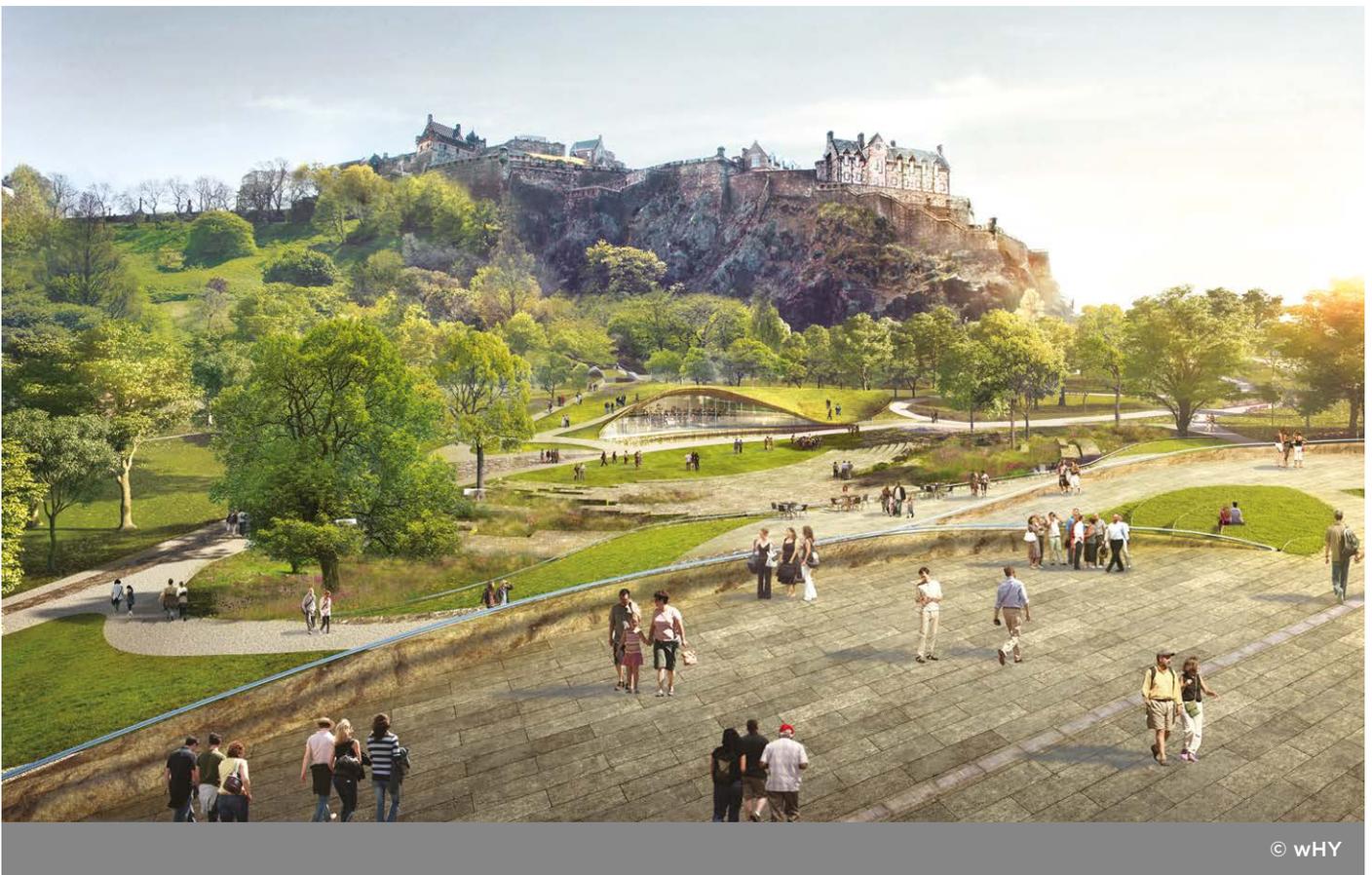


FOR IMMEDIATE RELEASE

ROSS PAVILION INTERNATIONAL DESIGN COMPETITION WINNING CONCEPT DESIGN SHORTLISTED AT THE WORLD ARCHITECTURE FESTIVAL



The winning competition concept design for the proposed re-imagining of Edinburgh's West Princes Street Gardens is on the 'Culture - Future Project' shortlist at the World Architecture Festival (WAF) taking place in Amsterdam this week.

The Malcolm Reading Consultants-run competition resulted in the international collaboration led by US-based design practice wHY and Edinburgh-based design studio GRAS being selected for the project, which is managed by the Ross Development Trust (RDT).



The WHY/GRAS team is one of only two UK-project finalists in the category, which includes sixteen global entries. For further details of the shortlist please see:

<https://www.worldarchitecturefestival.com/culture-future-project>

The World Architecture Festival is dedicated to celebrating, sharing and inspiring outstanding architecture. The awards are a key part of the festival, and this is the only global awards programme where architects present their completed buildings and future projects live to a panel of internationally renowned judges from around the world.

David Ellis, Managing Director of the Ross Development Trust, said:

“We are thrilled that the vision for West Princes Street Gardens has been acknowledged in this way. It is a prestigious competition and to reach the final stages is an endorsement for our wonderful design team. Our intention when launching the design competition was to engage with the best architectural minds across the world, to create a vision that would be internationally recognisable. We are therefore delighted to be considered amongst such fantastic global competition.”

