



'What we do is about your future'

Living



Working



Culture



Sport



Civic



## GS-CA

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p.4/14 *Gill Shaw (George Stowell)*  
p.9 *Persimmon plc (Plymstock Quarry plan)*  
p.15 *Piers Allardyce (The ICE Awards)*

GS-CA is an multi-award winning design and management advice practice consulting in the culture, sports, working, civic and living design sectors. We create sustainable benefits today, tomorrow and for the foreseeable future ...

This brochure is about what we have done and what we can do for you ...

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## Selected Clients, Expertise Roles

In the past six years GS-CA has worked for the following organisations to deliver building and development solutions:

- The Lawn Tennis Association
- Central Foundation Girls' School, Bow
- Attract Marketing Ltd
- Islington London Borough Council
- Ealing London Borough Council
- Plymouth City Council
- Creating Excellence
- Hestia Housing Association
- Lau Construction
- British Standards Institute
- Department of Communities and Local Government

GS-CA offers a wide range of built environment professional services including architectural design, business consultancy, interiors and civic design expertise.

Since inception in 2005, the practice has been led by George Stowell who has over twenty one years' experience as an Architect, designer and Client Adviser.

The studio is based in Bermondsey, London, near Tower Bridge. We work on projects throughout the UK and abroad. GS-CA has experience of new and old buildings in the culture, sports, working, civic and living design sectors.

We meet your challenges and solve your problems; we offer design and project services for new and existing buildings. Many will have unique requirements for which creative and professional solutions are needed; we're here to make this happen with you and for you.



## How We Approach Each Project

### Better Futures

We appreciate that your project is a significant commitment and an investment in people, time and money. Whatever its size or function, we will work with you to understand how your organisation, people and site can together create a better future.

Our overriding objective is to design quality and durable work by supporting you in making the right choices between immediate and longer-term needs. Our focus is on your sustainability and that of the wider context, whether through a more productive workplace, enjoyable home or safer urban area.

### Individual Approach

Each client is unique; we do not work to a formula. Instead we seek solutions that are created by enquiry, experience, consultation and the most appropriate technology. But our approach goes beyond the basics of tailoring design solutions to our clients' specific requirements. We also tackle those intangibles; our experienced team knows how to transform unformulated aspirations into reality using a variety of tools, technologies and techniques.

### Solving Your Problems

We solve your problems by understanding and interpreting your needs. Our strengths as project strategy and design experts lie in our ability to listen and explore what lies behind the client brief. In doing so, we aim to find and implement well-grounded solutions which meet your needs and exceed expectations.

### How We Design

We work in collaborative ways using 2D and 3D BIM standard computer models, sketches, project management software, drawings, presentations, meetings and reviews to achieve solutions which create better futures for you and your organisation.

Client interaction and communication is the bedrock of our work: we will engage professionally and enthusiastically with you, the design team, construction partners and the wider community to deliver quality design that reflects your need and vision.



## Practice Team



George (top left) is involved on each project on a day to day basis. As well as engaging with clients and structuring the practice's work, he's equally at home drawing and sketching in the studio or contributing to best practice through work at RIBA and British Standards Institute. His career includes award winning projects with Nicholas Grimshaw and Foster + Partners notably, International Rail Terminal, Waterloo (below left) and HM Treasury in London (below centre), as well as The Sage, Gateshead (below right).

Lorna (top centre) is a skilled and passionate Architect. Her ability to create and then synthesise design options into graphic form and complete projects in ways that work makes her contribution invaluable.

Carolina (top right) is an Interior Designer and joined the practice in late 2007 from Kingston University, adding a breadth of design expertise to the team.

Our combined skills and experience extend across all project stages from business case to concept and brief writing, project delivery, completion and whole life value advice.

Projects illustrating our approach and sector expertise are illustrated on the following pages.





The National Tennis Centre provides a one-site national focus for the sport in Great Britain. It is the headquarters of The Lawn Tennis Association (LTA) and offers players the best opportunity to realise their potential by offering world-class tennis facilities. The building and outdoor court complex was designed by Hopkins Architects and was completed in September 2006.

The LTA undertook an interior fit out between late 2006 and March 2007. During this period, the practice was appointed to provide services that included furniture, storage facilities and gym design.

After staff moved into the facility, GS-CA was appointed to act as Architect and Client Representative advising on retrofitting work to fine tune the building to meet operational and staff requirements.

