Welcome to our review of Open House London 2019. Here you will find all you need to know about this year’s edition of the world’s biggest architecture festival, from the top ten most visited buildings to a borough-by-borough guide charting press mentions and demographics.

This publication provides a snapshot of the weekend programme which this year saw the public visit over 800 buildings across all 33 London boroughs, making it the third time in a row now (and only the third time in its history) that every local authority has participated.

On the following pages we also share the size of our digital footprint, our presence in other words, online and on mobile phones, via our app, website and social media channels as well as the impact we make with our underground adverts (across the whole network) and our must-have printed programme guides.

And we take a closer look at the success of our ‘social’ theme and the 7000-plus volunteers that made the weekend run smoothly.

None of this would have happened however without our industry partners, including this year’s programme sponsors and our year-round Open City supporters. Together with our core volunteers – and the Great British public, they make Open House happen every year.

‘Thank you!’

Rory Olcayto
Director, Open City

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<th>Most visited buildings</th>
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<td>13,425</td>
<td>8,802</td>
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<td>Foreign &amp; Commonwealth Office</td>
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<td>7,700</td>
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<td>By Beck Road</td>
<td>Guildhall Art Gallery</td>
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<td>4,200</td>
<td>3,352</td>
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<tr>
<td>Foster + Partners</td>
<td>The UK Supreme Court</td>
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Open House: what the public think

93% people learnt new information about London and its architecture

4 in 5 believe Open House is the best way to see, explore and learn about London’s architecture

49% said their knowledge of social infrastructure had increased

1 in 3 think differently about their local area because of Open House

46% agree that Open House has encouraged them to get involved in neighbourhood plans

5 buzz words
- interesting
- informative
- fascinating
- exciting
- fun

97% would take part in Open House again

27% visited a borough they hadn’t visited before with 66% of those wanting to revisit the borough as a result of Open House

Average spend £24

Audience analysis

Open House in numbers

Whether it’s how many walks and tours we put on this year, to the number of visits we logged, to the hundreds of buildings we opened during the weekend, the numbers tell a strong story about Open House London’s power to connect

813 buildings and walks/tours

122.6k people in our online community (Twitter, Facebook, Instagram and newsletter)

61k app downloads on Apple and Android

362.8k visits to buildings over the weekend

7,000+ volunteers across the two days

33/33 participating London boroughs

100+ participating architectural practices

813

362.8k

122.6k

61k

7,000+

33/33

100+

open-city.org.uk
Volunteer programme

The Open House event would not be possible without our extensive team of volunteers who help in the office throughout the year. This year we had a core group of 20 volunteers coming into the office one day each week as well as 19 additional volunteers who came in for 2 weeks in August to help distribute around 8000 guidebooks. Not to mention the incredible work that our weekend volunteers do, helping on the weekend, leading guided tours and answering questions from members of the public. This year we held our closing party at Second Home Spitalfields where we welcomed volunteers and even had some volunteer made Open House cupcakes courtesy of Ivan’s Cakes (@ivanscakes). This year we also created a Youth Advisory Panel with 15 16-25 year olds who have been helping to us engage with a younger audience.

Top line stats:
• 1 in 4 volunteers were volunteering for the first time
• Volunteers stationed at buildings by Open House over the weekend: 1,523
• Total number of volunteers: 7,099
• Core volunteers giving ongoing commitment in the Open City office year-round: 20
• 79% of volunteers were from London
• 33% wanted to represent their local area
• 98% would volunteer again
• 68% explored a new area through volunteering
• 2 in 3 felt Open House increased their knowledge of architecture
• 1 in 3 said volunteering has increased their confidence in public speaking

Age range:
- 15-24: 25%
- 25-34: 20%
- 35-44: 25%
- 45-64: 17%
- 65+: 13%

Top apps to use for getting around during the weekend:
- Uber
- Citymapper
- Google Maps

Marketing campaign

This year we introduced new icons to illustrate our ‘social’ theme. Icons include a mobile phone representing our online social community; a housing block representing 100 years of the Addison Act*; and a power station showcasing the importance of social infrastructure.

Tube
Our 2019 tube campaign was advertised in more than 100 underground stations across zones 1-6, reaching 4.27m people. This year we used 72 LEPs alongside 35 four sheets.

Banners
Our banners are reusable and ‘dateless’ so that each year buildings can promote their participation in the event. We have two formats - an A0 poster style banner and a 3 metre long ‘summer fete’ style banner - both featuring the Open House Capriccio.

Poster
4,000 A2 posters were used to promote Open House in cafes, libraries and other public and cultural venues.

Guides
With a print run of 60,000, the Open House London guide is the UK’s most popular architectural publication.

Film
This year we created a short promo film which highlights the variety of buildings which participate in Open House. Filmed and edited by Steve Lavers.

‘How did you find out about Open House?’
• Newsletter/website: 43%
• Word of mouth: 18%
• Local library: 15%
• Social media: 13%
• Other: 11%

*Addison Act - The Act was passed to allow the building of new houses after the First World War, and marked the start of a long twentieth-century tradition of state-owned housing in planned council estates.

How did you find out about Open House?”

Open House London: 2019 Report
Open House is fundamentally a live experience, however we also have a powerful online audience who share and advocate for us across the world - and are also a test bed for our wider research.

In spring of 2019 we asked our online followers how important social media is to the live experience of architecture and if architects should start to pay attention to their role on social media.

Results showed that the majority of our audience think that architects should pay attention to the responses their designs have on social media, with comments such as “too often we witness functional compromises made to enable the most striking or pure design.”

Question from our Spring social media poll

Do you think architects should think about the opinion of those online when designing, especially buildings proposed for public realm?

- Instagram • Yes = 50% • No = 50%
- Facebook • Yes = 67% • No = 33%
- Twitter • Yes = 59% • No = 41%

Top post: “OPEN HOUSE LONDON 2019 starts today #OHL19 #LoveLondon #design”

240k impressions across the weekend on Facebook, Instagram, Twitter.

