



nla

Competition
open call

Reimagine London

40
DERWENT
LONDON YEARS



Reimagine London

How can we reimagine a better London for all, a 24-hour city that is future-proof and equipped to adapt and thrive in the face of immense challenges?

Much of the best architecture and urban design is based on visionary thinking. But blue-sky, no holds-barred, ‘what-if’ ideas rarely enjoy the oxygen of publicity, and even less often make it into reality. So, as part of a long tradition of innovation and reinvention, we are asking London to come up with their new ideas for the city and ‘reimagine London’.

This competition is an opportunity for you to share innovative and aspirational ideas about the future of the capital which respond to the needs of London around the clock. We want to hear your most dynamic ideas, no matter how unexpected, ambitious or unconventional they might be.

The opportunity is open to multidisciplinary groups of built environment professionals, community organisations, Londoners, and national and international London enthusiasts – from the designers, innovators, entrepreneurs, students, and community groups to everyone who has an interest in shaping our city.

Through this competition, we will shine a light on the most inspiring ideas for London through public exhibitions, media and speaking opportunities in order to inspire change and support emerging voices.



? Why now??

London's population is due to reach 10m. We're seeing huge shifts in working and living patterns, facing enormous challenges to deliver the housing and infrastructure London needs. Rising levels of inequalities and vulnerabilities have been made more visible than ever by the COVID-19 pandemic, whilst the city faces the need to rapidly decarbonise.

London finds itself at an extraordinary moment in time, and the built environment¹ is a crucial part of London's future.

We want to see new ideas that will support London to thrive as a leading global city and take it forward into this next development cycle.

1. BUILT ENVIRONMENT

The term built environment refers to human-made surroundings, and is often used in architecture, landscape architecture, urban planning, public health, sociology, and anthropology, among others. The built environment industry or community refers to those working professionally to contribute to the built environment e.g. planners, construction workers, architects, engineers, developers, government.

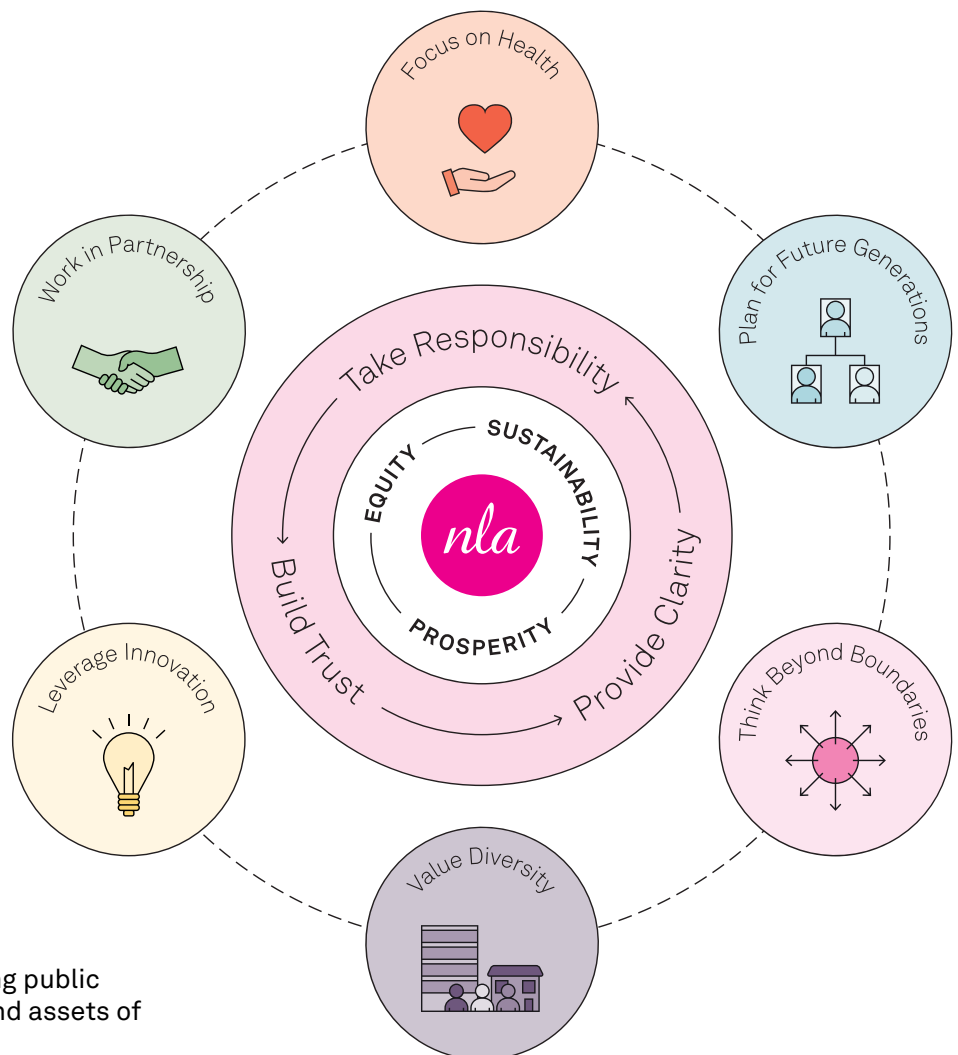
What's **NLA**?

