



Riverside House, 4 Meadows Business Park, Station Approach, Blackwater, Camberley, Surrey GU17 9AB

27th August 2008

FAT ARCHITECTURE AT 2008 BCA BERTHOLD LUBETKIN LECTURE

FAT, one of the UK's most talked about young architectural practices, will present the 17th British Cement Association Berthold Lubetkin Lecture, held in partnership with The Concrete Centre, on 14th October 2008 in London. The lecture is an annual event that commemorates the contribution of Berthold Lubetkin to design and architecture and celebrates the work of inspirational contemporary designers.

FAT, otherwise known as Fashion, Architecture and Taste, has raised a few eyebrows amongst the architectural establishment with their new take on English vernacular architecture that is infused with a determination to pursue a design philosophy that goes beyond current conventions and restrictions in favour of one that is inclusive and responsive to contemporary culture. Driving this philosophy is the wish to provide architecture that engages with its users and is legible to those who experience it. The result is architecture that communicates.

With an international portfolio of projects FAT challenges both our preconceptions and expectations. Particular projects include the Blue House in Bethnal Green, London, which is recognised as being one of the most important houses to be built this century, the extravagant Woodward Place social housing in New Islington, Manchester and the flamboyant re-design of the Sint Lucas Art Academy in Boxel in the Netherlands.

The architecture of FAT is not constrained by static design parameters or pre-determined restraints. Theirs' is architecture that seeks to challenge and engage by using design and construction to foster a two-way communication.

Admission to the 17th British Cement Association Berthold Lubetkin Lecture is free but is by ticket only. For ticket and registration details visit: www.concretecentre.com/events.



The **Concrete Centre**™

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Notes to editors

1. The British Cement Association (BCA) represents the United Kingdom's cement industry in its relations with her Majesty's Government, the European Union and relevant organisations in the United Kingdom. The members of the BCA (Tarmac Buxton Lime and Cement, Castle Cement, Lafarge Cement UK and CEMEX UK Cement) are the major domestic manufacturers of portland cement producing over 90% of the cement sold in the UK. For more information see: www.cementindustry.co.uk
2. The Concrete Centre is the central market development organisation for the UK concrete industry. Its aim is to assist all those involved in design and construction to realise the full potential of concrete. For further information visit: www.concretecentre.com
3. Issued by Steve Elliott, Constructive Dialogue, tel: 01276 36735, email: condialogue@aol.com

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