Facebook Event 119K reach 7.6K responses.

Press

115 articles published
40 articles in consumer magazines
58 articles in local papers
34.3m size of print readership
5 days radio dots - BBC Radio London Robert Elms

2019 Highlights:

The Financial Times
"Open House reveals a full spectrum of homes, and a remarkable ecosystem which, despite the capital’s difficulties and extortionate expense, is infinitely interesting. The most intriguing aspect of this year’s event is not the opportunity to glimpse at the lives of the super-rich, but the opposite. The richness is in the variety of properties, including social housing."

Elle Decoration
"Citysnoopers rejoice - London’s Open House returns, with more than 800 private spaces opening their doors to the architecturally curious. There’s an impressive roster of new homes to view."

House & Garden
"Anyone doing up their house - or any nosy neighbours work their salt - should mark September 21 and 22 in their diaries."

Metro
"The world’s largest architectural festival - Open House London - offers free access to awe-inspiring buildings."

Timeout
"Open House is the opportunity to explore renovations of domestic spaces across times that demonstrate the impact of a bit of canny planning - not just mega-dollar mansions, but cutting-edge architectural projects."

Social media campaign

Social media following

22.5k followers (50% increase from 2018)
33.8k likes (5% increase from 2018)
28.9k followers (4% increase from 2018)

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14% overall increase on 2018

Results from May 2019

Open House London: 2019 Report
open-city.org.uk

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Open House London: 2019 Report
open-city.org.uk
In the week leading up to the Open House weekend Robert Elms invites guests on to his show to explore not only the buildings you can visit in the programme but the ideas shaping the capital’s ever-morphing townscape too. This year Open House London’s overriding theme was ‘social’ so we put forward guests that could tackle this wide-ranging topic in a number of ways.

On the Monday, Robert was joined by Open House director Rory Olcayto and deputy director Jeni Hoskin, who both gave an overview of the programme and highlighted new buildings, places and events to visit.

The next day Alastair Carnehorne and Kathryn Lovering, who masterminded the ‘By Beck road’ art show for the weekend, visited Broadcasting House to explain their ambitious and hugely ‘social’ plans for their street (their event attracted over 5000 visitors).

On Wednesday, Robin Key and Catherine Day, volunteers who work in the office, went on the show to talk about ‘social’ in the most vital sense - what it means to be an Open House volunteer. Here’s a simple fact - we couldn’t do it without them!

Thursday saw architect Simon Hinley and writer Stef Orari discuss Brutalist architecture and social housing in light of Ernő Goldfinger’s Trellick and Balfron Towers appearing together in the Open House programme.

On Friday, Robert’s passion for fashion (he used to be a style journalist with the FACE), was satiated with our final Open House guests for the week: tailors James Sleater and Campbell Carey from Savile Row, one of our sponsors this year.
Each year the Director tours London during Open House with a photographer (and his own journalist’s toolkit – pen and paper!) to capture the essence of the weekend. This year went something like this...

Saturday morning begins with a trip to Enfield and Tottenham Hotspur's training ground and ‘the Lodge’. This groovy ‘pad’ for superstar footballers, provides services ranging from ‘wellness’ to catering and mentoring. Each player has their own bedroom (we toured Harry Kane’s!) and the building is exquisitely detailed by F3 Architects. And there’s a weird ‘constellation’ artwork that isn’t what you think – it’s actually a ‘map’ of famous Spurs’ goals. The Lodge, then, surrounded by green – meadows, thicket and planted gardens - is a real treat for fans, like our driver, and photographer, Steve Lavers, and an interesting curiosity for the rest of us.

As we leave, we meet an Open House volunteer who has been working the weekend for years now, and travels from Derby for the pleasure. Thank you, Anthea.

London is huge. It can feel endless at times: the route from the Lodge to Stoke Newington and 6a Architect’s super-contemporary ‘brutalist’ home drags. But when we get there, the sheer force of the architecture reawakens our passion for all things Open House. It has stark interiors, exposed concrete beams and not a skirting board in sight. It’s delightful and daring. Exteriors are more dramatic: hand-applied stucco façades share the same colour and mineral quality as the Victorian neighbours. Yet the owner’s friendly welcome floored us too – Joff, who lives there, and clearly loves his home – makes everyone feel like their home as well. Our two volunteers controlled access to this private home with real grace and aplomb too. Great!

Where to park? That was the real challenge this Open House Weekend. Which is good, ultimately, in that London is moving, slowly surely, towards its absolutely necessary car-free future. Our target was Balfron Tower – we wanted a quick tour of the made-over apartments that Studio Egret West and Abe Rogers have been working on for what seem like an age now – and once we eventually found a spot, we wandered over to Goldfinger’s still compelling monolith. The views from this part of East London are stunning, the renewed interiors less so.

We drive to Beck Road in Bethnal Green. This is special. Let me tell you about Beck Road. The residents there have perhaps grown the Open House ethos as far as it can go. Their ‘By Beck Road’ event, the brainchild of Alastair Carruthers and Kathryn Lovering, which showcases art created on the street down the ages (much of it by significant artists), in essence turns their street and homes into public art galleries. This kind of gesture inspires a kind of ‘locality’ where people, no matter how well known to each other, do things together, willingly. It so completely embodies the essence of Open House and the shared culture it inspires – and our ‘social theme’ this year - we’re just pleased to have been involved, and have forged strong links with the team behind this amazing project. Our newest trustee Jayden Ali is part of this too: he connected us with Alastair and transformed his partner’s corner bar on Beck Road into the exhibition shop.

While I was there I saw: video art by Jennie Baines. Helen Chadwick photography. New work by Mikey Cuddihy. Sculpture by Anna Howard. And my daughter, with her mum, and her friends, running around, making friends with local kids and lapping up the art, the architecture, by Beck Road.

