

THE OBSERVATORY

A PLACE TO LOOK IN - A PLACE TO LOOK OUT

Resource Sheet 5: Rationale for Selecting the Winning Design

After much deliberation and careful consideration by a highly experienced panel of judges, a design developed by a team of five young graduates in architecture and art was chosen for The Observatory. Four members of the team are all part of Feilden Clegg Bradley Studios in London, with the fifth member being Devon based artist Edward Crumpton.

The process of choosing the winning design went through a series of stages involving long-listing, short-listing and 4 exhibitions (one in each proposed location for The Observatory), designed to gather the public's views on the designs. The final design was selected through an interview of the top 5 design teams.

The panel felt the winning design cleverly delivered on all the criteria of the competition and produced an elegant structure, that although contemporary in form is rich in texture, tradition and personality. The structures are crafted from sustainable materials and are respectful to their environments. Initially a striking silhouette in the landscape, they slowly reveal themselves as you approach, with an exterior surface of charred wood cladding, complex woven tarred marlin rope screens and subtle interior detailing. These quiet spaces will provide a retreat for the resident artist and a place of discovery for passers-by.

From SPUD's point of view the winning design offered something quite different to the *Exbury Egg*. It provided two beautiful spaces to allow public interaction and a quiet retreat for the artist. In addition, both structures were cleverly designed to rotate 360 degrees, enabling the viewer to take in the entire landscape, shelter from the prevailing weather or frame different scenes through the enormous entrance windows. This interactivity and playfulness added an element to the design that few other entries had fully explored.



The winners stated that: *“Our design aspires to articulate the collaborative process, between architecture and art, which epitomizes this competition’s ethos, with a highly crafted and distinctive proposal for The Observatory. We’ve taken an aesthetic approach that is informed by the natural beauty of sustainable materials, the unique characteristics of the sites and the tripartite narrative between the resident artist, general public and wider landscape. With rigorous research, attention to detail and interdisciplinary collaboration, we aim to realise a project of exceptional design quality that creates moments of meaningful engagement for everyone that has a chance to look upon, into or out of The Observatory. The Study and The Workshop, are responsive to the landscape through their ability to rotate. This will allow the structures to act as shifting framing devices to the landscape beyond and encourage the artist and audiences to interact by blurring the boundaries between public and private.”*