

05.1.1

Built Pedagogy

Feilden Clegg Bradley Studios is a well established UK practice with an international reputation for design quality, environmental expertise and architectural innovation. Established in 1978, and with offices in London and Bath, we have grown steadily to our present strength of 110 staff. Our approach was recognised with the **2008 Stirling Prize**, the UK's most prestigious architectural award, presented to Accordia, a scheme which is widely regarded as setting a new benchmark for housing in the UK. We were also one of the first practices in the UK to develop expertise in **sustainable design** and have consistently remained at the forefront of research and innovation in the built environment.

Our practice is structured as a federation of **Design Studios**, each with its own leadership and identity. Together they form a group of complementary individuals who work within a broader set of values shared by the entire practice. The Studio system draws on our collective experience and strength and fosters project ownership and allows Studios to develop degrees of specialisation.

For example we have specialism's of working in sensitive **historic** locations and are an exemplar practice as noted by English Heritage for this ability. We also have specialist **computational** abilities including parametric modelling, generative components, surface form modelling and BIM and we have extensive **research** programmes.

We believe that **progressive** architecture, founded on the principles of humanistic modernism, has a positive influence on the **social** and **environmental** aspects of our lives. Our preoccupation is with an architecture that is coherent, both intellectually and emotionally from concept through to detail.

We have worked with a wide variety of clients in both the public and private sectors and understand the need for a good match between users' needs and robust construction, value for money and energy efficient design. In particular **Higher Education** is a highly significant area of our work. We have undertaken 53 schemes in the last 10 years with a combined value of £390 million, with additional Masterplan values of £207 million for over 20 different institutions.

For this project we propose to lead a team assembled from the best in their field including Atelier 1 and Atelier 10, both engineers who we know well and have direct experience in Melbourne on Federation Square. In particular we will be supported by **Studio505**, a local architectural practice in Melbourne. We do this very well and passionately believe in this approach. We think this combination provides experience across the sector, environmental expertise and an ability to successfully deliver the project on time and in budget and built to the very highest standards, creating an architecture of appropriate beauty and function.



Beit Quadrangle, Imperial College, London

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Education is undoubtedly in FCBS's blood, and the fulfilment of the practice's priorities is perhaps most explicit in their work for this sector. FCBS design as users, and when designing places where people seek education, they repeatedly draw on collective personal experiences as students, parents and teachers.

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Rob Gregory
Assistant Editor, Architectural Review



Manchester Metropolitan University Business School

05.1.2

The Academic Environment

Over the period that we have worked with Higher Education institutions there has been a change in expectations from academic staff and the graduate community as to what constitutes an optimum academic working environment. Some institutions still feel they need to provide cellular office accommodation to attract the best professorial staff, but others are moving towards open plan working environments, albeit with private meeting rooms, - which can create a more intellectually interactive workspace.

To benefit from the synergy that is needed to make research work, many Universities in the U.K. are bringing together research subject areas to create cross fertilisation. In these situations it is the social learning and study spaces, the cafés, tea points and “in between” spaces that make for a fertile learning environment. Our Portland Square project for the University of Plymouth for instance consisted of graduate and faculty accommodation focused around three linked atria spaces. The proposed Business School and Student Hub for Manchester Metropolitan University will provide similar accommodation to one of the largest universities in the U.K.

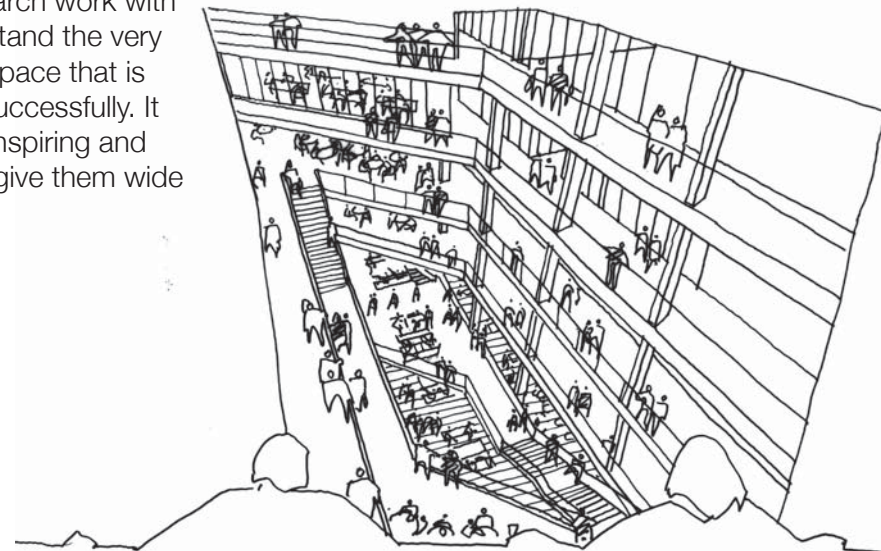
We are also working on three university libraries, at Worcester, Bristol and Leeds, all of which contain a rich variety of spaces from vibrant and social through to contemplative and quiet, to enable different patterns of study to take place within the same building environment.