We ended the day with a long hard-hat site tour of one of London’s most treasured assets: the Geffrye Museum, with detailed insight from the architect (dance-don Tommy of Wright & Wright), the builder (Alex of Quinn – ‘shoers’) and Max Fordham’s Michael Pangalis, a project team brimming over with hospitality and passion. The building’s redevelopment, set to open in a year or so, is clearly in very good hands. Yet there’s still so much to do with this unlikely collage - of Georgian, Nigel Coatesian, and Wright & Wrightian new-school modernism – that all we can do is... wish them good luck!
The Director’s Open House Weekend
Sunday 22 September

It’s raining on Sunday morning but it doesn’t really matter. Open House London is mostly an indoor affair. Mostly today we are joined by deputy director Jeni Horson and we begin our second tour of London’s bewildering townscape on Tower Bridge, waiting in the drizzle, alongside the Lord Mayor and other dignitaries, to greet Mayor Sadiq Khan. He’s riding a Santander-sponsored rental bike (in a mist) to make a point – it’s our first day in central London and we’ve been invited for a photoshoot because this climate change initiative coincides with our very public transport-friendly, very walkable, very bike-able Open House weekend. This could be one of those occasions when it’s not a treat to visit a building designed by Rogers Stirk Harbour and Partners but I can’t quite imagine it. The law courts in Strasbourg and the New Museum of London at West Smithfield – with a tour just about to begin! So we walk there, quickly, promising London’s mirror-wet pavements until almost ‘just like that,’ we’re in. We are good friends with this wonderful museum, and Alan Stanton, whose firm Stanton Williams is designing its new home, is a much-valued and hard-working Open City trustee. It’s a nice feeling to be able to wander this old market, to see its many rooftops – which enjoy the best views in central London.

Lunch. What next? We use the Open House London app to see what’s nearby. The New Museum of London at West Smithfield – with a tour just about to begin! So we walk there, quickly, promising London’s mirror-wet pavements until almost ‘just like that,’ we’re in. We are good friends with this wonderful museum, and Alan Stanton, whose firm Stanton Williams is designing its new home, is a much-valued and hard-working Open City trustee. It’s a nice feeling to be able to wander this old market, to see its many rooftops – which enjoy the best views in central London.

Mostly, I’m like this, frozen in time, just before it changes forever. What will we feel in five years-time when its transformation is complete? Maggie’s at Barts is a few minutes walk from West Smithfield and a refuge from the drizzle (which feels like, frozen in time, just before it changes forever. What will we feel in five years-time when its transformation is complete?)

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We return to Beck Road. Mostly, I’m here to see Grenfell Our Home, an immersive film that resident Siobhan our Home manager arrives and opens the Mill for us. We step inside. We explore. We leave. It’s out of sheer awe – for its scale, its power, its grandness, for the ambition of its builders who enabled what would be a metal-skid today, with an architectural quality few buildings of this size come close to. But it’s ordinary. How fantastic is it for Open House to be able to show it, inside and out, to the public? The site is locked up when we arrive but after a few whistles and cheers the site manager arrives and opens the Mill for us. We step inside. We explore. We leave. Very pleased indeed.

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The Weekend ends as it always does with the volunteers party. This time, it’s at Second Home on Brick Lane – a co-working space that strikes a kind of pop-modernism that makes you think of Barbarella and Gallic-flavoured 60s sci-fi. The architect is Spanish outfit Selgascano, who designed the Serpentine Pavilion in 2015 (the one made out of coloured tape). There’s a busy, buzzy atmosphere with many happy volunteers and we thank them for their very hard work – these are the people who make Open House – but lots of all are the Open House cakes, complete with key logo that everyone is munching. It’s a pleasantly serious and very social way to end a fascinating weekend.

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We quizzed Open House producers Annie Simpson and Sian Milliner on the background to this year’s programme

What was your idea behind the ‘social’ theme?

It was to give shape to the 2019 programme, to help us curate it and to help our sponsors engage with the weekend too. We chose ‘social’, partly because the Open House weekend itself is a great expression of London’s social life. We often say people make Open House – and it’s true. The interaction between people and the architecture they are visiting is what we’re all about and we wanted to celebrate that. On a very straightforward level this framed our relationship with Crowdfund London this year, whose Mayor-backed projects, Phoenix Garden and Community Building, PEER gallery in Hackney, Ladywell Self-Build Community Space, Clitterhouse Farm and Camden Highline walk were visited by more than 1,200 visitors over the weekend.

Why ‘social’ this year?

Partly because it is the anniversary of the Addison Act - the Housing Act of 1919 – which paved the way for a huge increase in social housing at the time. This year, visitors were able to explore Ernő Goldfinger’s Balfron Tower, the Grade II* listed residential tower which is currently undergoing extensive restoration to reinstate key elements of Goldfinger’s original design by Londonewcastle. Leading social housing architects, Pollard Thomas Edwards, showcased four projects including New Ground - designed for and with a group of older women keen on the benefits of co-housing. We discussed Clarion Housing Group’s circular economy and how it is shaping the future of London’s built environment.

What do sponsors want from an Open House weekend?

Visits, obviously, but it varies too. Foster + Partners, which has supported Open House for the past three years, open their workplace, which is a great advert for them, but it’s an incredibly generous – and social – act too. There is immense interest in their work – they received over 13,000 page views on their collection and listings on the Open House website. And they showcased a range of buildings this year, including Crossrail Place Roof Gardens, City Hall and Capital City Academy. Of course you could have also used Foster’s Millennium Bridge too when crossing from north to south during the weekend!

On the other hand National Art Pass, another regular partner, chimes with our audience. There were 500+ clicks through to their website from Open House newsletters we send out to our subscribers. Basically we like the same things – access to art and architecture for all.

