indicative of the need for small towns to make big statements in the attempt to reverse the declining coastal economy in the UK. The stretch of coast between Mablethorpe and Chapel St. Leonards on the East coast of England was scarcely known about outside of the region until now.

The County Council and the local authorities are inaugurating the World's first linear gallery of new seaside architecture – not so much 'thinking outside the box', more 'thinking outside the beach hut'.

The competition was judged by a panel of experts and all entrants details were kept anonymous, only to be revealed when the winning designs had been selected. The four winners who are each offered a commission of £20,000 to build their huts in 2007 are: **Atelier NU, Montreal (Quebec) Canada** for their **'Halcyon Beach Hut'**; **Feix&Merlin, London, UK** for **'Eyes Wide sHut'**; **'i-am' associates Ltd London, UK** for **'Jabba'** and also **we made that, London, UK** for **'A Hut for Gazing and Canoodling'**. The beach huts will become the property of East Lindsey District Council and when built, available for daily public hire. The additional winner for best scale model which receives £500 prize is **Thurgood Hobson Design, London, UK** for their model **'Lazy Susan'**.

The Bathing Beauties® concept – that of re-thinking and re-evaluating the traditional and the empirical is already extending it's East coast wings beyond the beach hut into hatching new plans for bird hides and floating ideas for boathouses in an attempt to catapult our ideas of seaside architecture into a new aesthetic rather than an endless pastiche of imaginary heritage. Winner of a second competition for a **Beachfront Restaurant and Boathouse** for a site at Chapel St. Leonards, Lincolnshire, UK is **Robert Cody of Amoia Cody Architects, New York, USA** and the runner up is **Paul Jones and Ceri Green with Northumbria University, UK** and funding is being sought to realise the winning scheme.

But why bother? Would you turn up to see a procession of experimental coastal micro-architecture by some of the World's most innovative architects and artists, interspersed between those most precious of exemplars of the British coastal vernacular. Answers on a postcard...For the moment, you can enjoy all details and images of the winners on the Bathing Beauties website, www.bathingbeauties.org.uk

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Bathing Beauties® The Winners Profiles

Winners in the international competition to 'Re- imagine the Beach Hut for the 21st Century'

Prize winning Bathing Beauties® Beach Huts - The 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:

Thurgood 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 Thurgood 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.

Notes to Editors:

Background to the Bathing Beauties® Project.

Art meets Architecture on the Magnificent Coastline of Lincolnshire, UK.

Bathing Beauties® is a project conceived by Artist Michael Trainor aimed at producing a linear gallery of dramatic new seaside architecture for a beautiful but partly forgotten 10mile stretch of the Lincolnshire coast between Mablethorpe and Chapel St. Leonards, UK. This highly innovative approach to coastal regeneration is part of a wider environmental improvement scheme being lead by Lincolnshire County Council (LCC) with East Lindsey District Council (ELDC), Chapel St. Leonards, Mablethorpe and Sutton parish councils and is part-financed by the European Regional Development Fund.

Michael was appointed by Lincolnshire County Council in 2005 and his big idea has put the Lincolnshire coast on the world-wide map with the launch of a series of competitions...

The first two major international design competitions invited **professional artists and architects** to re-imagine British seaside architecture including the humble beach hut. The competitions launched in July 2006, have been one of the most popular architectural competitions of this century; with a phenomenal 500 artists and architects registering from 20 countries including the UK, Malaysia, Australia, USA, Holland, Japan, China, Singapore, Lebanon and Israel. An additional competition to design a Beachfront Restaurant and Boathouse for Chapel St. Leonards, Lincolnshire, UK ran in parallel and there were over 75 enquiries for this competition alone.

Entries to the Bathing Beauties® beach hut competition were by scale model and the expert panel were truly overwhelmed with the response and spoilt for choice by the quantity (over 240 models received), quality and imaginative approaches. Four winning designs were selected and will form the start of a linear gallery of bold new seaside architecture and, when built, will belong to and available for daily hire from East Lindsey District Council. The judging panel included Simon Conder, Architect; Michael Trainor, Lead Artist and Dr Kathryn Ferry, Architectural Historian & Beach hut Expert together with Nigel Howells (Chief Executive East Lindsey District Council (ELDC)); Jeff Sardeson (Senior Planner ELDC); Peter Fender (LCC) and John Cairns from Arts Council England amongst others.

Later phases of the coastal competitions to be launched from Oct 2006 include *Inside / Outside*, open to UK professional designers to design the interior or exterior of one of the existing beach huts on the Lincolnshire coast and *Best Bathing Beauty*, for private owners of Lincolnshire beach huts. The aim is to create an annual *Festival of Bathing Beauties® – the UK's Annual Beach Hut Arts Festival*, which is aiming to be funded by Lincolnshire Creative Solutions Initiative.

The Lincolnshire coast will be the first area in the UK to see significant re-imagining of traditional seaside architecture – this innovative linear gallery will unfold over a period of two to three years with funding currently being sought to realise the winning design of a new Beachfront Restaurant and Boathouse for the Royal Life Saving Society at Chapel St. Leonards and a bird-hide for the Coastal Nature Park at Anderby Creek currently under consideration.

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The Lincolnshire Coastal Art Project is part financed by European Regional Development Fund

Partners are: Lincolnshire County Council, East Lindsey District Council and the local parish councils.

For full details about Bathing Beauties® visit www.bathingbeauties.org.uk

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