We also act as Masterplanning architects for Bristol, Bath, the University of West of England with pro-vice Chancellor Colin Fudge, Gloucestershire, UCL and the LSE and this work involves us in defining the brief for academic teaching and learning spaces. Working with academics as well as the university estates departments gives us an understanding of the value for money discussions that permeate the built environment.

Our own experience in the research community has helped us develop both the brief and the buildings for university research facilities. Senior staff in the practice teach worldwide. Peter Clegg and Bill Gething are both professors at Bath University, and Peter has a “special professorship” of the University of Nottingham. The practice has undertaken partnered research work with eight U.K. universities over the last 20 years, and we understand the very specific requirements for both studio, office and workshop space that is needed to make research in the built environment happen successfully. It is absolutely critical that the academic environment is both inspiring and functional in order to attract premier staff and students and give them wide choice in a variety of workspaces.



Centre for Nanotechnology, University College London

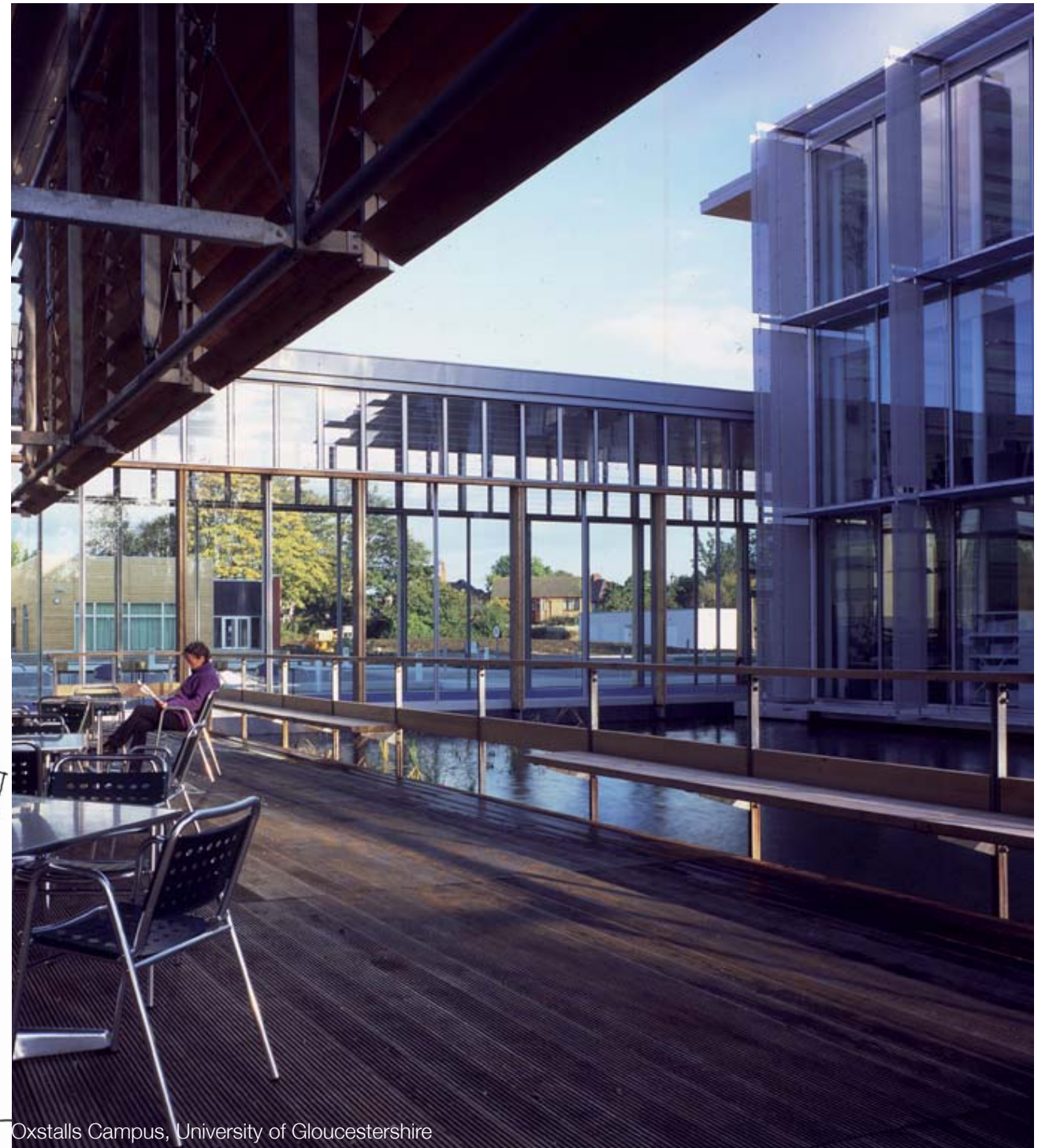


“
FCBS brought to the project an enthusiasm and openness as well as a willingness to listen, which enabled the building to begin to speak for itself and become an expression of the ideas and ideals of all concerned. Both their practical skills and artistic talents were demanded to the full in what is a complicated and beautiful building.
”

Simon Figg,
The Shelling Community



QUAD Visual Arts and Media Centre, Derby



Oxstalls Campus, University of Gloucestershire

05.1.3

The Design Studio

Feilden Clegg Bradley has extensive experience of designing buildings for learning – from Early Years to Adult Education. Teaching and learning spaces have evolved significantly over the period since we designed our first school in the early 90s, and we believe our design and research work has been instrumental in changing spaces for learning across the world. Some of our most recent innovative projects include the Manchester Business School and the research for England’s Department of Children Schools Families to investigate new spaces for learning Science.

