



Press release: British landmarks get a gingerbread makeover at this year's The Gingerbread City exhibition

Battersea Power Station, Brighton Pavilion, the London Eye, the Royal Opera House and Smithfield Market and many more have been given a gingerbread makeover by top architects for this year's The Gingerbread City exhibition, which opens on Saturday 30 November on London's King's Road in Chelsea.

The Museum of Architecture, the UK charity behind the annual festive exhibition, challenged top UK architects and designers to create buildings - real or imagined - in response to a "Recycled City" theme. This "recycling" of buildings showcases the transformation and conversion of old places and buildings into something new and revitalised. Practical as well as inspiring, this "recycling" can address challenges like housing, education, transport, culture and climate - breathing new life and purpose into our cities and towns, preserving heritage and addressing today's social and environmental challenges.

Over 45 architectural practices have made a gingerbread structure for the exhibition, which is being staged at The Gaumont building on Chelsea's King's Road - itself a 14 year re-development project that has reshaped one of London's iconic shopping destinations. The exhibition runs from Saturday 30 November to Sunday 29 December and tickets are on sale via [The Gingerbread City website](#).

The Gingerbread City aims to inspire conversations about cities and how we live in them. This year's visitors will be able to discover a series of scaled down biscuity buildings and landscapes, many inspired by real-life "recycled" buildings including the Truman Brewery in London's East End, Spitbank Fort in Portsmouth, Chimney Pot Park in Salford, Hay Castle, Hay-on-Wye, Wales and Devonport House at the University of Greenwich. Many buildings have been used as inspiration for "dream" projects like the cosy residential scheme under London's streets using the London Underground tunnels and stations at Baker Street, West Kensington and Ladbroke Grove and Space House, a Brutalist icon originally built in the 1960s reimagined in 2080 as a climate monitoring facility.

Melissa Woolford, Founder and Director of MoA and The Gingerbread City, said: "For centuries, cities like London have been transforming and converting old places and buildings into new and exciting spaces. The Gingerbread City brings together leading

architects and designers to inspire us to think about sustainable design, breathing new life into our environment while preserving its heritage.”

The Gingerbread City exhibition 2024 is made possible with generous support from location sponsor Cadogan and the following partners: Finsa, PDP, Hornby, Smack, U-Build, The Invisible Agency, TM and Tibbalds.

Location: The Gaumont, Chelsea, 196-222 King's Rd, London SW3 5XP

Dates: Saturday 30 November to Sunday 29 December

Prices: Adult £13 / Child £8 / Concessions £11

Tickets: www.thegingerbreadcity.com or on the door

To find out more about The Gingerbread City® follow on Instagram @thegingerbreadcity

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Museum of Architecture (MoA) is a charity dedicated to finding new ways for the public to engage with architecture and to encourage entrepreneurship within architectural practice. MoA is actively addressing the climate crisis through its programming. It provides opportunities for architects to collaborate with other industries and communities to be better informed about the places and people for which they are designing. MoA has been a pop-up museum for thirteen years and positions itself as a place where people come to learn about what is currently happening in architecture through exhibitions, events, talks, and installations. MoA's programming provides insightful information for both the public and architects alike, linking architecture to contemporary culture to make it accessible to all.

museumofarchitecture.org

About our sponsors:

Cadogan is a dynamic property manager, investor and developer with a 300-year family history. We are here for the long-term, seeking to protect and enhance the character and vitality of one of London's finest neighbourhoods. Our long history in the area shapes our values today and provides the foundation upon which we manage a modern and distinctive portfolio of property. We are committed to investing in the long-term success of Chelsea, preserving the rich heritage and identity that make it unique.

Finsa have been dedicated to the industrial transformation of wood for almost a hundred years, designing and manufacturing technical and decorative solutions for the spaces around us. Finsa

work daily to meet the needs of the interior design and construction sector by innovating and transforming products derived from wood and solid wood processing.

PDP's architecture is founded on a climate conscious approach, with creative collaboration, a skilled technical design team and in-house health and safety expertise. Supporting this are our core values and a responsible approach to reducing the climate impact of our practice.

First introduced in 1920, **Hornby** has become the brand leader of '00' Gauge model railways in Great Britain. Throughout its long history, Hornby has produced iconic sets, highly detailed locomotives and more. The Hornby name first appeared in 1909 on an educational Meccano set called 'Hornby System of Mechanical Demonstration'. The first railway product was introduced in 1915 under the name 'Raylo'. The Hornby name was not used to market a loose track model railway system until 1920. In 1938, Hornby Dublo was introduced, which later became the company's main model railway product in the 1950s. By 1981, Hornby became an independent company and started the journey to where you see the brand today.

We are **SMACK**. We are an agile and digitally focused, London based award-winning digital agency. A creative agency that looks beyond the brief to create new possibilities while making sure your needs are met. Differentiation, collaborative energy, and a fluid approach are all driven by what you need. Together, with our team of digital specialists, we deliver engaging experiences and original solutions. We push the limits and get results. We're honest from the outset, about timescales and budget, but that honesty doesn't stop us making your dreams a digital reality. We'll bolt on where you need us, and love the chance to work with in-house teams and other agencies. Or if you want us to do it all, that's good too.

Tibbalds Planning and Urban Design are masterplanners, urban designers and town planners and our mission is to design and make places where people want to live, work and spend time. This includes thinking about how we make inclusive places that support health and wellbeing, that provide opportunities for people to meet and that help to deal with the challenges of climate change. In our strategies, masterplans and design codes our aim is to put the people who will use the places first and to minimise the impact on the planet. Engagement with local communities and maximising the chances of delivering positive change are key aspects of what we do. Tibbalds have been involved in The Gingerbread City since its inception.

U-Build was developed by award winning architects Studio Bark with structural engineering from Structure Workshop and testing from Cut and Construct. U-Build aims to transform the way people think about buildings and the way they are built, by simplifying the construction process and enabling anyone to participate.

The Invisible Agency is a coalition of communications experts specialising in the built environment. Through our core team we provide a range of advice including strategy and planning, broad-based communications implementation, and stakeholder and community engagement.

TM Studio is a brand consultancy, working with exciting and innovative companies to bring their brands to life.