This year the Mayor of London’s Car Free Day was held on Day 2 of this year’s Open House London – the 22nd September and Open City director Rory Olcayto met with Mayor Sadiq Khan to celebrate this radical initiative.

In total, 16 miles (27km) of roads in Central London were opened up for people to enjoy free from traffic, including over 340 Play Streets. Who knows, in 10 years, might all of London’s streets feel like they did during 2019’s Car Free Day?
Four months later we welcomed around 3,000 guests and showed over 140 artworks by 43 artists inside 18 houses, a local bar, under railway arches and outside in our 167 metre street. The Beck Road community embraced Social and gave everything – cash, talent, friends, time, art and homes – to ensure its success. Doors opened, historians pored over archives, a former Guggenheim Curator volunteered full-time leadership, designers worked for free, art came from estates of people who had lived here, former artists returned, current artists made new art, and an uplifting exhibition by Beck Road’s children continues to evolve.

Curiosity about Beck Road’s early residents led to the first citizens being named at every door. A newspaper told the history of the 56 houses, the land they stand on and the developers – and gave away a commissioned free artwork.

A team of 5 worked full time to deliver the exhibition and were joined by dozens of other volunteers. Throughout decades of community and public work, we have never experienced something that connected so many people to each other. The project uncovered and joined a community in a profoundly kind, inclusive and unexpected way. Congratulations and thanks to Open City for supporting our exhibition among hundreds in London during a life affirming and very special weekend. We are thrilled to have been part of it.

Alastair Carruthers
Resident and Commissioning Curator
By Beck Road 19

Dr. Kathryn Lovering
Resident and Chair Beck Road Residents Association
Open House themes
Elements photo competition

Following on from the success of 2018, the Elements photography competition returned for Open House London 2019. We saw the public go on a hunt across the capital in search of the 10 best building ‘elements’ such as #ceiling, #room and #stair which were the most popular.

With over 500 submissions on Instagram we are really pleased to announce the winners of the Elements Photography Competition 2019; judged by Open City Director Rory Olcayto, Curiocity writer Henry Eliot and Architecture Critic Laura Mark.

First Prize went to Linda Wride who captured the #window at Regents High School designed by Walters & Cohen Architects.

This year we partnered with the writers behind Curiocity – a 26-chapter book weaving together facts, myths, stories, riddles, essays, diagrams, illustrations and itineraries that explore every aspect of life in the capital. At the heart of each chapter is a hand-drawn map, charting everything from the city’s islands and underground spaces to its erogenous zones and dystopian futures. Taking you from Atlas to Zones, via Congestion, Folkmoot, Pearls and Xenophilia, Curiocity will transform the way you see London. Each element winner received a copy of Curiocity.

You can see all the winners for each element here: www.open-city.org.uk/journal/elements-photography-competition-2019/

Open House Families

Each year in June, Open House Families hosts a city-wide festival of architecture exclusively for children and their families.

This year Open House Families teamed up with Regent’s Place to host a day of messy play, arts and crafts, Lego building and imagination workshops. In the Old Diorama Arts Centre families enjoyed decorating tiny houses to add to an ever expanding city with AHMM architects and created miniature bug hotels with artist and bee activist Alex Hirtzel. Hundreds of children used our Architecture Adventure Trail around the City of London, created in the summer together with children from Tower Hamlets, and funded by City of London. Meanwhile next door at the Urban Campsite children created terrariums in jars with Global Generation. And not forgetting the most popular activity, Lego building took place at nearby 20 Triton Street which also caught the attention of many adults dropping in to view the space!

1 in 4 people believe London to be a child-friendly city
Open House London: A borough by borough guide

Open House would not be possible without the support of the following local authorities in London:

1. Barking and Dagenham
2. Barnet
3. Bexley
4. Brent
5. Bromley
6. Camden
7. City of London
8. Croydon
9. Ealing
10. Enfield
11. Greenwich
12. Hackney
13. Hammersmith and Fulham
14. Harrow
15. Havering
16. Hillingdon
17. Hounslow
18. Islington
19. Kensington and Chelsea
20. Kingston upon Thames
21. Lambeth
22. Lewisham
23. London
24. Merton
25. Newham
26. Redbridge
27. Richmond upon Thames
28. Southwark
29. Sutton
30. Tower Hamlets
31. Waltham Forest
32. Wandsworth
33. Westminster

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open-city.org.uk

“Veolia plant in Dagenham was an eye-opener.”

- Programme entries: 10
- New entries: 1
- Most visited building: Veolia Plastic Recycling Facility
- Percentage of local visitors: 24%
- Percentage of visitors from another London borough: 46%
- Percentage of visitors from outside London: 30%
- Percentage of visitors who would revisit the borough: 32%
- Percentage of visitors new to the borough: 16%

Barking & Dagenham

- Highlights:
  - Community/Cultural: 4
  - Historic: 2
  - Religious: 1
  - Walk/Tour: 3

- Press mentions:
  - Local: 7
  - Newspaper: 1
  - E-Newsletter mention: 1

Coverage included:
- Guardian (East London), Absolutely London, Primary Times
Barnet

“Every year I learn more about how London fits together physically and discover corners I have not had reason to come across before. I have visited every year of Open House - with my first visit to Barnet this year.”

• Programme entries 11
• New entries 2
• Most visited building: Hampstead Garden Suburb Free Church

Highlights
• Housing 1
• Public Realm 1
• Religious 1
• Walks/Tours 1

Press mentions
• Local: 3
• National Magazine: 1
• E-Newsletter mention: 1

Coverage included:
Evening Standard Homes & Property, Absolutely London, Primary Times

Bexley

“The history relating to the Red House was fascinating, I did not expect to find somewhere like this in Bexley!”