The greatest driver for this change in the design of learning spaces has been ICT. All of life, learning and play have become interconnected in a way that does not allow the old modes of learning and teaching to operate effectively. New spaces allow opportunities for individuals to learn in their own way and to the best advantage of society.

Studio is seen as the focus of student learning

Therefore our own design studio structure creates a learning environment that we operate in. We do this to:

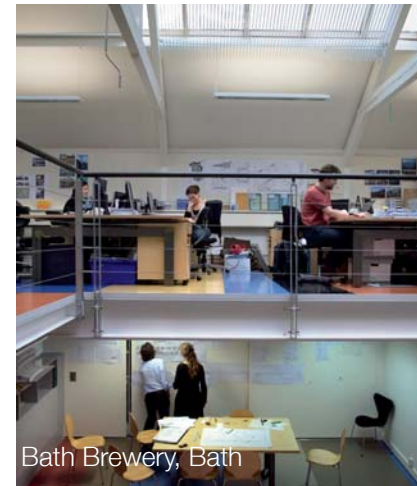
- Celebrate and develop our diversity
- Reach out beyond the confines of architecture
- Facilitate an environment committed to personal and collective growth and change
- Create an environment where we can pursue our design agenda with a sense of enquiry
- Learn from our previous work, and that of others
- Follow a design agenda premised upon a thorough understanding of the client brief, the cultural, economic and social context, and the physical and environmental opportunities of the site
- Develop innovative design solutions which utilise developments in CAD, modelling, materials, technology, and construction techniques.

Similarly to how learning environments use ICT we in our design studios use computational techniques and advanced tools.

For example we utilize computer algorithms to define complex 3D forms, exploring volumes, shapes and structure while remaining within practical and physical constraints. Using these techniques allows us to push the limits of parametric modelling software such as Bentley’s Generative Components, producing large, scheme sized fully parametric models. This enables us to produce rapid yet production accurate models. We also use more fluid NURBS based tools such as Rhino and Maya during the early stages of design. This gives us control in 3D space, not limiting us to 2D sketches.

In addition environmental analysis through Ecotect and also in-house written applications provides feedback on the impacts the environment has on our buildings, and also how we can reduce how much our buildings impact the environment. These skills have been used throughout the design and now production stage of Worcester library, where the ability to model structurally sound options in real time was the only feasible method of working due to the complex requirements of the design.

