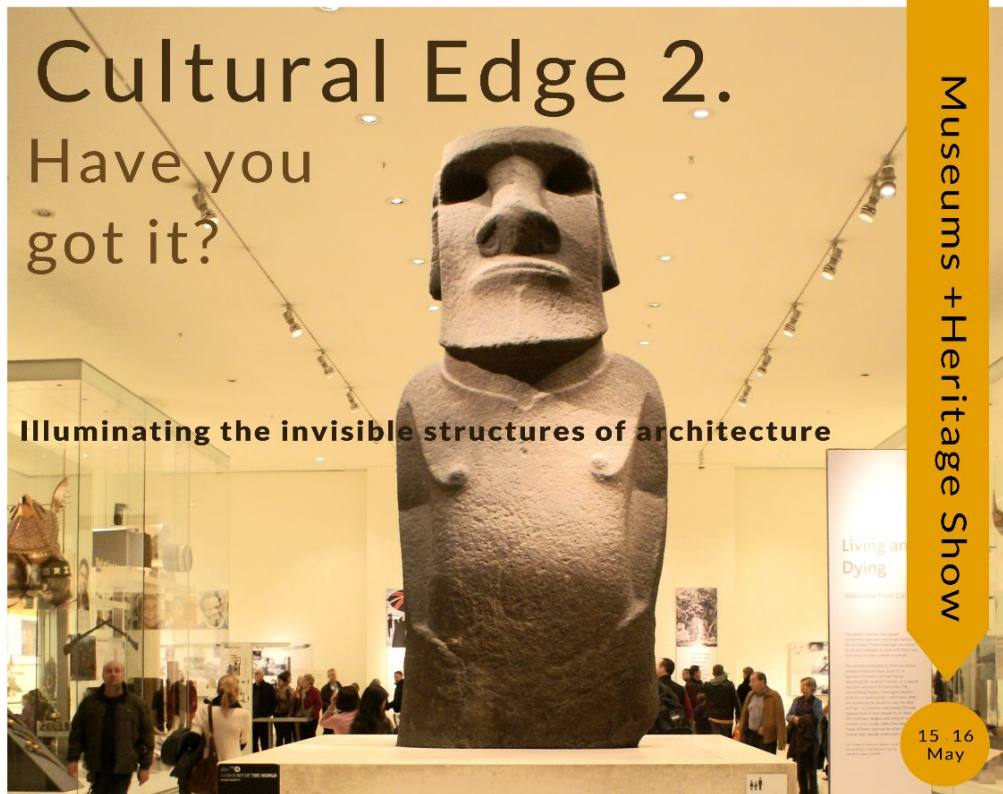


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P A U L V I C K  
ARCHITECTS  
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050  
may19'



Living and Dying Exhibition, 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

**Paul Vick architects are at the Museums and Heritage Show 2019 stand L8, 15-16 May. They will be giving a masterclass break out talk on 'How do we start in thinking about our project?'**

In our practice, we often speak about how cultural edge is essential in order to make the most of your investment in buildings, your business and our shared world. As well as museums, community and religious buildings, we believe cultural edge is fundamental to homes, offices, commerce and all public arenas.

#### **So what is cultural edge?**

And how does it address our humanity; our relationship between ourselves and our world?

Imagine the difference between a place that makes you want to belong to it, that you feel at home there; one that invites you to address relevant issues of our role in the world and goes on to identify the significance of where you are now. A place that encourages us to think about how we can make a positive and important difference to the future. And then imagine the alternative. A 'bad' building that shuts us down, closes us in, and narrows our horizons. Such a place can frustrate us, stifle our creativity and ruin our lives. This is clear in the pervading importance of how we address the changes demanded by the environmental agenda. The architectural aim also includes one of the user and engaging, inspiring, fulfilling and motivating us.

It's a time where the thoughts that inspire us when we encounter the best of culture in – say – a museum are appropriated for our world today.

**Cultural edge includes** many things and the most powerful piece of multi-media involves all the senses and this is where the power of architecture comes to the fore. It exists in three dimensions, with texture and scale - something you move through and it can move - curated natural light and the sound of our immediate physical environment and also that of curated 'artificial' light and sound.

In considering the implementation of the above, it is important that architecture accommodates changeable exhibition and meeting/events, one whose welcome is memorable and inviting, whose spaces are attractive, accessible and navigable. It shows the activity of what your organisation is about today and that makes the most of what we have technologically in building physics and materials reflecting the aspirations of past endeavors and where we can go. And also how we work and think together and apart. These aspects go hand in hand with the people who run the organisation. And those who run it can excite visitors, each other and potential clients with stories as well as a great welcome, thank you, goodbye and come again.

## WHAT WORKS FOR MUSEUMS and MAY ALSO BE RELEVANT TO OTHER PLACES

Adapted from (Association of Leading Visitor for Attractions), ALVA

### Refresh and entice

1. Places which were refreshed, refurbished, had new permanent or temporary exhibitions do well regardless of the weather, especially with local and domestic audiences.
2. Attractions which fostered partnerships with unusual, creative partners to tell their stories of people, places and collections in new and engaging ways

### Exploit our love of 'standing on the spot'

3. In times of austerity people want to be reassured of who they are and where they come from; people yearn for a physical connection to the past, which is certain and can locate us in a frame to address the future which may be daunting
4. There is a power of nostalgia and hope

### Staff not 'stuff'

5. Best memories are of people not objects
6. People first visit because of what you've got but they return because of whom you employ
7. Allow your staff to bring stories alive, to explain, to excite, to dramatize, to surprise

(Biggest difference between a 4 star TripAdvisor review and a 5 star review is that a 5 star review was 4 times more likely to mention a staff member's name)

### Visitor Experience

8. Welcome – say it
9. 'staff not stuff' (see above)
10. Personal learning
11. 'On this spot' (see above)
12. watch it happen eg making, restoring, conserving
13. Thank you and goodbye

### Repeat visitors and recommendation

14. Good **welcome** experience: 74% very likely to recommend (Good experience: 54% very likely to recommend, 46% possibly)

Please get in touch to discuss your ideas!

Paul Vick architects are members of the London Festival of Architecture in June 2019. Please see the following events:

5th June, **BB5**. BREAKING BOUNDARIES. Is your home good for you?  
at Barbed, Chiswick W London

12th June, **BB12**. BREAKING BOUNDARIES. Cultural Edge - have you got it?  
at The British Museum

19th June, **BB19**. BREAKING BOUNDARIES. Is innovation what you think?  
at Innovation Warehouse, Smithfield Market

26th June, **BB26**. BREAKING BOUNDARIES. The architecture of power?  
at Trafalgar Square

Museums + Heritage:

<https://show.museumsandheritage.com/feature/paul-vick-architects/>

London Festival of Architecture:

[https://www.londonfestivalofarchitecture.org/events/programme/?\\_sf\\_s=BB%20Breaking%20Boundaries](https://www.londonfestivalofarchitecture.org/events/programme/?_sf_s=BB%20Breaking%20Boundaries)

Booking page:

<https://www.eventbrite.co.uk/o/paul-vick-architects-20008912768>

**Paul Vick Architects continues to bring you 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**

- Most Innovative Architecture Firm London 2018 and 2019. - To see Article [click here](#).
- 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

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](#).



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