• Programme entries 12
• New entries 2
• Most visited building: Erith Pier

Highlights
• Community/Cultural 3
• Concert/Performance Space 1
• Historic House 4
• Public Realm 1

Press mentions
• Local: 7
• Consumer Magazine: 1
• E-Newsletter mention: 1

Coverage included:
Wired, Guardian (East London), Absolutely London

Geographical
• Percentage of local visitors 28%
• Percentage of visitors from another London borough 54%
• Percentage of visitors from outside London 18%
• Percentage of visitors who would revisit the borough 50%
• Percentage of visitors new to the borough 33%

“My focus this year has been on engineering, I visited the Crossness Southern Outfall - the facilities were really impressive and well organised for visitors, and the volunteers all very welcoming, knowledgeable and so keen to answer any questions. Thank you!”
“OPDC walking tours of Kensal Green Cemetery & Ways of Living were excellent with well informed & enthusiastic guides.”

Brent

“Very successful in raising awareness of the potential of the Royal Bell after having been empty for so long.”

Bromley

Geographical
• Percentage of local visitors 20%
• Percentage of visitors from another London borough 54%
• Percentage of visitors from outside London 26%

Highlights
• Community/Cultural 3
• Public Realm 4

Press mentions
• Local: 8
• National Magazine: 1
• Online Magazine: 1
• E-Newsletter mention: 1

Coverage included:
• The Times
• Financial Times
• Dezeen
• Wallpaper*

Geographical
• Percentage of local visitors 32%
• Percentage of visitors from another London borough 48%
• Percentage of visitors from outside London 20%

Highlights
• Civic 1
• Community/Cultural 3
• Historic House 4
• Engineering/Infrastructure 1
• Public Realm 1

Press mentions
• Local: 4
• Newpaper: 1
• National Magazine: 2
• Consumer Magazine: 1
• Online Magazine: 1
• E-Newsletter mention: 2

Coverage included:
• Dezeen, Wallpaper*, Financial Times

“Great, took a lot more out of us than we expected but was worth it to meet so many fans of the project!”
– Birch and Clay refugio

Geographical
• Percentage of local visitors 30%
• Percentage of visitors from another London borough 50%
• Percentage of visitors from outside London 20%

Highlights
• Civic 1
• Community/Cultural 6
• Mixed 2
• Religious 1
• Residence 1
• Walk/Tour 1

Press mentions
• Local: 7
• National Magazine: 1
• Online Magazine: 1
• E-Newsletter mention: 1

Coverage included:
• Life in… Orpington, Timeout, Families (South East)
• Geographical
Camden

“The architect guide of the King’s Cross Masterplan was absolutely superb. Her comments and examples were fascinating.”

City of London

“This area of London is under constant rebuilding with some of the most imaginative buildings I have seen or visited.”

- Programme entries 67
- New entries 7
- Most visited building: Guildhall Art Gallery 4,490

Highlights
- Historic House 4
- Livery Hall 13
- Offices 11
- Religious 12
- Walk/Tour 7

Press mentions
- Local: 2
- Newspaper: 1
- National Magazine: 3
- Consumer Magazine: 2
- Online Magazine: 1
- E-Newsletter mention: 1

Coverage included: House and Garden, Evening Standard, The English House

- Programme entries 66
- New entries 13
- Most visited building: Freemason Hall 8,402

Highlights
- Community/Cultural 10
- Gallery 7
- Historic House 9
- Offices 7
- Religious 5
- Residence 8
- Walk/Tour 6

Press mentions
- Local: 3
- Newspaper: 1
- National Magazine: 8
- Consumer Magazine: 3
- Online Magazine: 6
- E-Newsletter mention: 6

Coverage included: Londonist, OnOffice, The Observer
Croydon

Absolutely fantastic day at @CroydonAirport @openhouselondon. The first airport in UK & the first air traffic control in the world! #croydonairport #croydon #openhouselondon

Ealing

Fascinating opportunity to visit semi-derelict South Ealing Cemetery Chapels as part of Open House. Lots of ideas to bring them back into use @openhouselondon

• Programme entries 21
• New entries 7
• Most visited building: The White House 1,200

Highlights
• Walk/Tour 7
• Historic House 4
• Religious 4
• Art Studio 1
• Residence 3

Press mentions
• Local: 1
• Newspaper: 1
• Consumer Magazine: 1
• E-Newsletter mention: 1

Coverage included: AnOther, Absolutely Chiswick, Primary Times

Ealing

“Absolutely fantastic day at @CroydonAirport @openhouselondon. The first airport in UK & the first air traffic control in the world! #croydonairport #croydon #openhouselondon”

“Fascinating opportunity to visit semi-derelict South Ealing Cemetery Chapels as part of Open House. Lots of ideas to bring them back into use @openhouselondon”
**Enfield**

“On visiting Enfield, we were pleasantly surprised and found other places that we will be visiting in the future.”

- Programme entries: 24
- New entries: 4
- Most visited building: Myddleton House: 279

**Highlights**
- Walk/Tour: 2
- Historic House: 3
- Industrial: 4
- Religious: 5
- Sport: 2

**Press mentions**
- Local: 2
- National Magazine: 1
- E-Newsletter mention: 2

**Geographical**
- Percentage of local visitors: 43%
- Percentage of visitors from another London borough: 40%
- Percentage of visitors from outside London: 17%
- Percentage of visitors who would revisit the borough: 42%
- Percentage of visitors from outside London who would revisit the borough: 39%

**Coverage included:**
- Timereal, News Digest, Absolutely London

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**Greenwich**

“Fascinating morning visiting part of @crowngreenwich that isn’t usually open to the public – the Jacobean Undercroft!”