The RIBA publication **“SPACE CRAFT: developments in architectural computing”** – We published our work detailing the development of a self generating fenestration system. This system enables us to produce design solutions that react to day lighting, overshadowing, solar gain and also the design requirements of the team. This was written in house, and formed the basis of our own daylight analysis tool.



Bath Brewery, Bath



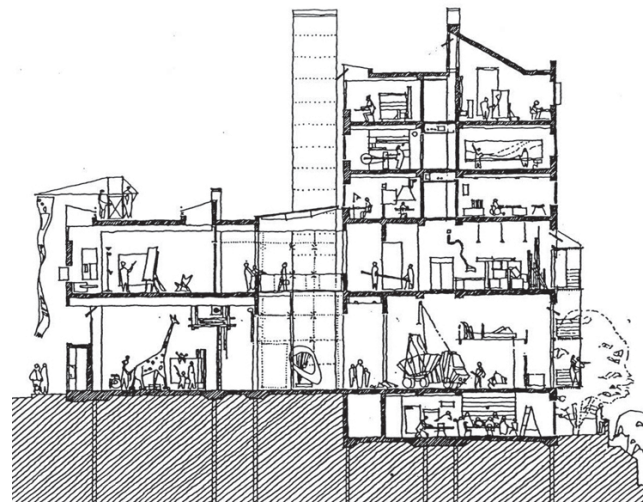
Persistence Works, Sheffield

“

FCBS has a real understanding of educational needs and a thorough knowledge of the Higher Education sector. They have given us affordable architecture, design with integrity, energy efficient installations, a balance of responsibility and fun and buildings to be proud of for a reasonable fee.

”

Chris Higgins,
University of Winchester



Martial Rose Library, University College, Winchester

05.1.4

The Living Building

We have an international reputation for our holistic approach to sustainability and environmental design and work with the best environmental engineers to produce buildings that are consistently at the forefront of current thinking. We bring a strong environmental agenda to all our projects.

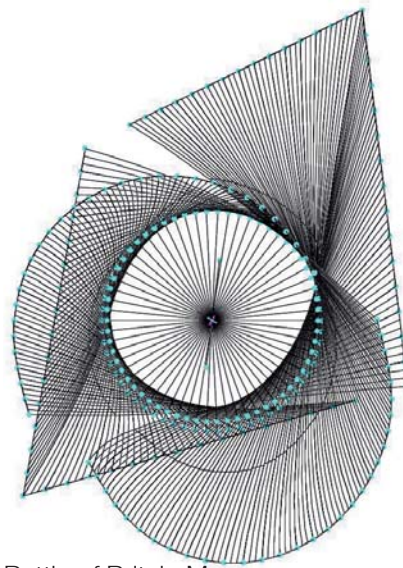
FCBS has a thirty year track record in genuine sustainability in projects and our work in this field has been recognised with several significant awards. We were the first practice in the UK to receive a Queen's Award for Sustainable Development and won the Civic Trust's Sustainability Award in both 2006 and 2003. We also received the RIBA Sustainability Award in 2006, the Architect Journal's Sustainability Award in 2006 and 2005, and the 2007 Building Award's Sustainable Building of the Year.

Our approach respects buildings, landscape, social and cultural assets and we have broad experience in reconciling the various pressures which come to bear on the historic environment. More recently our work has directly engaged the current agenda of Brownfield sustainable development.

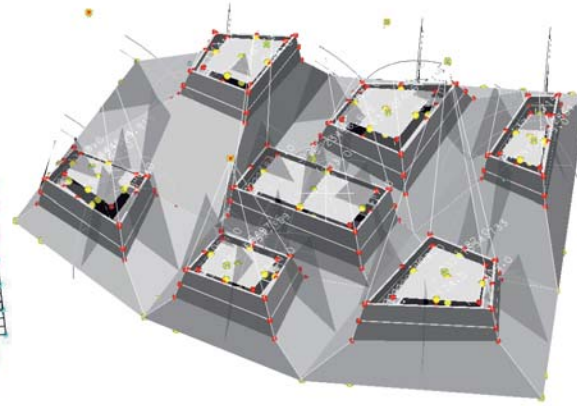
In addition social and environmental responsibility is at the heart of our practice. We began practising as community architects and most of our work continues to follow a strongly social and humanistic agenda, whether this be in urban regeneration, mixed use schemes with affordable housing, creating university campuses or undertaking cultural projects.

