



Open-City Individual Benefactors' Circle

2016: 24 years of Open-City

Support Open-City

Open-City will celebrate its 24th anniversary in 2016 and is looking forward to developing even further over the next 20 years. Architecture captures the imagination of everyone and has a massive impact on the quality of our lives, yet rarely do we get the chance to engage with it directly and learn more about it. This is the reason why Open-City, London's leading architecture charity, was founded (as Open House) in 1992. Its aim has remained simple:

'To champion the value of well-designed places and spaces in making a liveable and vibrant city, and the role everyone plays within it.'

24 years on, Open-City has given to London's citizens the chance to engage and explore hundreds of the capital's most inspiring and architecturally significant buildings in their city totally for free, along with giving 30,000 students since 1992 the chance to learn about and access architecture directly in their classrooms, all of which has been made possible through our small team of staff and core volunteers.

As a registered charity, Open-City does not receive any public funding for our core programmes and initiatives. We are increasingly reliant on our generous supporters to ensure we can continue to deliver key initiatives such as the **Open House London Annual Event**.

As an Open-City Individual Benefactor supporting us with an annual donation of £500, you would make a key contribution to securing a sustainable future for the organisation's programmes, and join our circle of supporters including our Corporate Members. This document outlines some of the work you would be supporting and the benefits of joining the Open-City Individual Benefactors' Circle.

Open House London

'Open House is one of the few initiatives where Londoners talk to each other – strangers strike up conversations about the buildings they are in; they debate openly and unselfconsciously about the design'

Open House London volunteer

Open-City is perhaps best known for creating the annual event Open House London, its first and most enduring initiative. This unique initiative was established in 1992 to give the wider community and the non-professional the opportunity to engage with and learn directly about architecture – at a time when such initiatives were unknown outside the profession.

Open House London continues to achieve this by using a simple yet highly effective concept – direct experience of some of London's best-designed buildings and spaces over one weekend every September, entirely for free.



From small beginnings, Open House London has now become the capital's largest showcase of architectural excellence and one of the best-loved highlights of the cultural calendar. Reaching across 31 boroughs, it attracts more than 250,000 participants every year.

In 2015 it featured over 850 examples of great design, including such landmarks as the Gherkin, as well as the latest acclaimed projects including the RIBA Stirling Prize shortlist.

Open House is a wonderful concept trying to help break down the barrier between the architectural profession and the public.'

Lord Richard Rogers

Open House Junior is an additional initiative specifically giving children a chance to explore the built environment through a range of activities and hosted workshops over the Open House weekend, opening the eyes, minds and doors of future generations.



Inspiring future generations – Open-City Education

Open-City's education programmes are fabulous initiatives which provide the opportunity to connect with built environment issues such as sustainability in a creative and meaningful way. Enabling children to engage so readily with such important topics is very impressive.'

Fiona Bailey, Teacher and Senior Lecturer in Primary and Early Years Education, Middlesex University

From 1999, we developed an education strand, with the aim of inspiring the next generation to learn about the built environment and how to take an active role in shaping it.

A decade on and our formal education and family outreach programmes have gained an

impeccable reputation for excellence and innovation.



The built environment is rich with educational potential and Open-City education programmes realise this through active exploration and creative learning, partnering schools with architecture and engineering professionals. Targeting inner-city state schools, through our **Architecture in Schools programme**, we are reaching over 2,000 students a year. Our initiative aims to broaden horizons and enrich curriculum activities, especially in design education.

My Green School competition and downloadable teaching resource enabled us to engage with primary school students, challenging them to create their own sustainable school building in 2010 with great success.

There is also a pressing need to diversify the architecture and built environment professions. **Accelerate into University!** is our pioneering access programme for students in Years 11 and 12 at London state schools, is aimed at those who would benefit from mentoring and skills enhancement to support their ambitions to pursue a career in the built environment.

What we achieve: Open-City's reach and impact

- Inspiring **30,000** students from state schools across London since 1999
- Encouraging more than **1000** young people and their families to take part in creative learning activities with architects and designers
- Giving **250,000** architecture enthusiasts a unique opportunity to explore and experience more than **700** great buildings every year
- Working with **6000** volunteers every year to deliver our programmes
- Producing **140,000** Open House London event programmes available free of charge in local libraries across London
- Keeping our community of **80,000** e-newsletter subscribers updated every month
- Creating website resources accessed by **1 million visitors** in the month of September alone



Join our Individual Benefactors' Circle

To continue to produce world-leading and inspirational architecture initiatives, and to develop our learning and participation programmes, we need your support.

Supporting us with a donation of £500* will help us achieve our aims as an organisation. Your support not only helps financially, but also because it illustrates the wider support there is for our work, which in turn makes it easier for us to secure funding from trusts, foundations, businesses and public sources. As an Individual Benefactor you would receive benefits including:

- Invitation to the VIP annual launch of Open House London at a building of excellence – previous locations have included the Gherkin, BT Tower, Angel Building, BBC Broadcasting House and the Olympic Park
- Invitation for you and a guest for tea at Searcys Club – The Gherkin private bar and restaurant
- Acknowledgement of support in Open-City's corporate brochure and website
- Free weekend architecture tours (subject to advance booking)
- Free copy of the Open House London printed programme
- Free copy of the Open-City commemorative book published in 2012

How to join

To become an individual benefactor or for more information on Open-City please contact:

Rory Olcayto, Director

Email – rory@open-city.org.uk

Phone - 020 7383 0782

Address – 18 Ensign Street, E1 8JD

Cheques to be made payable to **Open City**

Architecture

* **Gift Aid:** You can boost your donation through Gift Aid at no extra cost to you if you are a UK taxpayer - please see the attached form.

Individual Giving