- Programme entries: 20
- New entries: 3
- Most visited building: Charlton House: 252

**Highlights**
- Education: 5
- Engineering/Infrastructure: 2
- Industrial: 4
- Public Realm: 2
- Historic House: 2

**Press mentions**
- Local: 6
- National Magazine: 3
- Online Magazine: 3
- E-Newsletter mention: 1

**Geographical**
- Percentage of local visitors: 28%
- Percentage of visitors from another London borough: 42%
- Percentage of visitors from outside London: 30%
- Percentage of visitors who would revisit the borough: 40%
- Percentage of visitors from outside London who would revisit the borough: 39%

**Coverage included:**
- Guardian (East London), Metro, Telegraph

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**Eltham High Street tour**

The Lodge ©Steve Lavers

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Hackney

“Brilliant! We loved being a part of it, it was fantastic and we would be keen to be involved again!”

- Programme entries: 39
- New entries: 10
- Most visited building: By Beck Road 5, 015

Highlights
- Art Studio: 2
- Education: 2
- Gallery: 3
- Housing: 6
- Residence: 8
- Theatre: 3

Press mentions
- Local: 6
- Newspaper: 1
- National Magazine: 5
- Consumer Magazine: 2
- Online Magazine: 1
- E-Newsletter mention: 1

Geographical
- Percentage of local visitors: 22%
- Percentage of visitors from another London borough: 63%
- Percentage of visitors from outside London: 15%
- Percentage of visitors who would visit the borough again: 32%
- Percentage of visitors new to the borough: 9%

“I can’t recommend Garden House highly enough, for the amazing rooftop alone.”

Hammersmith & Fulham

“Visiting the Polish and Cultural Association in Hammersmith was a real revelation to the extent that the Polish people have bought so much of their culture and managed to save so much of their heritage and it is here.”

- Programme entries: 23
- New entries: 3
- Most visited building: Roca London gallery 109

Highlights
- Art Studio: 2
- Community/Cultural: 2
- Education: 2
- Historic House: 3
- Residence: 3

Press mentions
- Local: 6
- Newspaper: 1
- National Magazine: 1
- Consumer Magazine: 1
- Online Magazine: 1
- E-Newsletter mention: 3

Geographical
- Percentage of local visitors: 14%
- Percentage of visitors from another London borough: 47%
- Percentage of visitors from outside London: 39%
- Percentage of visitors who would visit the borough again: 26%
- Percentage of visitors new to the borough: 9%

Coverage included:
- Wallpaper*, Round and About Fulham, My Weekly
“I visited Page High Estate and felt so pleased that it was saved, politically, from demolition. The hosts were lovely and very welcoming!”

“I discovered that Haringey is being looked after and regenerated.”

Haringey

- Programme entries: 33
- New entries: 6
- Most visited building: Upside Down House 335

**Highlights**
- Community/Cultural 2
- Education 2
- Housing 5
- Residence 5
- Walk/Tour 3

**Press mentions**
- Local: 2
- National Magazine: 3
- E-Newsletter mention: 1

Coverage included:
- Timeout, Financial Times, Primary Times

Harrow

“Buildings I had walked past in Harrow for years, I now have architectural knowledge of and am interested to visit and find new buildings to explore. Open House has given me a list of more visits and finding more about London.”


- Programme entries: 11
- New entries: 1
- Most visited building: Heath Robinson Museum 207

**Highlights**
- Education 2
- Religious 3
- Walk/Tour 1
- Historic House 1

**Press mentions**
- Local: 4
- National Magazine: 1
- E-Newsletter mention: 1

Coverage included:
- Absolutely London, Harrow Times

Geographical

- Percentage of local visitors: 50%
- Percentage of visitors from another London borough: 50%
- Percentage of visitors who would revisit the borough: 25%
- Percentage of visitors new to the borough: 10%
**Havering**

“First time I have visited buildings in my home borough. Previously have always visited places in central London. Was pleasantly surprised especially by the Bower House. Very informative tour.”

- Programme entries: 11
- Most visited building: Rainham Hall (186)
- Highlights:
  - Mixed: 3
  - Museum: 2
  - Religious: 1
  - Walk/Tour: 1

**Geographical**
- Percentage of local visitors: 23%
- Percentage of visitors from another London borough: 64%
- Percentage of visitors from outside London: 13%
- Percentage of visitors who would revisit the borough: 31%
- Percentage of visitors new to the borough: 15%

**Press mentions**
- Local: 1
- National Magazine: 2
- E-Newsletter mention: 2

**Coverage included:** Financial Times, Primary Times

**Hillingdon**

“I went to Hillingdon, and Open House always gives the added pleasure of taking time to simply walk around new or even familiar areas of London and always, always notice new things.”

- Programme entries: 11
- Most visited building: The Great Barn, Harmondsworth (137)
- Highlights:
  - Historic House: 2
  - Mixed: 1
  - Religious: 5
  - Mixed: 1
  - Sport: 1

**Geographical**
- Percentage of local visitors: 65%
- Percentage of visitors from another London borough: 29%
- Percentage of visitors from outside London: 6%
- Percentage of visitors who would revisit the borough: 23%

**Press mentions**
- Local: 5
- E-Newsletter mention: 2

**Coverage included:** Families (North/East), Hillingdon People, Absolutely London

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open-city.org.uk

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Hounslow

“Had a great time volunteering for Open House London at Osterley House, an 18th century country estate designed by Robert Adam, the only surviving example of Adam’s interior decoration and furniture in England.”

Islington

“This time I visited the canals in Islington and discovered how vibrant the community is there - so many young people making full use of this beautiful area.”

