



# Cultural Edge.

Have you got it?

In 2016, more people visited the British Museum and the National Gallery, combined, than visited Barcelona.

For more examples

click here

Duveen Gallery British Museum. Paul Vick drafted the spaceplan for the British Museum for the next 50-100 years prior to setting up Paul Vick Architects. Photo: Paul Vick

Cultural edge inspires people to come, return and tell others about you. Indeed, culture is everywhere and applies across uses and scales. It creates a home, deepens loyalties of users and staff, promotes word of mouth, and keeps the conversation keen for the next steps in your aspirations.

**- More people visited the V + A, the Natural History Museum and the Science Museum, combined than visited Venice in 2016 -**

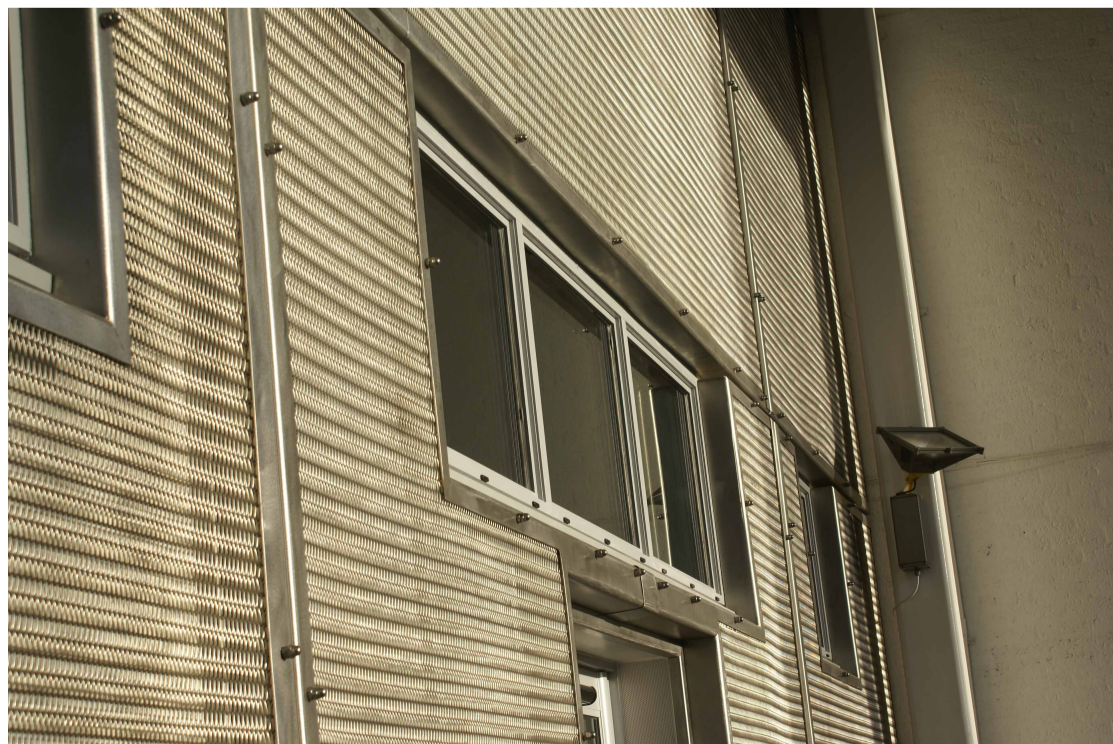


Royal Ordnance Depot, Northampton. Proposals to regenerate the 22acre site grade 2 listed site with carefully curated mixed uses have been developed. Click image to see more of project.

**- More people visited the Southbank Centre, Tate Modern and Tate Britain, combined, than visited Hong Kong in 2016 -**



New build professional theatre and ICT suite with new identity and welcome for many user groups, W London. Click image to see more of project.



Craftsmanship, detail and tactility matter. Entrance to the new professional theatre and ICT suite, W London. Click image to see more of project.

- More people visit heritage properties in the UK every weekend than attend football matches. Thirty-two times more than attend Premier League matches -



Further programme spaces for specific and less formal activity. Both the building and its objects are part of a coherent experience. St Paul's Knightsbridge, W London.

[Click image to see more of project.](#)

- In 2017, more people visited the top 10 Scottish attractions, including Edinburgh Castle, combined, than the total number of overseas visitors to Australia and New Zealand -



New glass bridge, refectory, additions and fit out provide connectivity for global telecoms company, London. [Click image to see more of project.](#)

There are a number of strategies for achieving cultural traction for your particular project. In the words of Paul Morrell, OBE, Former Chief Construction Adviser to Government:

'Value is generated on drawing boards not on site!'

**For more information and to discuss your project, please call us.**

*Paul Vick architects have a refreshingly new approach to legacy - whether this is obtaining value for clients, interpreting clients' architectural needs and always looking to make the cultural element relevant for today and tomorrow. From a Vision for the Diocese of London to a commercial solution to low energy, to producing highly technical work and effective planning permissions, the practice demonstrates a high level of flexibility and innovative thinking. The judges said of Paul Vick architects Winner of Best Architecture Firm in the Global Excellence Awards 2017.*

References from the Association of Leading Visitor Attractions.

**Paul Vick Architects continues its 100% planning permission record with new build, listed buildings and those in conservation areas.**

Paul Vick Architects are Chartered RIBA architects.

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**Paul Vick Architects have won**

- Game Changers Awards 2018
- Best Architecture Firm in Global Excellence Awards 2017
- UK Construction Advisor of the Year 2017
- Architecture Firm of the Year 2017 - West London
- Most Innovative Architectural Firm 2016 - West London

Paul Vick is a juror for the International Property Awards ( UK and Europe) 2016 -18, a juror on the [World Architecture News](#) Residential Future Projects Awards 2016 and has lectured on 'Value enhancement and inspiration' at Le Plan, Venice (2016 and 2014), Schrodgers (2014), NLA (2013). An excerpt has been published [by Magdalene College Cambridge](#).

