

Sleeping beauties – awards r



Thurgood Hobson Design, London, UK, *Lazy Susan*, winner of Bathing Beauties best scale model. Photo: Michael Trainor

Bathing Beauties is a project conceived by Manchester-based public artist Michael Trainor aimed at producing a linear gallery of dramatic new seaside architecture for a beautiful but partly forgotten ten mile stretch of the Lincolnshire coast between Mablethorpe and Chapel St Leonards, UK. This highly innovative approach to coastal regeneration is part of a wider Council-led environmental improvement scheme part-financed by the European Development Fund.

The first competition asked artists and architects to 'Re-imagine the Beach Hut for the 21st Century', eliciting responses from more than 500 artists and architects in twenty countries worldwide. Winners were: Atelier NU, Montreal (Quebec) Canada for Halcyon Beach Hut; Feix&Merlin, London, UK for Eyes Wide sHut; we made that, London, UK for A Hut for Gazing and Canoodling, with the prize for the best model going to Thurgood Hobson Design, London, UK for their model *Lazy Susan*.

Later phases of the coastal competitions to be launched from Oct 2006 include Inside / Outside, challenging 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. Lead artist Trainor will be building his own beach hut in 2007, rumoured to be inspired by a Gin and Tonic(!), to accompany the talent that he has accumulated in East England so successfully.

www.bathingbeauties.org.uk