Programme entries

- Programme entries 12
- Most visited building: Chiswick House 2,031

Highlights

- Education 1
- Historic House 4
- Religion 2
- Walk/Tour 6
- Engineering/Infrastructure 1

Press mentions

- Local 4
- E-Newsletter mention: 1

Coverage included:
- Chronicle and Informer, Primary Times, Absolutely London

Geographical

- Percentage of local visitors 43%
- Percentage of visitors from another London borough 36%
- Percentage of visitors from outside London 21%
- Percentage of visitors who would re-visit the borough 27%
- Percentage of visitors now to the borough 5%

Programme entries

- Programme entries 25
- New entries 4
- Most visited building: The Charterhouse 1,635

Highlights

- Education 2
- Historic House 2
- Offices 3
- Residence 5
- Community/Cultural 1

Press mentions

- Local 2
- Online Magazine: 1
- National Magazine: 2
- Consumer Magazine: 1
- E-Newsletter mention: 2

Coverage included:
- Monocle, Opumo, The Observer

Geographical

- Percentage of local visitors 18%
- Percentage of visitors from another London borough 53%
- Percentage of visitors from outside London 35%
- Percentage of visitors who would re-visit the borough 29%
- Percentage of visitors now to the borough 5%

“I was amazed by the number of new buildings on the horizon when I climbed the Caledonian Market Clock Tower.”

“The Oak Room in Islington caught my attention because of the significance of the names of neighbouring places with watery connections. I will now complete the New River Walk which I have only partially explored.”

“Very successful in terms of visitor numbers and great atmosphere throughout the day.”
- The Charterhouse
Kensington & Chelsea

“Peter Jones building. WOW metal structure built in the 1930s!”

- Programme entries: 25
- New entries: 4
- Most visited building: Serpentine Pavilion

Highlights
- Community/Cultural: 3
- Embassy: 3
- Historic House: 3
- Residence: 3
- Transport: 2
- Scientific: 1

Press mentions
- Local: 3
- National Magazine: 6
- Online Magazine: 2
- E-Newsletter mention: 1

Coverage included:
- Londonist, Financial Times, The Observer

Kingston upon Thames

“We are always fascinated to see the interior of our building. It was very busy, more than we expected and was a positive experience all round for our staff and people visiting. Excellent in terms of visitors who were genuinely interested in our building. We are delighted to take part in Open House.”

- Programme entries: 13
- New entries: 1
- Most visited building: John Lewis Kingston

Highlights
- Museum: 3
- Religious: 2
- Walk/Tour: 1
- Engineering/Infrastructure: 1
- Monument: 1

Press mentions
- Local: 3
- E-Newsletter mention: 1

Coverage included:
- Absolutely London, Families, MoveTo

Programme entries
- Percentage of local visitors: 63%
- Percentage of visitors from another London borough: 42%
- Percentage of visitors from outside London: 15%
- Percentage of visitors who would revisit the borough: 36%
- Percentage of visitors new to the borough: 7%

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41
42
Lambeth

“Greatly enjoyed an Open House London tour of The Department Store, headquarters of Brixton based architects Squire & Partners. Their award-winning refurbishment of the once derelict Edwardian building was informed by the layers of history and existing fabric of the heritage building including retaining some of the graffiti from when the building was a squat.”

Lewisham

“@openhouselondon was a real success on Saturday at R&S House. Thanks to all the visitors, clients and friends that came to see us. We hope you enjoyed it as much as we did. And a big thank you to the owners for their generosity and because this wouldn’t have happened without their fantastic home!”

Programme entries: 29
• New entries 12
• Most visited building: Pitched Black

Highlights
• Housing: 3
• Residence: 11
• Community/Cultural: 3
• Public Realm: 1

Press mentions
• Local: 6
• Newspaper: 1
• National Magazine: 6
• Consumer Magazine: 3
• Online Magazine: 2
• E-Newsletter mention: 1

Coverage included: Metro, Dezeen, Elle Decoration

Geographical
• Percentage of local visitors: 35%
• Percentage of visitors from outside London: 43%
• Percentage of visitors who would revisit the borough: 28%

Open House London has been vital to our development of the history of the building and area since we first opened in 2005.”
– Boone’s Chapel

“Sundays @openhouselondon highlight was a visit to the South East London Combined Heat and Power Station in Deptford.”

Programme entries: 35
• New entries 3
• Most visited building: Elthorne Hill Road

Highlights
• Concert/Performance Space: 2
• Housing: 4
• Historic House: 2
• Religious: 3
• Residence: 7

Press mentions
• Newspaper: 1
• National Magazine: 3
• Consumer Magazine: 1
• E-Newsletter mention: 1

Coverage included: Dossier, AnOther, The Observer
**Merton**

“Welcome to a Buddhist monastery. How many days of the year we can come and join their celebrations. Just an eye opener to the Buddhist religion here in London. The temple craftsmanship was incredible and the painting was breath-taking.”

- Programme entries: 10
- New entries: 1
- Most visited building: Buddhapadipa Temple 600

**Highlights**
- Art Studio: 1
- Monument: 1
- Museum: 1
- Religious: 1
- Residence: 1

**Press mentions**
- Local: 2
- National Magazine: 1
- Consumer Magazine: 1
- E-Newsletter mention: 1

**Coverage included:**
- Timeout, Absolutely London, Families

**Newham**

“Being able to visit Millennium Mills was absolutely wonderful - a dream come true!”

- Programme entries: 14
- New entries: 2
- Most visited building: Royal Docks Pumping Station 400

**Highlights**
- Religious: 2
- Community/Cultural: 2
- Industrial: 1
- Engineering/Infrastructure: 1
- Walk/Tour: 1

**Press mentions**
- Local: 6
- National Magazine: 6
- Online Magazine: 1
- E-Newsletter mention: 1

**Coverage included:**
- City AM, Londonist, Financial Times

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“We walked along the River Lea between Cody dock and Three Mills, a lovely walk seeing part of London we wouldn’t normally see using the tube.”

“Interesting to contrast 2 different types of regeneration at Cody Dock, small scale, minimal funding, compared to Docklands! They don’t come much more opposite, having started from same (but different size) baseline.”

“House by @officesandm is amazing. Love visiting small residential houses during Open House! The colours reminded me of the District and Hammersmith and City lines that I had used to get there.”

---

*open-city.org.uk*
Redbridge

“Woodford County High School guide very informative.”