We seek out collaborators who share our values – clients, consultants and suppliers – and we actively encourage their equal commitment. We undertake detailed consultation with local communities.

Peter Clegg was one of the early pioneers in the field of environmental design and is now regarded as a leading expert. Bill Gething, our Sustainability Consultant Partner, is the RIBA President's Special Adviser on Sustainability and represents the RIBA on the Architect's Council of Europe and the Environment and Sustainability Architecture Workgroup. He chairs the BRE Global Sustainability Board and is a Visiting Professor of Sustainability at the University of Bath.



Battle of Britain Museum



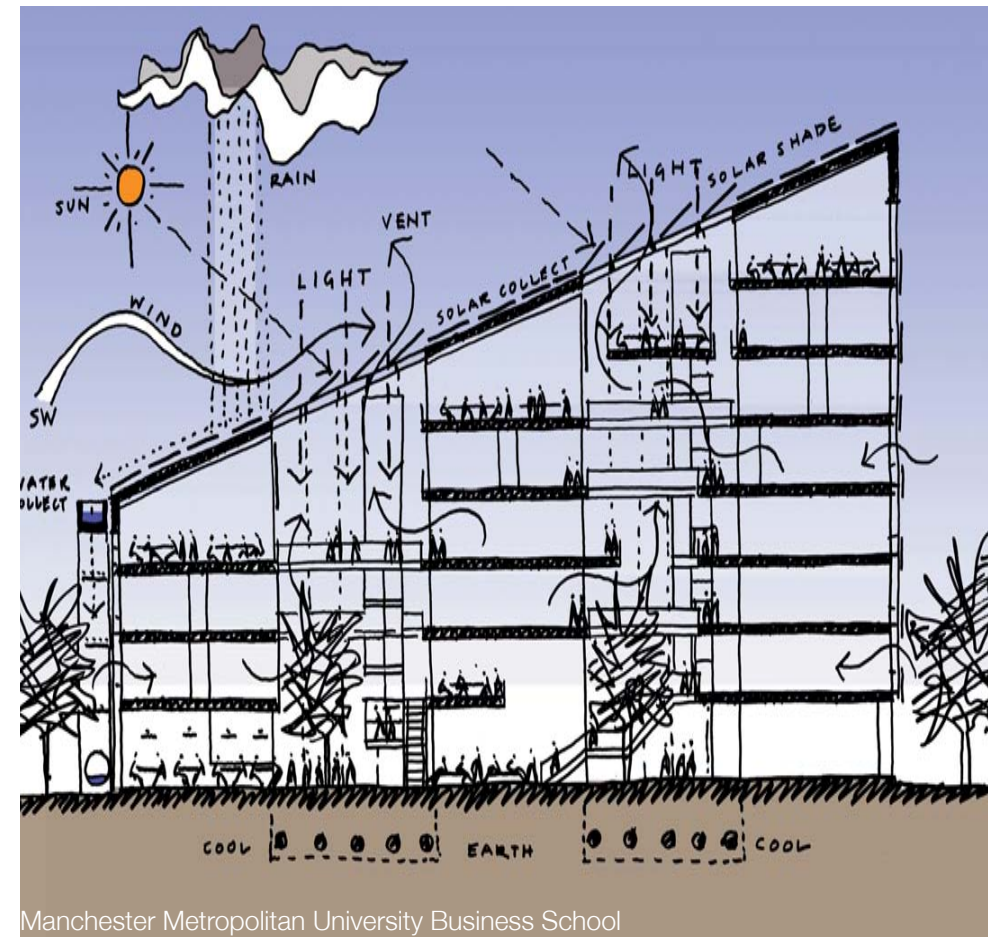
Worcester Library & History Centre



The New Environmental Office, Milton Keynes



Heelis, the New Central Office for the National Trust



Manchester Metropolitan University Business School

“

The environment has been at the heart of FCBS work for the last 25 years - when for much of the time the environment was far from a fashionable issue. As a practice, Feilden Clegg Bradley Studios has always been involved in education and research and they share with generosity the knowledge that they built over the years.

