Q&A: Reimagine London

Summary Sheet
10.05.24

Concepts

Q: Are the ideas supposed to use the NLA as a client/developer/leader or for the group/individual submitting to act on the idea?

A: This is a competition without constraints. We want to hear what project you would deliver that could transform London without limitations. Be bold!

Q: Are there any restrictions on the use of AI in ideas?

A: No! We're interested in seeing your ideas for the use of AI and have experts amongst our assessors to evaluate these.

Q: How much time should we spend on this? How developed and final do things have to be to be considered a good idea?

A: We're looking for the power of potential and asking for your creative 'lightbulb moment' ideas.

We don't expect that you'll have absolutely everything figured out, but we are interested in hearing about how you've come up with this solution and why it could be an approach that aligns with the New London Agenda.

Focus on the deliverables on the competition:

Your submissions should include:

- A one page summary or poster selling your idea to reimagine London. This could be in any format e.g. designed poster, word document, 60 second video
- A summary (or 'elevator pitch') of your idea (200 words)
- 3 short bullet points highlighting the ways in which your idea meets the evaluation criteria
- Maximum of two images/designs/photographs that accompany your idea

Submission format

Q: Should I use images on my poster?

A: Yes, if you would like to. The one page summary/poster/video is your chance to be creative and get the jury excited by your idea. The design is very much up to you, but this piece should distil your idea in a clear and accessible way.

Q: What size should my poster be?

A: Again this is up to you, but bear in mind that assessors will be viewing this digitally so A4 is advisable.

Q: What can my supporting images/documents be?

A: Supporting documentation could include (but is not limited to): maps, plans, .png/.jpeg files of images used in your poster or video, word documents, pdfs.

Eligibility

Q: How many people on the team should be under 25 to be eligible for the 'Young Londoners' Prize?

A: We suggest taking an average of your team's age. Ideas that are co-created with under 25s are also eligible for this category.

Q: I'm a layman with an idea, do i need a architect to collaborate for a good chance?

A: Not at all! The criteria rewards the power of an idea rather than any particular discipline.

However, if you would like to team up with a professional from the built environment industry, do get in touch.

Q: Is the ultimate prize a pot of £10k?

A: Prize money will be divided amongst a small number of prize winners. The final recommendations for allocation will be agreed with the jury and additional prizes may be added that respond to the themes of the ideas that come through the open call.

A Note on submissions

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.

We recommend creating a draft of your submission well before the deadline.

https://www.zealous.co/londonfestivalofarchitecture/opportunity/Reimagine-London/