- Programme entries 11
- Most visited building: Hospital Chapel of St Mary and St Thomas 80

**Highlights**
- Education 2
- Historic House 1
- Housing 1
- Library 1
- Religious 5
- Walk/Tour 1

**Press mentions**
- Local: 6
- Consumer Magazine: 1
- E-Newsletter mention: 1

**Coverage included:**
- Wallpaper*, Guardian (East London)

Richmond

“I enjoyed my day at Kew. Everyone was very friendly, welcoming, and helpful. Thank you for the lovely time I had.”

- Programme entries 27
- New entries 1
- Most visited building: Ham House and Garden 1,749

**Highlights**
- Historic House 5
- Religious 2
- Residence 3
- Cemetery 2
- Community/Cultural 2
- Education 5

**Press mentions**
- Local: 4
- E-Newsletter mention: 1

**Coverage included:**
- Twickenham Tribune, Richmond Magazine

**Programme entries**
- Percentage of local visitors 56%
- Percentage of visitors from another London borough 16%
- Percentage of visitors from outside London 28%

**Highlights**
- Percentage of visitors who would revisit the borough 26%
- Percentage of visitors new to the borough 2%
Southwark

“Southwark surprised me, old and new intermingled well. The city was quiet here and the area looked friendly and relaxed.”

• Programme entries 37
• New entries 12
• Most visited building: City Hall 2,652

Highlights
• Architecture 4
• Housing 4
• Residential 8
• Education 6
• Gallery 5
• Hotel 2

Press mentions
• Local: 4
• Newspaper: 1
• National Magazine: 8
• Consumer Magazine: 1
• Online Magazine: 1
• E-Newsletter mention: 2

Coverage included: City AM, Doonin, Evening Standard

Geographical
• Percentage of local visitors 22%
• Percentage of visitors from another London borough 28%
• Percentage of visitors from outside London 50%
• Percentage of visitors who would revisit the borough 28%
• Percentage of visitors new to the borough 2%

“The vibrancy and community which was evident in Peckham, so many people food shopping at 5 o’clock in the evening.”

“In the borough of Sutton, the very fine St Mary the Virgin Church, Beddington. Just how many hidden gems exist in the Borough and how well they are being preserved.”

Sutton

“I enjoyed just how many hidden gems exist in the borough and how well they are being preserved.”

• Programme entries 16
• New entries 4
• Most visited building: All Saints Carshalton 400

Highlights
• Housing 1
• Offices 1
• Historic House 7
• Religious 2
• Education 1
• Walk/Tour 4

Press mentions
• Local: 3
• E-Newsletter mention: 1

Coverage included: Guardian (Sutton), Families, Absolutely London

Geographical
• Percentage of local visitors 50%
• Percentage of visitors from another London borough 36%
• Percentage of visitors from outside London 14%
• Percentage of visitors who would revisit the borough 28%

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Tower Hamlets

“My fellow Tower Hamlets residents turned out in numbers to find out about their neighbourhood.”

Waltham Forest

“Walthamstow wetlands... I live in Newham and have never visited before, apart from the architecture I had no idea how expansive and beautiful the surrounding wetlands were. Our guide was really thorough and even took us to the copper beam building.”

Geographical

• Percentage of local visitors 39%
• Percentage of visitors from another London borough 59%
• Percentage of visitors from outside London 12%

Waltham Forest

Highlights

• Housing 5
• Historic House 2
• Religious 2
• Residence 4

Press mentions

• Local: 6
• National Magazine: 3
• E-Newsletter mention: 1

Coverage included:

• Financial Times, Timeout, Guardian (East London)
Wandsworth

"Thank you for yet another brilliant OH weekend! We visited a huge variety of buildings on 17 sites, and our faves were Lancaster House, Gin Distillery House and Blackbook Winery. As always there were so many more we wanted to reach but couldn’t fit in."

**Programme entries**
- Programme entries 18
- New entries 2
- Most visited building: Foster + Partners 4,200

**Highlights**
- Religious 2
- Residence 2
- Education 3
- Embassy 1
- Theatre 1

**Press mentions**
- Local: 7
- Newspaper: 1
- National Magazine: 1
- E-Newsletter mention: 1

**Coverage included:**
- Time and Leisure, Domain, Salabury Journal

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Westminster

"This weekend has shown me a different London and also allowed me to enter somewhere I certainly would never be allowed to enter and appreciate the work therein."

**Programme entries**
- Programme entries 12
- New entries 13
- Most visited building: Foreign and Commonwealth Office 13,425

**Highlights**
- Historic House 4
- Religious 10
- Embassy 5
- Institution 13
- Lowry Hall 1

**Press mentions**
- Local: 8
- Newspaper: 4
- National Magazine: 4
- Consumer Magazine: 6
- Online Magazine: 5
- E-Newsletter mention: 4

**Coverage included:**
- World of Interiors, Monocle, OnOffice

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Geographical
- Percentage of local visitors 3%
- Percentage of visitors from another London borough 56%
- Percentage of visitors from outside London 41%
- Percentage of visitors who would revisit the borough 28%
- Percentage of visitors new to the borough 1%

"Berry & Rudd - best Open House visit ever! One building and so much history!"

"The Wigmore Hall has great art nouveau interior design, which has been beautifully restored, a great concert hall."

"Two Temple Place was a true revelation."

"I have just been in and on the roof of St Marylebone Parish Church - amazing and unexpected opportunity during my volunteer shift."
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Margarit Howell

MARGARET HOWELL

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Print
Typefaces: Miller, Brown
Contact
18 Ensign Street
London E1 8JD
hello@open-city.org.uk
020 3006 7008

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Open City is a charity promoting a people-centred approach to the design of our city.
“Thank you for a truly astonishing diversity of open places to visit. We have had access to architects’ offices, music studios and an amazing arts club. All of the people who showed us around were informative, charming and obviously proud of their building. A fantastic opportunity, which I will take up again next year.”