After The Lawn Tennis Association's new HQ was completed by Hopkins Architects in 2006, GS-CA was asked by the LTA to deliver change and constant updates to the site, courts and building.



# Pitzhanger Manor, Walpole Park

Ealing, London



Pitzhanger Manor is West London's most successful contemporary art gallery. It is a vibrant and dynamic resource for residents with strong artistic and educational links. Designed by George Dance in the mid 18<sup>th</sup> century, it was substantially re-modelled by Sir John Soane as his country home in the early 19<sup>th</sup> century.

The internal rooms formed a model for much of Soane's later work, now seen to dramatic effect at The Soane Museum in London. Pitzhanger Manor is set within the original Soane estate of Walpole Park that now belongs to the Borough of Ealing.

It is a Grade 1 listed building and is in need of a new vision to enable it to meet the needs of users in the 21<sup>st</sup> century. George's role, as Client Adviser in the stakeholder team, is to support best practice in project strategy, overall design quality and community input.

West London's largest art gallery, an historic house designed by Sir John Soane and located in a valued local park in Central Ealing, is in need of a new vision for the present century.





The Lawn Tennis Association's headquarters in South West London is the main centre for GB tennis coaching and training. Since its opening in 2007, it has become such a success that additional capacity is now needed on the specialist clay courts, which, at present, are unusable throughout the winter because of rain and wind.

The practice was commissioned for a research project to investigate temporary court covering options that would meet tight planning policy guidance of preserving the open character of the site and that provided a safe and usable clay court surface during the winter.

The canopy resulted from collaboration between GS-CA and engineers Arup and Airlight, to create the pneumatic fabric and steel canopy. In 2011 it won The Institution of Civil Engineers London 'Special Award' and The British Construction Industry Award, 'Small Project' Prize.

The Lawn Tennis Association needs year-round clay court practice facilities for players at national and international level. The new, elegant and innovative demountable rain screen uses lightweight 'air-beam' structural technology, that is the first of its type in the world.



# Dickens House Museum

Broadstairs, Kent



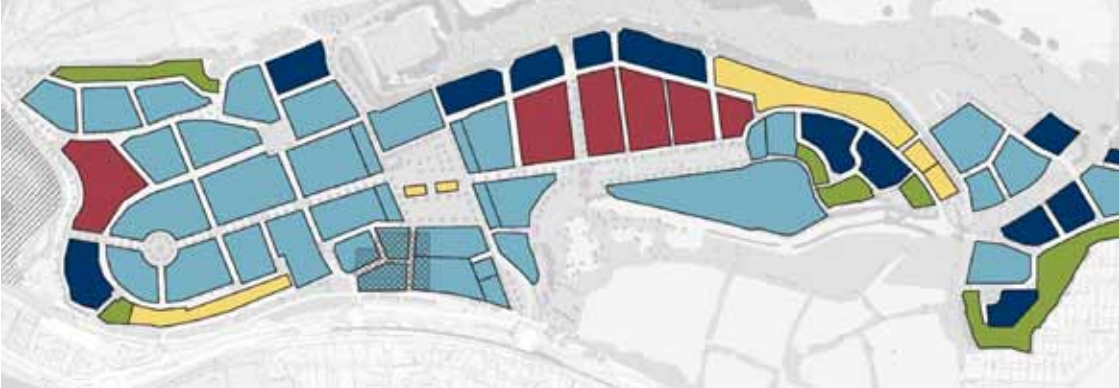
Charles Dickens stayed in Broadstairs, on Kent's East coast, for the first time in 1837. He was to return to the town regularly to write and relax, until 1859. It was in No 2 Victoria Parade, re-named "Dickens House" in the late 19<sup>th</sup> century, that Dickens found inspiration for David Copperfield's Aunt, Mrs Betsey Trotwood.

The museum is housed in a painted brick three storey Grade 2\* listed building with a large lawn on Broadstairs' seafront. Internally, large rooms give ample opportunity to extend its educational and visitor role, whilst also providing a focus for the annual Dickens Festival.

The practice's role was to assess the potential of the building, advise on development risks and share examples of relevant museum projects to create an enhanced visitor experience.

Dickens House Museum celebrates the life and work of Charles Dickens, with exhibition spaces and education support. Working with "Attract", we appraised the Museum's facilities and community relationships to create a strategy for the collection's future.





