

# THIS IS FOR THE VISIONARIES



50 second movie presented at MIPIM 2016 by Paul Vick Architects

## The Interview

Paul Vick was interviewed by the RIBA for MIPIM 2016.

### How has your idea of 'cultural edge' helped clients commercially?

Cultural edge I find opens the market for our clients. The right concrete design brings the client a wider audience. This gives deeper and multiple revenue streams, a lasting return and the possibility of a lasting legacy.

### You have lectured on value enhancement and inspiration; what is this about?

Essentially, I see architecture adding value to property investments by translating knowledge into physical buildings in six distinct, measurable ways – economic, use, social, image, environmental and cultural. Done well, the results are inspirational.

### What does your 100% planning permission success rate mean for your clients?

This is one of the keys to making it all happen. Our practice has a game changing approach and having won planning permission for over 100 projects, we give clients and their stakeholders confidence and this allows them to achieve their vision and more.

### Can you give examples where you have created value enhancement above client expectations?

Luxury apartments and penthouses on the Thames, London. The power of integrated design and planning skills is often underestimated. On this project, an initial view by others expected 25% increase in area. After some study we agreed in a pre-application with the council that 100% increase in area would be acceptable. This was a success for client and council.

'The oldest retailer in the world' on Brook Street in the West End London. asked us to design a new mini department store. Our design increased the visibility of selected brands and objects and the delivery speed from back of house to front of house was increased considerably creating better client interest retention and greater front of house area than their Regent Street store.

Largest daylight studio in the world. London is a rapidly changing environment, we have developed an exciting scheme with the client for not just their core business but also to accommodate other main new media and their potential revenue streams.

Our shortlisting proposal for the Oxford Street Christmas lights found ways of engaging and enhancing the joy of the event and focusing interest on collective enjoyment in the street to draw in footfall and sustain interest.

Innovation Warehouse offices, Smithfield London Entrepreneurs are the driving force of the next new economy we like working with both private and institutional entrepreneurs. The start-up innovation hub we designed has helped the client catalyse a number of big ideas into successful companies all in the heart of London. The spatial formats for this to happen vary and include not just informal but also a range of more formal venues and areas.

Paul Vick was interviewed by the RIBA for MIPIM 2016.

Please contact us with your news and to discuss any ideas you have for a project.

Paul Vick has lectured at The PLAN in Venice on "Architecture and our Future Provenance, Innovation and sustainability" in May 2016.

Paul Vick was a juror on the [World Architecture News Residential Future Projects Awards 2016](#) and has lectured on 'Value enhancement and inspiration' at Le Plan, Venice (2014) Schrodgers (2014), NLA (2013). An excerpt has been published by Magdalene College Cambridge.

Paul Vick architects have been shortlisted for London Architecture firm of the Year, 2015, RICS Award 2014, RIBA London Regional Awards 2013, International Design, Architecture Awards 2013, International AR Future Project Awards 2013, Builder and Engineers Awards and Architect of the Year 2011.

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