

The Architecture Foundation  
Ground Floor East  
136-148 Tooley Street  
London SE1 2TU/UK  
Telephone / +44(0)20 7084 6767  
Facsimile / +44(0)20 7407 9780  
mail@architecturefoundation.org.uk  
www.architecturefoundation.org.uk

The  
Architecture  
Foundation

Boris Johnson  
Mayor of London  
Greater London Authority  
City Hall  
The Queen's Walk  
More London  
London SE1 2AA

Subject  
Re: Design for London

Dear Mayor Johnson,

Date  
17 November 2010

Congratulations on the launch of your new Cultural Strategy this week. Within this document you and your team raise many important points, and it is heartening to read about strategic priorities in a time of general anxiety when many are most concerned about what part of their budget will be cut next week, as opposed to where they should be setting their sights for 2014.

Within the Cultural Strategy, I was particularly happy to see that you have highlighted infrastructure, environment and the public realm as a special priority.

It is in this spirit that I am writing to you to urge you to protect and embrace the important services provided by Design for London, to ensure that London's public realm and built environment continue to improve to a world-class standard, rather than risk deterioration at exactly the time the eyes of the world are turning to London.

Over the past two years of my directorship of The Architecture Foundation, I have witnessed Design for London's added value at play in multiple and diverse scenarios:

- Working with the London Borough of Newham, Design for London have helped raise local authority ambitions about design quality and helped to cultivate a more open culture of procurement for public realm projects.
- Working with the London Festival of Architecture (for which The Architecture Foundation is one of the key delivery partners), Design for London staff helped both us (as a charity) and enthusiastic teams of design students to locate public sites and navigate the sometimes complex systems of consultation and permissions necessary to deliver projects that served the needs of local communities and provoked delight and inspiration to national and international visitors.
- Working with the business improvement district Better Bankside, Design for London have helped to shepherd the Bankside Urban Forest public realm strategy, acting as brokers and offering counsel about project delivery to disparate (and sometimes conflictual) groups including local businesses, local residents and cultural institutions.

It would be short sighted, detrimental, and--in the long run--costly to get rid of Design for London. I do hope that the GLA will instead see fit to embrace them as part of your core strategic team at City Hall as you move swiftly towards 2012 and beyond.

Yours sincerely,



Sarah Ichioka  
Director