

Established 1967

Blue  
Ribbon  
Awards

ReEstablished 2013

Issued by Fast Track Agency on behalf of The Ideal Home Show 2013

## **“WE NEED TO STOP THINKING ABOUT HOUSING UNITS AND THINK ABOUT HOMES”**

**DESIGN AND QUALITY REALLY MATTERS SAYS HOUSING MINISTER MARK PRISK**

RH Mark Prisk joined over 300 industry experts to speak at the **Ideal Home Show Blue Ribbon Awards** just hours after Chancellor George Osborne announced the Help-to-Buy scheme which aims to boost the housing market with support worth more than £130bn.

Hosted by Architect and TV presenter **George Clarke**, the Blue Ribbon Awards were revived at this year's **Ideal Home Show** and celebrate and acknowledge excellence in building design, sustainability and community development, providing a modern-day benchmark for the consumer housing market.

**Talking about his time spent studying Land Management at the University of Reading, Prisk comments:** “The Blue Ribbon Awards were one of the leading benchmarks for the industry and regarded by all building professionals as one of the events that people actually wanted to be part of, so it is great that they are coming back.”

**Commenting on the current housing market:** “Of late we have been experiencing quite a dysfunctional housing market – we haven't been building what people need and also we haven't been thinking about the quality.

“Today with the budget we have looked to add investment in to the private rented sector and the affordable housing sector, but also how we can help people struggling to get the deposits together to buy a new home.

“The point about ‘Help-to-Buy’ is to make sure that home buyers and not just first time buyers are able to look at those properties that they simply can't afford. It is a much larger scheme and a scheme that should lever in about £130bn of mortgages in to the housing market. It could have the chance to kick start demand.”

But Quantity is not just the only issue adds Prisk. “It is quite tempting as Housing Minister to focus on the number of units as opposed to number of homes. We need to think about the customer in this.

Commenting on today's Budget announcement, Award host, George Clarke adds: “I fully support the announcement by the government today for launching the Help-to-Buy scheme – I personally feel that it is long overdue. Any scheme that makes it easier for ordinary people to buy a home has to be welcomed.

“Hopefully this will kick start the housing industry. It’s a bold investment but one that may even see us build our way out of this recession, and will offer further support to the otherwise fledging building industry.”

Winners in the eleven categories included; **Coffey Architects, Linden Homes, Pitman Tozer, Emrys Architects, Urban Splash and MW Architects** amongst others, who beat stiff competition from over 250 rival entrants from across the UK to take home the prestigious Blue Ribbon accolade for some of the best and most innovative projects in the industry.

The ‘**Ideal Home of the Year**’ award was split into two parts and awarded to **Coffey Architects** for their Solo Project the AD++ House in York, and **Homes by Skanska**, Cambridge for the *House Builder & Developer* category, for House Type 7, in their new Seven Acres development. For the York house, the judges enjoyed the scheme’s bold imagination and its carefully orchestrated relationship with the existing house and exterior spaces. For Skanska, new to the UK housing market, the judges were encouraged by the developer’s clean, uncluttered aesthetic and impressed with the attention paid to the ‘human’ elements of domestic life.

**Emrys Architects** were awarded **Ideal Apartment of the Year** for its mixed-use development in Newman Street, London, a good example of turning unremarkable office space into energy efficient 21<sup>st</sup> century homes. The judges were collectively enthused with the sensitive and thoughtful approach to refurbishment generally, and are unanimously vocal in their praise of the ambitious scheme.

In another split category, the **Ideal Conversion or Refurbishment of the Year Award** for *Developers and House Builder* was given to **Linden Homes** for Kingston Mills in Bradford-upon-Avon, a unique waterside development which blends seamlessly with the historic town. In ‘Solo Project’, **Pitman Tozer Architects**’ redevelopment and extension of a house in Newton Road, Bayswater, London, creates large lateral spaces that are sympathetic to the exterior environment.

**Linden Homes** scooped a second award of the evening as this year’s **House Builder of the Year, for their careful planning and consideration of surrounding environments**. The judges very much liked the unifying vision for the whole scheme at Kingston Mills especially, and appreciated the approach both to site planning and design as a creative response to the site and its surroundings.

The **Ideal Housing Development of the Year** was awarded to **Urban Splash, the highly respected** British property developers, for Lakeshore, Bristol, a sustainable redevelopment of the old W&HO Wills cigarette factory. The team also picked up the award for **Developer of the Year** for their work in transforming disused buildings across the **UK**.

This year’s **Housing Architect of the Year Award** went to **MW Architects for Essex Mews in Crystal Palace, South London**. The judges were without exception full of praise for the creation of a new vernacular and pleased to award the architects the accolade for outstanding design in the aesthetic, contextual, functional and above all human sense.

**Self-Build Project of the Year** was awarded to **Studio Bednarski** for the so-called Double House project which is Cezary Bednarski’s own home in Westbourne Park Road, London. The judges considered this inventive, imaginative project to be a creative yet practical solution, combining beautiful architecture with extensive environmental considerations and a highly developed sensitivity to the local area and community.

This year's **Interior Design of the Year** went to **IglisBadrashiLoddo Architects** for a house in Shepherds Hill, Highgate that had been converted into a Mennonite church. The architects' 'conversion of a conversion' used some extremely bold moves such as the creation of an enormous double-height space at the back of the house, with a spectacular window to match. 'It's not often,' said one of the judges, 'that we see an interior that pushes all the functional and programmatic buttons but also manages to come out with style, grace and a very Big Idea.'

