



AJ Summit

Collaborate to create

4 April 2019, London
U+I Head Office, London Victoria

The AJ Summit is a unique industry event exploring a vital relationship between architects and their clients.

We live in a hyper-connected world with fast changing lifestyles, demographics shifts and an unprecedented pace of technological disruption. To stay relevant how must architects respond to these forces? How does the relationship with clients and project partners need to evolve to adapt and thrive in a complex world? Ultimately, as an industry, how do we achieve design excellence and unlock long-term value?

The event will address this and more by bringing together clients, architects and high-profile individuals from outside the industry to share, innovate and learn to partner better.

We will seek to challenge the status quo and promote collaboration and innovation with the programme led by thought leaders, change makers and disruptors who will tell stories that will inspire us and catalyse change.

Programme

Morning sessions

The first half of the day will be dedicated to a series of keynotes - a combination of stand-alone talks, interviews and debates - led by key clients, prominent architects and some of the most progressive thinkers and inspirational figures from the world of design. They will talk about why collaboration and innovative thinking are no longer a choice but a must if we want to maximise value through great design.

9:15 – 9:30 **Disruptive thinking: breaking out of the box**

Get thinking beyond the confines of everyday life via a high-octane talk by a renowned public figure/artist that will push boundaries and challenge perspectives. A glimpse into why we must think and act differently to effect real change!

9:30 - 9:50 **Doing well by doing good**

Doing well and doing good needn't be mutually exclusive. One of the UK's most progressive developers addresses the challenges facing the industry today. How are they tackling the key demands of our time - urbanisation, sustainability, social inclusivity and a sense of belonging - in the current political and economic climate?

Richard Upton, Deputy Chief Executive, U+I

9:50 – 10:10 **How to add value to the client?**

Working on a construction project can be fragmented with limited interaction between project partners. Siloed working tends to limit architects to design elements only, with no involvement in the construction and performance of buildings. How can we reverse this trend? What can architects do to add value to clients above and beyond design?

What do clients want?

Through a series of interlinked discussions, leading clients will give their unique perspectives on their relationship with architects. From how they appoint an architect to what they are looking for during the design process through to planning, construction and beyond, these talks will explore how the two sides can best work together to unlock long-term value via exceptional design. The session will be moderated by a senior AJ journalist.

Four twenty-minute sessions will explore the following topics:

10:10 – 10:30 **How we choose an architect**

How do you go about selecting and appointing an architect? What attributes do you want your architect to have apart from great design skills and what don't you want? How can they grab your attention? How important are their people skills, business skills, communication skills?

Tom Goodall, Director, Argent LLP

Mark Latham, Regeneration Director, Urban Splash

10:30 - 10:50 **Design concept and development**

How have you found working with architects at this crucial stage? How open are you to them putting forward very bold concepts and/or questioning the brief? How well do they tend to understand your needs and the financial pressures involved? How can better collaboration aid the design process?

Roger Madelin, Head of Canada Water Development, British Land

Steve Sanham, Managing Director, HUB Group

10:50 - 11:20 **Coffee break**

11:20 - 11:40 **Planning and delivery**

What are the best routes to success in achieving planning and delivering a great scheme? How important is it for architects to understand and respond to local communities and how well do they do this? How well do they work with planners in your experience? What's the right balance between them defending their design vision and making essential compromises during the procurement process?

Emma Cariaga, Head of Operations, Canada Water – British Land

Paul Templeton, Director, Baobab Developments

11:40 – 12:00 **Post-construction and POE**

Architects and clients often agree this stage is important in terms of closing the performance gap yet then neglect it. How can this be overcome? Is it potentially an area where architects could provide additional value and be paid for that? What skills would architects need to develop in order to fulfil this role?

Roger Zogolovitch, Chairman and Creative Director, Solidspace

Peter Elliott, Senior Property Development Manager, Transport for London

12:00 - 12:20 **Contractor as a client**

A conversation with a leading architect and a contractor will discuss the role of each party on a design and build contract and other modes of working and will explore what it takes to make the often-challenging relationship work.

12:20 - 12:40 **How is tech disruption reshaping the design industry?**

New technologies will radically change the way we design and build. But construction is a conservative industry. How do we overcome the barriers to adoption of new technologies and encourage a better way of working across disciplines? From real-time collaboration BIM and virtual reality to big data and the internet of things, we will assess the potential of new tech to break down silos and move towards better-quality, more collaborative work.

12:40 - 13:10 **Disruptive Tech**

Through a series of quick-fire five-minute presentations, we will demonstrate how new technologies are transforming the way we design, simulate different working environments and scenarios and open up new ways of communicating with clients and teams.

13:10 - 14:10 **Lunch**

Afternoon case studies

14:10 – 17:00 **Case studies: how did they do it?**

The afternoon will be dedicated to showcasing some of the UK's most innovative schemes and the collaboration and innovative thinking that led to their success. The key partners - clients, architects, contactors, occupiers - will share their experiences of working together, the challenges overcome and results achieved. There will be two sets of five showcases of thirty minutes running concurrently on two stages with interactive elements and live audience feed.

Case studies:

The North West Cambridge Development

Heather Topel, Project Director, North West Cambridge Development and project partners

Jonathan Rose, Principal, Design and Planning, AECOM

Peckham Levels

Carl Turner, Co-founder, Peckham Level and project partners (names tbc)

The TV Centre

Paul Monaghan, Director, AHMM

Croydon Housing Development

Colm Lacey, Chief Executive, Brick By Brick

Chloe Phelps, Head of Design, Brick By Brick

City of Glasgow Riverside Campus

Lyle Chrystie, Director, Reich and Hall Architects

5pm Dreamscape, drinks and networking

The closing session will feature a collaboration with an artist, exploring the world through the lens of the visionary, imaginary and unexpected. Expect to be awed and inspired!