

FOR IMMEDIATE RELEASE

Contact:
Ashley Fauguel
+44 (0) 20 7906 6600 (tel)
afauguel@watg.com (email)

WATG London to Celebrate Festival of Architecture with 'Bake-Off'

Design firm invites local designers for creative fun competition

London, June 2015- Coinciding with the 25th anniversary of its own London office, award-winning design firm WATG will stage an entertaining event this Saturday as part of the firm's participation in the London Festival of Architecture program. Local architects, engineers, and designers are invited to join in the Festival fun by constructing distinctive, edible creations of iconic London buildings in "The Great Architectural Bake-Off". Scheduled for Saturday, **27th June from 12pm to 2pm** (we are also having an open studio running from 10am to 4pm), the event promises to showcase the London Festival of Architecture by encouraging those in design to test their creative culinary skills, whilst also mixing in fun with others from local design firms.

The competition will be staged at the **WATG London office**, located at Boston House, 36-38 Fitzroy Square, London. Teams will be provided with a selection of materials, including sponges, chocolate fingers, icing, strawberry laces, and other trimmings, and are encouraged to bring additional supplementary ingredients, so long as they are edible. Each team will have 1.5 hours to construct their winning design, and a champion will be selected by a panel of three judges. Judging will be based on criteria such as 'most realistic representation' and 'most creative use of materials'. On the judging panel are expected Maxie Giertz, a cake development expert from Konditor & Cook, Gavin Hutchison, Chair of Cities of London and Westminster Society of Architects (CLAWSA), and Jennifer de Vere-Hopkins, an Associate from Jestico + Whites. The prosecco-fuelled competition promises to turn into an exciting fun-event with London's top-ranking architects.

[Download image](#)

About WATG

WATG is celebrating 70 years of design excellence in 2015. Over the course of the last seven decades, WATG and affiliated design studio Wimberly Interiors have become the worlds leading design consultants in the industry. With offices in Irvine, Los Angeles, New York, London, Istanbul, Dubai, Singapore, and Honolulu, the full-service design firm is best known for creating internationally acclaimed destinations in 160 countries across six continents. WATG offers design services comprising strategy, planning, architecture, urban design, landscape, and interior design for urban, tourism and resort destinations. WATG's projects are renowned not only for their design and sense of place but also for their bottom-line success. Explore more at watg.com

###