”

Jonathan Dimbleby,
Hon Fellow, RIBA

05.1.5

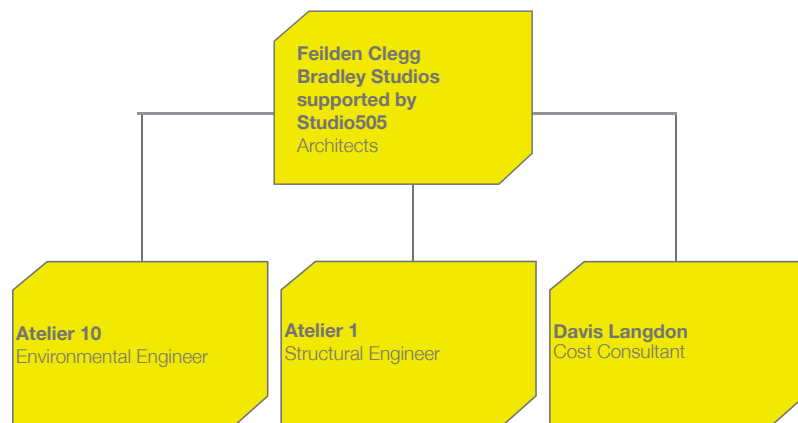
Capability & Process

Capability

Feilden Clegg Bradley Studios are committed to providing teams whose skills at managing projects to keep on programme and budget are of the same high standards as our design skills. The vast majority of what we design is built and we have amassed experience of the full range of procurement routes currently in use. Most of our clients are in the public or voluntary sectors and we recognise the need to deliver excellent value for money and cost certainty: Our track record demonstrates our ability to meet these requirements and to produce beautiful and innovative buildings which meet the needs of their users and enhance their settings.

We have listed below a range of projects in the Higher Education sector and for Public bodies that we have completed in recent years to illustrate this. All of these projects can be further viewed on our website:

- Broadcasting Place, School of Architecture, Leeds University**
- Runnymede Civic Offices**
- St Mary Magdalene Academy**
- Derby QUAD Visual Arts and Media Centre**
- Heelis, the New Central Office for the National Trust**
- Westfield Student Village, Queen Mary, University of London**
- Portland Square Project, University of Plymouth**
- London Centre for Nanotechnology, University College London**
- Combined Universities in Cornwall Masterplan**
- European Research Institute, University of Birmingham**
- Martial Rose Library, University of Winchester**
- The Earth Centre, South Yorkshire : Arrivals Building and Planet Earth Gallery**
- Solar Canopy, The Earth Centre**
- National Cold War Exhibition at the RAF Museum**
- The Berrill Building, Open University**
- The New Environmental Office, Building Research Establishment**



Engagement with Clients and Users

Effective communication is essential in the successful design and delivery of projects. Our approach is client focussed and collaborative and sets out to deliver buildings which are tailored to the requirements of end users and adaptable to meet the evolving needs of the client.

The University is inevitably a complex and multi-headed client. We are happy to liaise with a wide range of stakeholders and welcome the opportunity to gather insights from those who understand the site constraints, the users' requirements and the aspirations for the future of the organisation, it is essential that a clear structure for decision making is established at the outset and ideally a 'first point of contact' in each participant organisation.

Communication through the life of the project will vary in its purpose – from information gathering at early stages, to the evaluation of initial proposals, the sign-off of the final scheme and the sharing of information about the scheme and the delivery process with stakeholders in order to familiarise them with activities during the construction process and the finished scheme. At each stage we will define the purpose of communication – consultation or information – to ensure that participants are clear on the impact of their contributions.

We have used facilitated workshop sessions with key stakeholder groups as a way of rapidly gaining an understanding of needs and aspirations. A brainstorming session can rapidly generate and prioritise a wide range of ideas which can inform the process.

Collaboration - Studio505

We propose to collaborate with Melbourne Architectural Practice **Studio505** during the competition and delivery phase of the project.

Whilst Studio505 possess a very creative approach towards their own architectural projects, they are equally skilled assisting other practices and builders in the delivery of high quality 'construction documents', as currently showcased for 'Toorak' 505 St Kilda Road, a \$90million apartment development of 120 units, designed by Fender Katsalidis Architects and built by Contextx.

Studio505 directors are alumni of Melbourne and Manchester University and thus not only know the context of the existing Melbourne Architecture faculty intimately, but also have vast knowledge of the educational and professional environment in the UK and Australia.

Studio505 carries Green Star Accreditation and seeks to push the envelope of environmental architectural design in Australia, showcased through the recent launch of 'Pixel' the first carbon neutral office building in Australia, located at the Carlton Brewery site developed by Grocon.

