

THE BLUEPRINT SESSIONS

March 2005
Sponsorship proposal

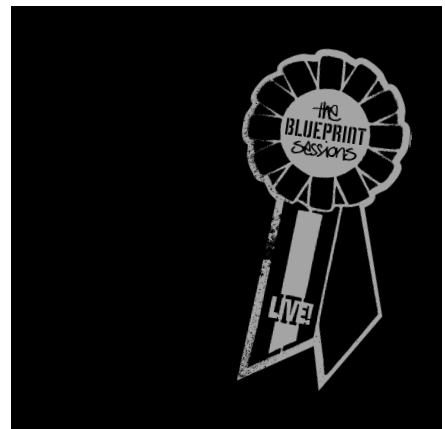


Introduction

In February 2004 Blueprint launched a radical alternative to conventional award schemes for the architecture and design industries.

The Blueprint Sessions are the first awards to be decided by impassioned argument in front of an audience of designers and architects. Consisting of four open debates, the Sessions aim to capture the spirit of openness and provocative debate that has been close to the magazine's heart since its inception.

The Sessions are radical, open, provocative and democratic.





The venue

Christchurch Spitalfields, the recently restored masterpiece by Nicholas Hawksmoor.

Stage one

The Blueprint Sessions involve the magazine's readers and freelance contributors as much as possible. In 2005 there will be four categories:

Furniture designer of the year

Architectural designer of the year

Interior designer of the year

Product designer of the year

At Stage one a long list is printed in the November 2004 issue and readers are invited to vote for their favourite. The long list is drawn up by Blueprint's editorial team with help from the magazine's regular group of contributors and correspondents.

The three names in each category that attract the most votes will go forward to the Blueprint Sessions themselves, which will be held over four days at Christchurch Spitalfields in front of an audience of more than 200 of the industry's leading thinkers and practitioners. The ultimate winners will be announced at a major Blueprint party in the same week as the final session.



Stage two

Each session will be chaired by a skillful chairperson who is also a recognised authority on design. Examples of the type of person might be Charlie Luxton or Janet Street-Porter.

For each session we ask an advocate – a leading figure in the industry – to put forward a case proving why their nominated designer should win a Blueprint award. Each will give a 15-minute presentation. After the three presentations, the chairperson will question them and involve the audience in a lively and passionate debate.

In 2004 advocates included comedian Stephen Fry, writer and broadcaster Joe Kerr, director of the Architecture Foundation Rowan Moore and critic Rick Poynor.

The 2005 Sessions will look like this:

Architect of the year, Wednesday 2 March 2005

Architect and RCA professor Nigel Coates proposes Rem Koolhaas
Observer architecture critic Deyan Sudjic proposes David Chipperfield
MP and writer Mark Fisher proposes Enric Miralles Benedetta Tagliabue Architects

Interior designer of the year, Wednesday 9 March 2005

Editor of Elle Decoration Michelle Ogundehin proposes Block Architecture
Artist Dinos Chapman proposes Brinkworth
Designer and leather consultant Bill Amberg proposes Wells Mackereth

Product designer of the year, Wednesday 16 March 2005

Rector of the RCA Christopher Frayling proposes Priestman Goode
Intersection editor Emma E Forrest proposes Gerry McGovern
Chief executive of D&AD Michael Hockey proposes The Alloy

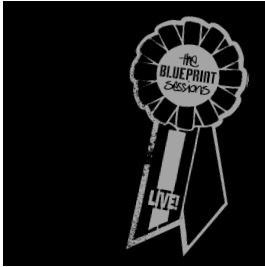
Furniture Designer of the year, Wednesday 23 March 2005

Design Council chief executive David Kester proposes Azumi
Design Museum director Alice Rawsthorn proposes Patricia Urquiola
Director of the London Design Festival Ben Evans proposes Robin Day

(Please note that this line-up is imaginary and intended only for this sponsorship pack. It does, however, represent the type of people we will approach to take part in The Sessions)

At each Session, having heard the trio of advocates, it's up to the audience to vote in a secret ballot on the way out. Drinks will be held after each Session in order to carry on the debate in a more informal atmosphere.

The results of the votes will be announced at the **Blueprint Party**, expected to attract at least 800 people, **on Thursday 24 March 2005.**



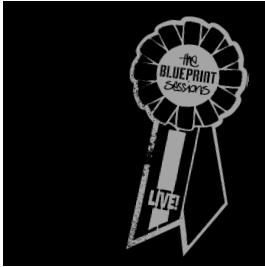
The party

Held at an exclusive London venue, the Blueprint party is a wonderful opportunity to celebrate the achievements of the four winners.

Everyone who attends the Sessions is invited, as well as other top names in the industry. It will be a chance for architects and designers to let their hair down and do some serious networking at the same time. Sponsors will be allowed a limited number of tickets to invite guests of their choice. As with the magazine's hugely successful Sessions party of 2004, we will be getting some of the country's best up-and-coming DJs and, naturally, drink will be free.

Media coverage

The tremendous success of the Blueprint Sessions 2004, indicates that we have hit on a winning formula. The emphasis on live debate involving the widest possible audience makes the Sessions a highly attractive media event and we anticipate that the 2005 Sessions will be covered by national television and/or radio.



Sponsorship

Associate your company's name with a genuinely innovative awards scheme and with the industry's most important magazine.

This is a unique opportunity for sponsors to become involved in an event of true originality which is already getting architects and designers talking and is destined to become one of the highlights of the year.

In total your branding will be seen throughout the promotional phase of the events – in Blueprint and other ETP magazines – in previews and reviews and elsewhere (posters etc). It will be featured at each of the four Blueprint Sessions nights and at the big party night which brings this event to a climax. You will be able to invite your guests to what promises to be THE industry party of the year.

As a sponsor you will receive:

- **Branding in all the Sessions promotional materials inside our magazine and on posters etc**
- **Branding and relationship building with key industry figures at a unique series of events which will rapidly become a major industry talking point**
- **Invitations for your guests to the massive Blueprint party**
- **Opportunity to place product or other materials at the events**
- **Sponsors' logos will appear on all press releases**

Contact **Chris Hagan** for more details on becoming a sponsor of The Blueprint Sessions
020 7324 2376
chagan@wilmington.co.uk