

## Announcing Open House London 2011 - 17& 18 September

Now in its nineteenth year, Open House London is a truly **city-wide celebration of the buildings, places and neighbourhoods where we live and work**. A simple but powerful concept, people learn about and advocate for the value of good design in every London neighbourhood through direct experience of great buildings, completely for free. A quarter of a million people take part in this unique event, and the support of the 750 featured buildings and 6000 volunteers is vital to its success.

### Call for entries

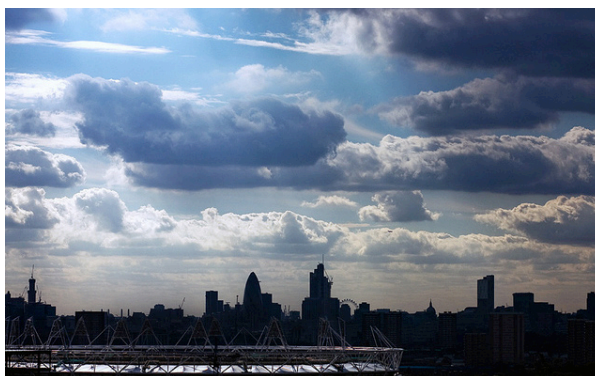
Open House provides an opportunity for property owners, individuals, businesses and architects to highlight the importance of great design to a large and diverse community.

We're looking to include a range of **buildings of architectural merit, sites under development** and **'green' buildings**, as well as events like **walks and talks** that compliment the core of buildings that can be freely visited.

### Why sign-up?

We are grateful for the support of all of the property owners and organisers offering time and resources to help make this event happen. Taking part in the event is a rewarding experience and is also valuable because:

- It is London's largest showcase of **architecture, design and regeneration** and reflects the vibrancy of our **creative and cultural industries**.
- It encourages a sense of neighbourhood belonging amongst Londoners and active, healthy and connected communities
- A powerful and respected brand, **the event has huge marketing reach**, offers outstanding PR value by association including our printed programme with 140,000 copies and website with 1 million visits.
- As one of the capital's largest cultural events Open House London offers substantial opportunity for **community involvement, audience development and engagement**.



## Participation criteria

If you want to share your enthusiasm for great architecture we'd like you to:

- **Open up your building** of architectural/design merit
  - **Offer free admission** to the building or if you normally charge, we'd like you to offer Open House Event visitors something extra – an architectural tour, additional access or a special activity
  - **Provide a factsheet** or information about the architectural merit of the building
  - **Help visitors learn** about new buildings by inviting architects to lead tours or answer questions
  - **Prominently display Open House publicity** and encourage visitors to sign up on our website
- There's further detail about how to take part in our Toolkit which is available on request.

(Note: We reserve the right to turn down applications)

## Key dates/project timings

- **New enquiries** sent to [event@open-city.org.uk](mailto:event@open-city.org.uk) with details/photos of proposed building/event by 1 May.
- All **registrations must be completed by 1 June** to be included in the printed Guide. Late submissions (up to 31 July) will appear online only.
- **Complete factsheet copy by 31 July** so visitors can read them on the Open House Event website
- **8 August** – The Guide will be published and marketing starts
- **17 & 18 September** – event takes place! Closing party on Sunday evening for all participants.

## Evidencing impact

- 66% of our survey audience responded that the event has encouraged them to personally learn more about architecture. 70.9% said that it encouraged them to share what they have learnt with others
- 75% of our audience said Open House London made them think differently about the architecture of their own local area/neighbourhood.
- 89% agreed with the statement "Open House London is the best way I know to see, explore and learn about London's architecture."
- 83% said that Open House London is essential to them as an annual fixture in the capital's cultural life.

**Thank you and we look forward to hearing from you!**

*"Open House London shows how good architecture doesn't just need to be the landmarks - how good design improves environments and spaces for people"*



## Contact us

OpenHouse London project team: Jeni Hoskin, Hiromi Sasaki and Adrianna Carroll-Battaglino  
Open-City, 44-46 Scrutton Street  
London EC2A 4HH  
Tel: 020 7383 2131  
Email: [Event@open-city.org.uk](mailto:Event@open-city.org.uk)