NLA is London's built environment community, an organisation that brings together an enormous network of decision makers, enthusiasts and industry experts. Entering this competition is a unique opportunity to speak directly to those who have the power to change London for the better, including the Mayor of London's team.

NLA launched the New London Agenda in January, our best-practice framework for city making. Now, with a new Mayoral term beginning we are looking for the best and biggest new ideas for the city that demonstrate the Agenda in action, showcasing how we can shape London to be the most equitable, sustainable and prosperous city over the next 30 years.

We will showcase these ideas to the Mayor of London, decision makers and across our international networks – demonstrating what we're capable of and showing London's capacity for innovation on a global stage.

The principles of the New London Agenda, particularly the “Six Pillars of Placemaking”², will form the basis of the selection criteria for this competition.



2. PLACEMAKING

A participatory process for shaping public space that harnesses the ideas and assets of the people who use it.

Timeline



What are we looking for?

We are looking for ideas which have the power to inspire change.

Your ideas will creatively reimagine the experience of the city, either by tackling a real issue London is currently facing, or imagining an ambitious new idea. Ideas can be theoretical, blue-sky thinking or they can focus on specific areas, buildings or tactics to push the limits of how we work.

Example ideas:

SMALL SITE TRANSFORMATIONS

Do you have an idea for how to make better use of a specific area in London?

NEIGHBOURHOODS AND TOWN CENTRES

Think of your local high street or town centre. Is there a potential project to transform it into a re-energised, healthy place, both day and night?

NEW BUILDINGS AND MIXED-USE SITES

Can we imagine new types of buildings to accommodate a 24/7 city, with different uses within them?

LONDON-WIDE

How can new city-wide planning, green spaces, or transport plans support the way London moves and operates?

Entries must:

- Clearly communicate what's innovative about your approach
- Show an awareness of the potential of your thinking by identifying what would need to change to allow your idea to happen
- Be able to be presented to a broad audience

How is your idea evaluated?

Submissions will be judged on originality, demonstration of creativity and relevance to the brief.

Ideas will be evaluated against the New London Agenda's "Six Pillars of Placemaking":

FOCUS ON HEALTH

Does the proposal centre around the experience of people and their needs? Will the idea contribute to improving human health?

THINK BEYOND BOUNDARIES

Are you thinking beyond possible barriers or restrictions, and pondering how they might be broken down in favour of new ideas?

PLAN FOR FUTURE GENERATIONS

Does the idea take a long-term view of how value can be created and sustained over time, for the next generation and beyond?

LEVERAGE INNOVATION

Have you considered how new technologies and tools might empower London's citizens, and how new places can work with those technologies?

VALUE DIVERSITY

Does the ideas support and reflect the diverse needs of London's citizens through our teams, buildings and neighbourhoods?

WORK IN PARTNERSHIP

Does the proposal embrace the power of collective action, bringing different types of Londoners together to champion a great idea?

Whilst some ideas will focus on one or more of these pillars in greater detail, we believe the most successful solutions will have the potential to embrace every one of these criteria in some capacity.

The applications are evaluated from the following two perspectives:

- **Concept and innovation (7/10 points):** is this an inspiring and original idea? Does the idea align with one of more of the evaluation criteria?
- **Power of potential (3/10 points):** if developed and supported in the future, would this idea have the potential to create meaningful change?

What are the outcomes and prizes?

Reimagine London will provide a platform for as many ideas for London as possible.

In summer 2024 a shortlist of up to 50 ideas will be announced and exhibited publicly from September to December 2024, during which prizewinners will be selected.