During the ceremony an award was also given to the winners of **The Prince's Foundation for Building Community's inaugural Young Designers Competition**. The winning design from Team 'Future Traditional', a collaboration between Douglas Ardern, Jamie Wallace and Ruaridh Inverarity, formed the basis for this year's Prince's House at The Ideal Home Show.

**Commenting on this year's Prince's House at the Ideal Home Show**, he adds: "There is controversy here, some people feel that the traditional and the contemporary should never meet, but actually if you look at the way the design has been developed inside and out, it shows that you can draw together traditional values and turn them in to a contemporary opportunity.

"The arguments about design and affordability should not be in conflict. Good design can be affordable if you start from inception."

**Speaking about event host, George Clarke and his 'Empty Homes Campaign'**, Prisk commented: 'George keeps me on my toes when it comes to the issue of restoration – I am a great believer that new is important, but we have some fantastic assets, underused – idle very often – in our public sector land and we need to make sure they are brought back in to use. It is something I, George and the Prince are very passionate about.'

All entries were judged by a panel of some of the finest professionals in the industry; *Hank Dittmar (Chief Executive, Prince's Foundation), George Clarke (Broadcaster, Prince's Foundation Ambassador, & MR of George Clarke Associates), Angela Brady (President, RIBA), Ted Stevens (Chair, National Self Build Association), Paul Monaghan (Partner, Allford Hall Monaghan Morris), David Hills (Partner, DSDHA), Sue Timney (Interior Designer), Gary Lewis (Chair, CEDIA & Director of Cornflake), David Bryant (New Homes Marketing Board) and Oliver Novakovic (Director of Building Futures, Building Research Establishment).*

The awards were held in partnership with some of the industry's most credible housing authorities including; **The Prince's Foundation for Building Community, The Royal Institute of British Architects (RIBA), the Custom Electronic Design and Installation Association (CEDIA), the Building Research Establishment and the Home Builders Federation.**

**For full details of the finalists and winners of this year's awards, please log on to the official website [www.idealhomeshow.co.uk/blueribbonawards.co.uk](http://www.idealhomeshow.co.uk/blueribbonawards.co.uk) Imagery available on request.**

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#### **Editors Notes**

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#### **About Blue Ribbon Awards**

The Ideal Home Show has re-launched its traditional Blue Ribbon Awards, which will give home builders, housing associations, developers, architects, and designers the chance to be awarded with a mark of excellence in the house building industry.

Media 10 Ltd, who acquired the Ideal Home Show in 2009, will be re-launching the awards at this year's Ideal Home Show on the 20<sup>th</sup> March 2013, reviving the **hallmark of approval**, whilst offering a practical benchmark for consumers to cut through the myriad of property and housing options in a market of constant social change.

Dating back to the 1960's, the Blue Ribbon Awards were traditionally run to identify and celebrate good design and innovation in architecture and to create interest in new design and thinking.

The ideal Home Show Blue Ribbon Awards award winners of the past saw products and home designs commended for their innovation and forward thinking reinforcing their introduction as household names in consumer's homes, winners included The 5M Patio House by the Ministry of Housing and Local Government and the Thomas ABC in 1966, The Concord RS boiler by Ideal Standard is designed for balanced flue application in 1968, the Kitchen mixer IMI Developments Ltd 1969 and the Electrolux Automatic 310 cylinder cleaner which introduced converted from a nozzle for carpets to a brush for cleaning floors.

In its new format, the awards will reflect the Ideal Home Show's on-going commitment to supporting development and innovation in the housing industry. The awards will also aim to bring forward new concepts in sustainable community living, and affordable mass market housing solutions.

In partnership with some of the industry's most credible housing authorities including: the **Prince's Foundation for the Building Community, The RIBA, CEDIA, The Design Museum, and the National Self Build Association**, the awards will stand as a mark of excellence in the home build industry.

#### **About the judging process:**

Entries by established architects, developers, designers and house builders to all eleven categories listed in this release were voted on by the jury named above. About the Ideal Home Show

The Ideal Home Show, the UK's biggest and longest running consumer event, acquired by award-winning events and publishing company Media 10 in 2009 from DMG World Media, the first time the show has changed hands in just over 100 years.

The 2012 Ideal Home Show attracted over 275,000 visitors across the 17-day event and included a Royal Visit from HRH, The Prince of Wales.

Follow the Ideal Home Show on Twitter [http://twitter.com/ideal\\_home\\_show](http://twitter.com/ideal_home_show)

#### **About Prince's Foundation**

The Prince's Foundation teaches and demonstrates sustainable development placing community engagement at the heart of our work. The environment within which people live affects the way they live. We believe that sustainably planned, built and maintained communities improve the quality of life of everyone who's part of them. They help us to both live better at a local level and start dealing with the broader global challenges of urbanisation and climate change. By actively and passionately promoting traditional principles, as well as understanding the importance of building in a more sustainable way, we've seen resurgence in striving for easily achieved improvements in public health, and affordable, livelier and safer streets and communities.

Our goal is a future where all of us can take part in making our communities more sustainable. We're working with everyone from local residents' groups to governments to make it happen.