Plymstock Quarry will be a major urban extension to Plymouth with 1684 new homes planned taking up to twenty years to complete. It is one of the largest brownfield mixed-use development sites in South West England. The developer, Persimmon Homes, is committed to ensuring that the project will create excellence in urban design, high quality housing as well as the provision of community facilities linked with major public open spaces.

GS-CA's role was to advise Plymouth City Council on setting up a master planning and detailed architectural design competition for Plymstock Centre, comprising transport, retail, healthcare and education facilities. Advice included a competition framework, governance structure, time scale and budget that was included in the planning agreement between the Council and Persimmon Homes.

Client Adviser role for an architectural design competition lead to a planning agreement to provide the basis for delivering a high quality and usable urban centre to one of South West England's largest regeneration schemes.



# Seafront Regeneration

Morecambe, Lancashire



Until the 1960s, Morecambe was a thriving seaside town with attractions and entertainments that met the needs of summer tourists. However, package holidays, cheap air travel and a demographic shift hastened an urban decline in the late 20<sup>th</sup> century.

An international competition challenged designers to create a practical and innovative scheme to regenerate the neglected sea front site.

We rose to the challenge by creating a well researched, locally rooted and visually dramatic scheme that added a strong “heart” to support Morecambe’s urban renaissance. In summary, our design proposed:

- upper level housing that had extensive maritime views;
- integrating the site and nearby listed hotel into the town;
- adding a new floating promenade out to sea ;
- creating a lively, safe and rain free urban retail quarter.

Carefully sculpted urban regeneration scheme on a dramatic peninsula waterfront site creating new and exciting homes and work space related to the economy, micro climate, history and ecology of the area.





The annual Wimbledon tennis championship, held at The All England Lawn Tennis Club (AELTC) in London is a “Grand Slam” event and is the world’s premier tournament attracting professional and junior players alike.

The LTA appointed the practice to project manage on behalf of their Interior Designer Morey Smith, and work with contractors to create a quality scheme for both sponsors and staff alike.

The Interior Designers created a bold, colourful and easy to use scheme, including workplaces and hospitality suites. We took great pride in helping to deliver high quality levels on site by working closely with all parties including the contracting team for opening in time for the Wimbledon Championships.

Design project manager at The All England Tennis Club for the interior fit out of The Lawns Tennis Association’s offices, sponsor suite and county affiliate’s dining facilities.



# Woodstock Road

Bedford Park, London



Built in the last quarter of the Nineteenth Century in West London, Bedford Park is the first garden suburb and one of England's most influential housing developments. Writing in the Daily Telegraph in 1960 Sir John Betjeman, called Bedford Park "the most significant suburb built in the last century, probably the most significant in the Western world".

The house is sited in Bedford Park Conservation Area and was one of the last to be built in the area. It required complete refurbishment to create a family home that included a close working relationship with the client and builder to deliver the project on time, on budget and to the desired quality.

The scheme included a loft conversion, rear extension and internal remodelling within an economic build budget to create a relaxed home with great light and a strong feeling of space on each level.

Individually tailored house refurbishment for a family home in one of West London's most sensitive Conservation Areas, completed on time, on budget and to a high internal quality standard.





Our Sicilian client wanted to integrate their ground floor into a new kitchen and patio to provide ample space for their growing family. Internally, they wished to re-create a Mediterranean 'feel', with contemporary materials to enjoy, bathed in sun shine all year.

After careful 3D computer modelling, with tall adjacent buildings providing a lot of over shading, we were able to demonstrate that angular roof lights could provide the desired interior once the existing extension was demolished and rebuilt anew. The innovation of double return sliding doors provided easy access from inside to out, effectively extending the ground floor areas by four metres.

Built on an extremely tight budget, the combination of attention to detail, quality materials, simple engineering and 3D modelling, made an uplifting space for our client to entertain and relax.

Dramatic improvement to ground floor of four storey family home, crafting a delightful patio garden and sunny interior living area through 3D solar modelling creating optimal roof lights.



### What the Client Adviser can do for you

The RIBA Client Adviser is the strategic contributor to effective projects giving high value advice that is a tiny fraction of the value created and costs incurred over the life of the facility. RIBA Client Advisers are the only accredited independent client adviser in the UK building design, infrastructure, facilities and construction sectors. The service improves clients' decision making, risk management and benefits delivery through:

- helping to define outcomes and the project;
- setting up a decisive client team;
- managing stakeholder / shareholder engagement;
- economic, social and ecological sustainability expertise;
- researching and writing the Brief;
- knowing how to take the project to market;
- being able to communicate with the supply chain;
- asking intelligent questions of the client and team;
- embedding users into the project once completed;
- reviewing independently, proposals and decisions.