The shortlisted projects will be exhibited at The London Centre, a gallery in the heart of London that highlights the people, places and buildings that make London a world class city. Home of NLA, The London Centre welcomes thousands of visitors a month, meaning your idea will be seen and enjoyed by many Londoners and visitors from afar. All shortlisted applicants will be invited to attend a private view of the exhibition, alongside leading members of NLA's professional and public network.

There will be a £10,000 prize fund for the best new ideas for London. Members of the public will be able to vote online (and in person) for their favourite shortlisted idea, from which a **People's Choice** prize will be awarded. In September the international jury will meet to decide remaining prizes including a **Young Londoners Prize** for an idea developed by or with under 25s.

Prizewinners will be invited to address the London Real Estate Forum on 25 September to share their ideas with the leaders from the industry, public sector, government, investment and business communities who have come together to drive sustainable investment and development in cities. The Forum brings together over 1500 leading industry experts to discuss how we shape a better London.

Up to 10 shortlisted applicants will also have the opportunity to speak at an NLA PechaKucha event in autumn on the theme of 'Reimagine London'.

All this and more — further details will be announced in the coming months.



How will the winners be selected?

All applications will be reviewed and scored by a panel of **expert assessors** from across London and the built environment industry, leading to a **longlist**. The assessors will come from NLA's extensive network, ensuring many different types of experts and decision makers will be able to examine these creative ideas.

The people involved in this first assessment phase will select a **shortlist**; they will then not be involved in making the final decision.

The **winners** will be selected from the shortlist by an **external jury** who will meet to review the shortlisted submissions.

The jury will include:

- **Johanna Agerman Ross**, Chief Curator, Design Museum
- **Chris Laing**, Architectural Designer and Founder, Deaf Architecture Front
- **Alison Brooks**, Creative Director, Alison Brooks Architects
- **Amy Lamé**, London Night Czar, Office of the Mayor of London
- **Adam Nathaniel Furman**, Designer and Artist, Atelier Adam Nathaniel Furman
- **Nikki Linsell**, Operations Director, Public Practice
- **Rob Heasman**, CEO, The Earls Court Development Company (ECDC)
- **Emily Prideaux**, Executive Director, Derwent London
- **Suresh Singh**, Architect, Author and Educator

The winners will be announced on 17 September, after which they will address the audience of the London Real Estate Forum on 25 September.

Who can apply?

This competition is open to anyone - Londoners as well as national and international London enthusiasts, from the designers, innovators, entrepreneurs, students, and community groups to everyone who has an interest in shaping our city.

We are interested in hearing from a broad spectrum of the built environment industry professionals as well as those who live, work or interact with London.

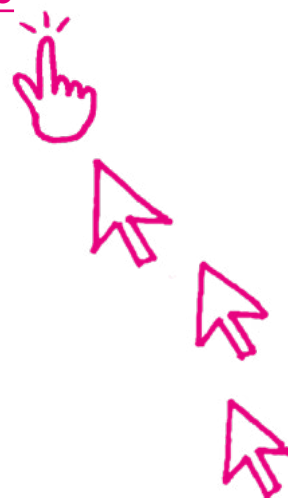
There will be a prize for the best idea developed by/with young people (under 25).

How to apply

Competition entries must be submitted through zealous.co before the deadline closes. This is a one stage competition where you will be asked to submit a short proposal document alongside additional information through an application form.

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 fees

- Large organisations (50 or more employees) **£195 + VAT**
- Medium organisations (10 to 50 employees) **£95 + VAT**
- Small organisations (10 or fewer employees) **£50 + VAT**
- Community organisations, charities, non-profits, students and young people **Free**

If you fall outside the categories outlined above and are unable to pay the fee, please get in touch and we will review on case-by-case basis.

Any questions?

If you have any questions about the brief or application process, we are holding an online Q&A for interested applicants on 2 May 12:30pm–2pm. A written summary of the Q&A will be shared on 15 May on nla.london.

You can also email us at info@nla.london.

Please let us know if there is additional information or support that we could provide to help you throughout the competition process.



Glossary

BUILT ENVIRONMENT – The term built environment refers to human-made surroundings, and is often used in architecture, landscape architecture, urban planning, public health, sociology, and anthropology, among others. The built environment industry or community refers to those working professionally to contribute to the built environment e.g. planners, construction workers, architects, engineers, developers, government.

NEW LONDON AGENDA – The New London Agenda is NLA's framework for best practice in city-making, created by NLA – London's community for the built environment.