Gunnar Groves-Raines, member of the design team, said:

“It’s a great honour to be shortlisted at the World Architecture Festival awards and incredibly rewarding to see the Ross Pavilion proposals celebrated on an international stage.

“The result is testament to the ambition of the project and the Ross Development Trust’s ongoing commitment to excellence in design. As the project progresses from concept to delivery, these awards are an encouraging reminder of the positive and lasting impact that the new pavilion will have on the city of Edinburgh.”

Councillor Donald Wilson, Edinburgh’s Culture and Communities Convener, said:

“We saw some of the most influential architects and landscapers compete to design Edinburgh’s new Ross Pavilion. There was huge international interest in the competition and so it is great to see worldwide acclaim for WHY’s winning design concept too.

“It is testament to Edinburgh’s standing as one of the world’s most beautiful and creative settings for live performance that the venue is one of only two UK projects shortlisted for the World Architecture Festival Awards. We’re looking forward to working with WHY and the Ross Development Trust to develop this initial vision into a more detailed design.”



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City of Edinburgh Council is enthusiastically supporting the project. Councillors agreed at a committee meeting last month for the Council to undertake the maintenance responsibility for all the improvements to the Gardens, in order to ensure that it remains a world-class garden for generations to come.

The Council also agreed, in principle, to act as a funder of last resort, offering up to £5 million if RDT could secure the remaining funding of circa £20m.

ENDS

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NOTES TO EDITORS:

Winning team in the Ross Pavilion International Design Competition

wHY (USA) with GRAS, Groves-Raines Architects, Arup, O Street, Creative Concern, Noel Kingsbury, Studio Yann Kersalé, Lawrence Barth, Stuco, Alan Cumming, Aaron Hicklin, Alison Watson, Peter Ross, Adrian Turpin and Beatrice Colin.

wHY is an interdisciplinary design practice dedicated to serving the arts, communities, culture and the environment since 2004. Led by Founder and Creative Director Kulapat Yantrasast and Landscape Design Director Mark Thomann, wHY is a collective of architects, landscape designers, makers and strategic thinkers, who work as four independent yet interconnected workshops; ideas, buildings, grounds and objects. With offices in Los Angeles and New York, wHY's 30 team members and network of experts share a commitment to collaboration.



WHY has assembled a team of thought leaders and creative influencers, including engineers, designers, plant-lovers, graphic designers, writers, journalists, actors, artists, and activists who are passionate about Scotland and participating in the conversation for the future of the Ross Pavilion. Recent projects include the widely published Speed Art Museum in Louisville, KY and Skylanding with Yoko Ono, in the historic Olmsted designed Jackson Park in Chicago, IL.

<http://www.why-site.com/>

Ross Development Trust

Established in 2016, the Ross Development Trust is a Scottish Charitable Incorporated Organisation whose purpose is to advance the appreciation and promotion of the arts, culture and heritage within West Princes Street Gardens and, through this, encourage the rejuvenation of Edinburgh city centre. The Trust is tasked with finding the capital required to fund the various projects within the Gardens, for the benefit of the city.

The Board of Trustees consists of individuals with a broad range of experience, sharing a personal ambition to improve the offering of West Princes Street Gardens. There will also be representation on the Board from the City of Edinburgh Council to ensure that the City's interests are protected.

<http://www.rdtrust.org>

Project Background

The Ross Bandstand is located centrally within West Princes Street Gardens, and is framed by spectacular views of Edinburgh Castle. Records of live music performances on the site date back to 1853, with the first permanent structure, designed by architects Kinnear and Peddie, erected in 1877. This was replaced by the current structure - an open air theatre - built in 1935 and designed by city architect E J Macrae. The original building was gifted to the city by William Henry Ross, former chairman of the Distillers Company. The 1935 building has been upgraded and extended a number of times throughout the 20th century.

In recent times the Bandstand has fallen into disrepair: the facilities do not meet today's requirements and, as a result, this prominent site is not living up to its full potential. When not in use the site is closed to the public, restricting access through the Gardens and creating a void in one of the most visited green spaces in Scotland.

The ambition to replace the Bandstand dates back to 2004, when the current structure proved unable to withstand the intense storms experienced during the 2003 Hogmanay celebrations. The City of Edinburgh Council subsequently commissioned a feasibility study to explore options for the site, and make recommendations for overall improvements to the Gardens. A previous competition was launched in 2006, but the project was cancelled due to funding constraints.



About Malcolm Reading Consultants

Malcolm Reading Consultants (MRC) is a strategic consultancy that helps clients to imagine and define contemporary environments, both built and natural. MRC is the leading specialist in devising and managing design competitions internationally. MRC believes in the power of design to create new perceptions and act as an inspiration.

Recent work includes competitions for the Illuminated River Foundation (London); Kaunas M.K. Čiurlionis Concert Centre (Lithuania); the Cambridge to Oxford Connection (UK); the Royal College of Art (London); the V&A (London); the Mumbai City Museum (India); and new buildings for the UK's New College, Oxford and Homerton College, Cambridge.

malcolmreading.com