Architects Take on Fashion: Regent Street Windows Project 2013

From 15 April to 6 May, Regent Street London W1 will be showcasing a number of inspiring architectural installations created by cutting edge architects in partnership with RIBA (Royal Institute of British Architects). Now in its fourth year, the Regent Street Windows Project matches a diverse range of RIBA architects with international fashion brands to create innovative window displays.

This initiative is in line with The Crown Estate’s £750m investment plan to maintain Regent Street as one of the leading shopping destinations in the world. As part of this long-term strategy, Regent Street has recently seen the revival of iconic landmarks in the area balancing original architecture with contemporary restoration. This restoration of vast architectural buildings has recently welcomed to the street the largest Burberry in the world, restaurants Brasserie Zédel and MASH and the re-opening of Café Royal after being restored to its former golden-age glory.

Brands participating in the Regent Street Windows Project 2013 include: Topshop working with NEON, Esprit working with naganJohnson architects, Jack Spade working with Carl Turner Architects, Ferrari Store working with Gensler, Karen Millen with Mamou-Mani and Moss Bros with AY Architects.

Annie Walker, Director of the Regent Street Association, said: ‘The RIBA Regent Street Project, now in its fourth year, is getting more and more recognition. Each time I look forward to seeing the designs and marvel at the result of the collaboration between the architects and the retailers; it definitely adds to the visitor experience.’

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For further information and images please contact Lucia Ruz and Verity Ramsay. Tel: +44 (0)20 7287 9601 Email: lucia.ruz@sisteris.com or verity.ramsay@sisteris.com

Notes to Editors

Concept images showcasing the designs of the installations will be available for press use from 4 March.

Photographs of the completed installations will be available from 16 April.

A viral film of last year’s Regent Street Windows Project 2012 can be seen on the Regent Street YouTube channel: http://www.youtube.com/watch?v=cCHRx7wiKME

For more information about RIBA London, please contact Antonia Faust in RIBA London on 020 7307 3624 or email antonia.faust@riba.org
Regent Street Windows Project is an initiative of RIBA London and Regent Street, London W1. The project started in 2010 as part of the London Festival of Architecture and is now established as a stand-alone annual event.

RIBA London supports RIBA membership in the capital by providing high quality support services, organising regular activities and training. It seeks to increase the political and professional influence of the RIBA in London and work to raise public awareness of architecture as a profession. It encourages improvement in the built environment by delivering cultural activities and by encouraging architectural debate in the public arena.

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