“

FCBS presented an array of functional education buildings, notable in both their variety and consistent quality. Clients enjoy working with the firm, as they feel it has a lot of integrity and delivers socially responsible buildings.

”

BD

Education Architect of the Year 2006

Client reference for Feilden Clegg Bradley Studios

Project: **Queen Mary University**

Chris Higgins

Interim Director of Estates

London School of Economics Estates Division

Houghton Street

LONDON

WC2A 2AE

Tel: +44 20 7955 6985 | Email: c.m.higgins@lse.ac.uk



Pixel Building, Carlton Brewery Site Melbourne



Preshill School Library Competition



Royal Domain Tower Melbourne

05.1.6

Merit

FCBS KEY MERITS

2008: Winner of the RIBA Stirling Prize, the UK's most prestigious Architectural Award

"The Stirling judges awarded it the prize as the one scheme they felt could push things forward in a very ordinary way: an exhilarating project which adhered to the tenets of modernism, one that reinstates values that were lost from housing in the latter part of the 20th century. Delivering light and fresh air at high density; *Accordia*, they felt, marked a paradigm shift in British housing, sending a message to an industry that has for too long been anti-design and to politicians who have regarded houses as targets to be achieved, that good housing does matter as the place where people's lives and their attitudes to society are shaped."

RIBA Awards jury, 2008

Other recent awards:

Building Design Architect of the Year Awards

In the last four years we have been named Architect of the Year in a range of categories: Masterplanning, Education, Housing, Arts- and Best of the Best. Queen's Award for Sustainable Development., 2003- the first architectural practice to win in this category.

The British Council of Offices' Innovation Award- created specifically for our National Trust HQ.

The Civic Trust's Sustainability Award in 2008, 2007 and 2003

RIBA Sustainability Award, 2006

The Fasso Bortola International Sustainability Prize 2008

14 Civic Trust Awards – including the Education Award, 2007

24 RIBA Awards

11 Housing Design Awards

5 National HomeBuilder Design Awards

World Habitat Awards 2005 Runner up

Media

FCBS receives extensive international media coverage in the architectural and design sector, in addition to news and general features in the national UK press and broadcast media, including regular contributions to BBC Radio 4 and appearances on BBC and independent national television.

In 2007 we published "**Feilden Clegg Bradley: An Environmental Handbook**" – sold widely internationally and is about to go to 2nd print.

