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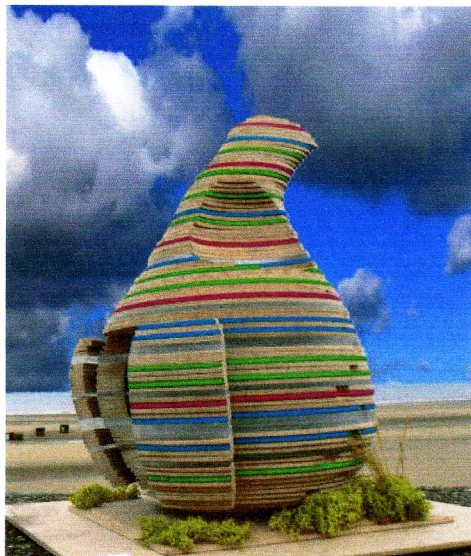
AWARDS

PRINT

Bathing Beauties, Sleaford, Lincolnshire, United Kingdom

Tuesday 18 Sep 2007

Strange but true



Images by Michael Trainor & Joel Chester Filides

Re-imagining the beach hut for the 21st century on the Lincolnshire coast

The Bathing Beauties exhibition inspired 240 architects, artists and designers from 15 countries to complete for commissions to build their designs on the picturesque Lincolnshire coast. The competition, organised by lead artist Michael Trainor, elicited one of the most exciting responses to any architectural competition this century. One hundred selected models (scale 1:15), showing the incredibly virtuosity of approach was on show from 15 June through to 2 September at The Hub: National Centre for Craft & Design. The brief to re-imagine the simple beach hut produced an amazing array of design solutions. Traditional seaside references are gone, replaced with structures incorporating wind turbines, saunas, camera obscura, viewing platforms and space-age materials with only the most oblique of witty nods to sandcastles and striped windbreaks.

For more information go to www.bathingbeauties.org.uk or www.thehubcentre.org

Main image:

'Jabba' by 'I-am' associates Ltd, London UK.

Thumbnails from left to right:

Image 1: 'A hut for gazing and canoodling' by 'we made that', London, UK.

Image 2: 'The Wizard of Oz' by Lionel T Dean, Future Factories.

Image 3: 'Cheese 42' by Christian Uhl, Atchitekt.

Image 4: 'Come up and see me' by Michael Trainor. Lead artist's commission for Bathing Beauties.

Image 5: 'Lazy Susan' by Mark Thurgood, Thurgood Hobson Design, UK.

Image 6: 'Alien Drum Sensorium' by Alasdair Tooze.

Key Facts

Status

Value

0(m€)

Editorial