PLACEMAKING – A participatory process for shaping public space that harnesses the ideas and assets of the people who use it.

Useful links

[Download the New London Agenda](#) (PDF document, 37.2 MB)

Disclaimer

The competition organisers are not liable for lost, misdirected, or late entries. Decisions of the jury represent their professional judgments and all decisions are final. While it is the intent to exhibit the shortlisted proposals, the organisers reserve the right to not proceed with the exhibition for any reason. Material submitted by you shall be your sole responsibility, shall not infringe or violate the rights of any other party or violate any laws, contribute to or encourage infringing or otherwise unlawful conduct, or otherwise be obscene, objectionable, or in poor taste. By submitting such material, you are representing that you are the owner of such material and/or have all necessary rights, licenses, and authorization to distribute it.

- To process entries to this competition we will share your application and any associated personal data provided on the application with our jury and competition partners.
- All applicants will be notified of the outcome of their application, but due to the volume of submissions we may not be able to provide feedback to entrants individually.
- Applicants may not be assisted in any way in their submission by members of the judging panel, the client body, organisers, members of their family, close business associates or employees.
- The ownership of Copyright of the design will be in accordance with the Copyright, Designs and Patents Act 1988, that is Copyright rests with the author of the submitted design.
- All ideas remain the intellectual property of the applicant
- Significant efforts are made by all stakeholders of the project to ensure wide media coverage.
- NLA reserve the right to use images from the submissions for promotional purposes in press, social media and publications. All endeavours will be made to ensure accurate accreditation.

Partner organisations

NLA

NLA is London's built environment community; a membership organisation for everyone with an interest in London's built environment. Its purpose is to help make London a better place to live, work and visit. Its mission is to engage with professionals, politicians and the public to deliver positive change in the city.

NLA's activities include events, exhibitions, tours, research, publications, learning, websites and social media, awards and competitions, as well as the London Festival of Architecture taking place each June. NLA's public gallery and event space, the London Centre, is based in the City of London and hosts its London Models.



 nla.london

 [nlalondon](https://www.instagram.com/nlalondon)

 [nlalondon](https://twitter.com/nlalondon)

LDN Collective

The LDN Collective is a network of 50 built environment experts and creatives fighting to improve people's lives and the planet's prospects. Their members are experts in social impact, zero carbon and modern methods of construction as well as architecture, engineering, graphic design and film-making. As a diverse and eclectic group, they are bound by a set of values and a cost-effective business model.

Whether it's a thought leadership campaign or the design and construction of a piece of city, they are a 'one stop shop' for projects anywhere in the world. Helping clients to build the brief and de-risk the project. As self-employed entrepreneurs they can tailor-make teams without the overheads, convening and disbanding for place-based projects like a film's cast and crew. They are working on a wide range of projects, setting new standards for environmental, social and financial goals.



 ldn-collective.com

 [ldncollective_](https://www.instagram.com/ldncollective_)

 [ldncollective_](https://twitter.com/ldncollective_)

Partner organisations

Sponsored by: Derwent London

Derwent London is one of London's most innovative office specialist property regenerators and investors and is well known for its design-led philosophy and creative management approach to development. Their investment portfolio totals 5.4 million sq ft and is worth £4.9 billion as at 31 December 2023.

Derwent London is the largest central London office-focused REIT. The company is listed on the London Stock Exchange and is a member of the FTSE 250. Their portfolio is grouped into 13 'villages' each with its own unique culture and identity, with sustainability deeply ingrained in what they do.



 [derwentlondon.com](https://www.derwentlondon.com)

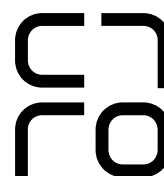
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Media partner: Caro Communications

Caro Communications is a creative communications agency that values the power of good design, across architecture, property, lifestyle and culture. Working with architects and developers, global brands, cultural institutions, tech innovators, designers, makers and thinkers, Caro creates robust communication strategies to help its clients shape profiles, narratives, campaigns, events, networks and reputations.

Caro's multidisciplinary team blends communications expertise with a wide range of backgrounds and includes a dedicated content and curatorial team as well as a digital team experienced in designing and delivering campaigns across multiple platforms. With offices in London and Sydney, and affiliate agencies in Milan, Frankfurt and New York, Caro has an unrivalled global network of contacts and media relationships in the UK and internationally.



 [carocommunications.com](https://www.carocommunications.com)

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