

BEACH HUT SEARCH NOMINEES SELECTED

EASTBOURNE BEACH HUTS COMPETITION SHORTLIST ANNOUNCED

08 FEBRUARY 2016

The competition for Eastbourne's Iconic Beach Competition is hotting up as Eastbourne Borough Council announces the shortlist of entries for the final round of judging in early March.

Last September, as part of the council's major regeneration initiative Driving Devonshire Forward, a call was issued for submissions of designs for new beach huts to become landmark symbols of the town's Devonshire ward. The aim is to create new visitor attractions and enhance Eastbourne's reputation as a town embracing culture and design. The project invited submissions from two separate categories - one from practising, registered architects and the second from members of the community to work with the project's consultant architect. Following an overwhelming response, with over fifty entries from all over the world in the architects' category, a longlist of twelve was announced in December. This has been narrowed down to a shortlist of eight proposals in contention for the four bespoke beach huts in the architects' category and three finalists in competing for the one community designed hut

The architects' shortlist comprises Alvaro Fernandez from specialists in public library, automotive retailing workplace and higher education design - **Bissett Adams** for their design *Pipe Dreams*; Pol Gallagher from the winner of the 2012 competition to design the sculptural entrance to Dublin City University - **ZAP Architecture** for *The Observatory*; Stephen Foley from Dublin based **SFA** whose previous work includes Avondale Park Pavilion and the award winning Qatar Faculty of Islamic Studies for his design *What Unearthed?*; Jacob Low from **Jak Studio**, based in London and Sarajevo, whose recent projects include the Listening Project Booth for BBC Radio 4 for their entry *Spyglass*, **Alpa Depani and James Marrinan** for *The Shingle Hut*, James Hampton from the London based architectural and landscape design practice **Periscope** for *The Driftwood Hut*; George King from London and Melbourne based **George King Architects** who created the beach hut House of Mirrors on Bondi Beach for his proposal *Star Gazers' Hut*; and Ewen Miller and Kim Smith from the RIBA Award winning **Calder Peel** for *Eastbourne Reborn*.

The finalists in the community category are local artist **Lucy Dean**, a group entry from students at **Sussex Downs College** under **Sheila Hay** and a group entry from **Age Concern** under **Claire Shoosmith**.

The shortlist of entries will be exhibited to the public from 9 to 14 March 2016 at Gowland Court, 137-139 Seaside Road, Eastbourne.

The outcome of the competition will be five bespoke designed iconic huts which will be sited at key locations in Devonshire ward, to the east of the pier, forming part of the route of the Coastal Culture Trail linking three award winning galleries: Towner Art Gallery in Eastbourne, De La Warr Pavilion in Bexhill and Jerwood Gallery in Hastings. The beach huts will be key landmarks along the seafront, harnessing the resurgence of interest in coastal communities, attracting new visitors to Eastbourne and becoming symbols of Eastbourne; matching high quality design, visual flair and function

Christine Harmar Brown Project Manager says

"The process of selection for the competition shortlist has been a challenge due to the sheer quality of submissions. All of those on the list have come up with fantastic designs. We have real innovation along with aesthetic impact and practical application. Now comes the really hard bit for us to narrow it down to the actual commissions but we know that whichever ones are chosen, they will be worthy winners and will have a hugely beneficial effect on the Devonshire Ward of Eastbourne. Watch this space!"

The judging panel will comprise **Martin Jones**, Senior Programme Manager – Regeneration, HEDP, **Annie Wills** Head of Tourism, Eastbourne Borough Council, **Cllr Margaret Bannister** Driving Devonshire Forward Steering Group representative, architect **Jane Montague** and special guest judge, ground-breaking sculptor **Alex Chinneck**. Alex has been the mastermind behind succession of major public artworks that have captured international admiration and attention. These include: sliding the entire brick facade from a house into the front garden of the property; completely inverting two four-storey commercial buildings; constructing a full-size house from 7500 wax bricks that proceeded to melt over thirty days; and creating the illusion that a stone building on London's iconic Covent Garden Piazza had miraculously levitated into the air. Alex has recently completed a landmark project for the London Design Festival 2015; his biggest undertaking to date.

Martin Jones from Eastbourne's Housing and Economic Development Partnership (Eastbourne Borough Council and Eastbourne Homes) says: 'The quality and imagination of the designs submitted by the community and architects made shortlisting the 11 designs a difficult choice. I'd like to thank all those who sent in designs, making this an exciting competition. I'm eager to see the scale models in March and encourage the community to come along to see the models and vote for your favourite.'

For more information contact David Burns PR 07789 754089 david@davidburnspr.com www.thehuts-eastbourne.co.uk



Background information

Eastbourne is the largest coastal town in East Sussex. It offers an increasingly attractive and popular environment for people to live and work; high quality facilities, proximity to the South Downs National Park and employment opportunities alongside its more traditional role as a holiday destination for 4.1m day visitors per year and 2.04m staying night trips.

The Housing and Economic Development Partnership (HEDP) is a partnership between Eastbourne Borough Council and Eastbourne Homes Ltd. HEDP's role is to provide new homes, bring empty homes back into use, neighbourhood regeneration and economic development across the borough, with a focus on Devonshire ward. Devonshire ward lies to the east of the town centre; it includes the seafront from the pier east to Sovereign Leisure Centre. The ward contains all land uses typical of a resort town centre, from shopping and venues for nightlife, large hotels, small hotels and guest houses, family homes and houses in multiple occupation (HMOs). As such it reflects the diversity of Eastbourne and has many of the factors both positive and negative that often characterise town centres of seaside resorts.

Driving Devonshire Forward (DDF)

In 2013 HEDP commissioned an urban design study of the ward to formulate and develop a vision for the social and physical regeneration of the ward. The community were at the heart of this project, which resulted in Driving Devonshire Forward (DDF). The DDF is the community's strategic vision and plans for the ward, the regeneration 'branding' and sets the guiding principles for all projects.

Eastbourne's Seafront

The seafront is a strategic regional attraction, fulfilling its potential through cultural and sporting activity and use by the community as a local amenity. The emerging EBC seafront local plan will shape and define the tourist offer. The tourist industry is an important part of a diversified economic portfolio. It is important to note one of the most encouraging trends in recent years has been the recovery in the British seaside industry. This has been driven in part by the progress some seaside towns have made in carving out a niche offer, and the success of schemes to promote England as a destination.

Several seaside towns have successfully been re-branded on a coherent cultural programme. The ward's specific context justifies a bespoke approach. New landmarks in key public spaces, for example at key junctions or on the beach, with an extraordinary design brief, can act as catalysts to regenerate a local area.

Beach huts

Eastbourne, like many other coastal towns, provides beach huts as part of its visitor offer. Currently there are 87 huts and 69 brick built chalets at six locations, all west of the pier. There are currently no beach huts east of the pier. However, there are key visitor seafront attractions: Redoubt Museum, Treasure Island, Spray Watersports Centre, Fort Fun and Princes Park. The council are installing 20 traditional huts to the east of Spray Watersports in addition to the 5 iconic huts.

Competition Managers

B&R Productions Ltd has been appointed by EBC to manage the competition on their behalf up until the announcement of the winning designs. B&R Productions has appointed Simon Barker of Barker Shorten LLP as Project Architect to work with the community on developing their ideas. EBC will thereafter contract him to realise the selected scheme for the Community Project Hut.