

# LONDON FESTIVAL OF ARCHITECTURE



## London Festival of Architecture 2017 LFA500 Club Scheme

### Background to the LFA

The London Festival of Architecture was created in 2004 to celebrate and promote the global contribution of London as the world's architectural hub. We are incredibly proud of our city and its contribution to leading world architecture. With over 13,600 registered architects, 10 Schools of Architecture, world leading design focused cultural institutions and countless new developments of all scales, London is justified in its claim to be the world's centre for architecture. Taking place throughout June, the annual festival provokes questions about the contemporary and future life of the city, and promotes positive change to its public realm. In 2016 we had 356 events across 23 London Boroughs with over 50,000 visitors.

### The mission of the Festival

The London Festival of Architecture (LFA) exists to promote the social and economic value of architecture using London as our showcase. The LFA creates incredible opportunities for architects, developers and the public to come together and discuss the future of the built environment. We believe that in celebrating the global contribution of London and its architects to the development of buildings and city design we have created a universally recognised showcase of the power of architecture to change lives for the better.

We do this by being;

- Leading – the event to experience the practice of world leading architecture
- Connected – sparking collaboration, learning and innovation amongst those at the forefront of architecture
- Influential – educating and empowering people to make the built environment a better place
- Inclusive – enabling everyone to appreciate the role architecture has in improving lives

### 2017 LFA500 Club Opportunities:

LFA500 Club scheme is an annual pledge designed for those who are passionate about the importance of architecture and who believe in the mission of the Festival in promoting the social and economic value of architecture. It is an opportunity to support an organization which not only promotes the special role of architecture in enhancing people's lives but which also provides opportunities for architects and others involved in design in the built environment to discuss their contribution to the London economy and our cities reputation for excellence in the creative industries.

Our LFA500 Club members will be part of the team shaping and developing the Festival to better serve the industry it represents. Not only does the LFA500 Club provide financial support for the festival, but it also creates a powerful core of practices and like-minded individuals who are interested in being actively engaged with this increasingly significant fixture on London's cultural calendar. The LFA500 Club members will also have access to the LFA curatorial team to ensure they are best placed to take advantage to the opportunities the Festival and its networks offer.

The details of this scheme are;

- Membership for two named individuals in your company
- Invites to exclusive LFA500 CLUB events (transferable)
- Help support the LFA to grow
- Support from the LFA in shaping your programming
- Use of LFA500 CLUB logo on your own marketing
- Listing on LFA website, mentions in social media and relevant press releases
- Opportunities to network and collaborate within the wider LFA connections