Publications

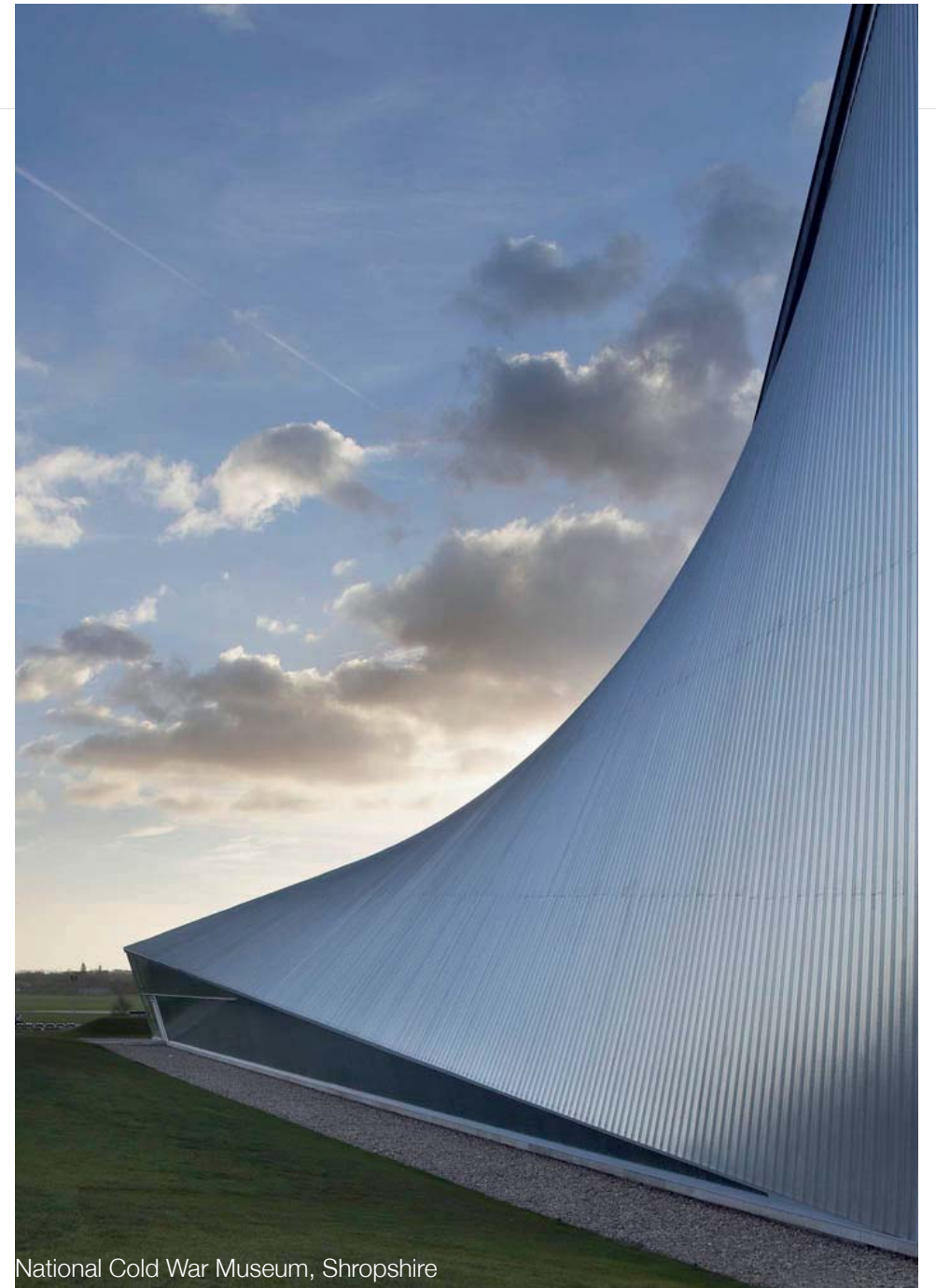
UK Architectural/design Press: Quarterly, Wallpaper, Design Week, Blueprint, ICON, FX, Intra / Grand Designs, Building Design, Architects' Journal, Building, RIBA Journal, Architectural Review, Architecture Today, Sustain, Sustainable Architecture

International architecture/design press:

Italy: The Plan, Modulo, Arketipo, Costruire, IAU; Germany: DETAIL; Spain: El Croquis, Constructiva; US: Architectural Record, Architecture Magazine, Architecture Week; China: World Architecture, plus others.

Business/Regeneration Publications: Management Today, Financial Times, Urban Today, Urban Environment Today, Civic Focus, Urban Studies, Civic Focus, Regeneration & Renewal, New Urban Futures

Peter Clegg, Keith Bradley, Bill Gething and other partners have authored books and essays on architectural design and sustainability and also regularly lecture at international conferences.



National Cold War Museum, Shropshire



Jodrell Bank, Live Science and Discovery Centre, University of Manchester

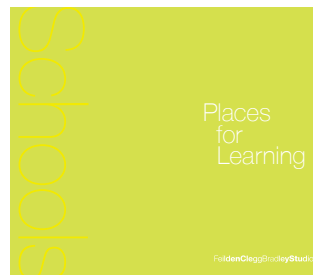
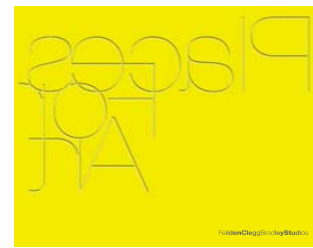
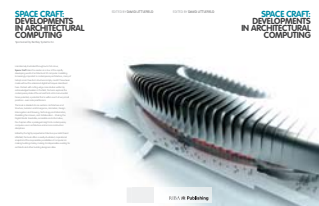
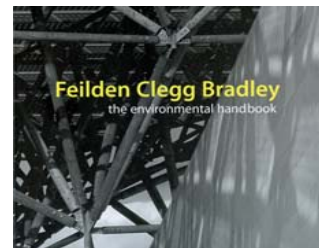


The FCBS team performed impeccably and I was most impressed with each of the individuals, I find it a testament to FCB that I cannot find fault with any of the team members and it has been a pleasure to work with them all.



Ken Kinsella

Queen Mary University of London



Derby QUAD Visual Arts & Media Centre