### George Stowell RIBA Client Adviser

In his role as a Client Adviser, George will raise your effectiveness in decision making so that you are more certain about achieving the outcomes you value the most in the most sustainable ways.

His experience across a wide range of client types and projects, both large and small has developed over the last twenty one years. Roles include design, management, quality assurance and consultancy work on many award winning projects across Europe both with his own practice and prior to 2005, with two world class London based architectural practices.



Client Adviser services make projects easier and more certain for clients and users through effective strategy, planning and expert knowledge. Services add value, improve resource efficiency and lead to better outcomes that are valued the most ...

**RIBA**   

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**Client Adviser**





## Awards summary

### Winner

- The British Construction Industry Awards 2011, 'Project Under £3m Award'. Sports Canopy, The National Tennis Centre.

The BCIA Judges' citation reads:

*'A genuinely new and highly innovative way of covering a tennis court with great potential, which came from the meeting of innovative minds and collaborative teamwork.'*

- The Institution of Civil Engineers London, Awards 2011, 'Special Prize'. Sports Canopy, The National Tennis Centre. *"The structure is light weight, uses less energy than a conventional air hall and is demountable in 4 days. But what is more impressive is the future opportunity to use this as a low cost solution in communities and for other sports or other uses. The delivery of this interesting and sustainable structure was enabled by a client with vision, a strong project manager and excellent team work by a widely distributed design team."*

### Finalist

- New London Architecture Awards, 2011.
- Royal Institute of British Architects, London Awards, 2011.
- Institution of Structural Engineers Awards, 2011.
- Builder and Engineer Awards, 2010.

Top left. Sports Canopy project team with LTA client and ICE President.

Top right. George Stowell with Paul Morrell (HM Government Chief Construction Adviser). BCIA Awards.

In the past two years GS-CA has been both winner and finalist in design, engineering and architecture awards and in 2011 won the highly prestigious British Construction Industry Awards, Small Project under £3m award for The Sports Canopy at The National Tennis Centre, London.



# Resources

Delivering services



## Technical Resources

The practice subscribes to electronic databases for information on the latest building standards, planning legislation and products. We have a library of over 500 books and journals.

## Image Database

We have 25,000 digital images available for design support on subjects including cities, sustainability, past projects and architecture.

## ICT Systems

Industry standard desktop publishing, CAD and accountancy software is used alongside a specialist database for producing, storing, delivering and managing the practice's resources and outputs. The database software allows instant access to documents and is digitally backed up off site.

GS-CA is an accredited RIBA Chartered Practice, with professional insurance, policies, quality standards, information management, technical resources and ICT systems to support and deliver the services we provide.



## Good Design

Creating better futures through evidence and design is about:

### Use

- providing a sustaining context that people benefit from;
- being adaptable to new uses, behavior or circumstances.

### Innovation

- reducing resource use, both natural and technology;
- supporting new and different people, places or markets;
- utilising new technology, or existing technology in new ways.

### Value

- enhancing productivity essential for development and adaptation;
- accounting for whole life value in evidence and intuitive ways;
- durable materials that are easy and safe to repair and upkeep.

### Efficiency

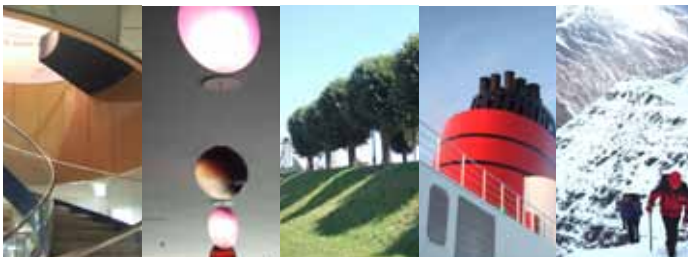
- limit use of resources to plan, design and build the project;
- deliver quality work by attuning resources to user's needs;
- thoroughly thought through work, delivered consistently.

### Adventure

- inspiring those to do better for themselves and others;
- connecting with users and audiences in ways that they understand;
- working with people over the long term;
- lifting everyday interactions and experiences beyond the ordinary.

We plan, advise and design with five essential principles in mind to guide our work.

We find that by focussing on these principles your project will achieve the outcomes you value the most and will be valued over time ...



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