

2004 Winner of a BURA Best Practice in Regeneration Award

Hothouse Blooms

Hothouse is the award winning specialist centre for regeneration through arts and cultural industries, spectacularly located on London Fields, Hackney, developed by Free Form Arts Trust. The project was directed by Barbara Wheeler-Early, co founder of Free Form.

This vibrant cultural cluster transformed a former derelict and contaminated brownfield site. Designed by Ash Sakula and constructed by Mansells, the Hothouse was designed to be competed in two phases to be financially manageable for the Trust.

Phase 1 was hugely successful - housing Free Form's Creative Routes training and lifelong learning programmes; Community Design and Technical Services, Public Arts and community arts programmes. The flexible exhibition space has been the venue for high profile events including the RIBA 'Futurehouse' exhibition; the national launch of the New Opportunities Fund 'CRED' funding programme and has hosted seminars, conferences and training for local authorities, The London Federation of Housing, Creative Partnerships and the Sorrell Foundation among others. Over 20,000 visitors and users came to the Hothouse in its first 3 years.

Hothouse Phase 2 was completed in winter 2007 and expands the development to create further workspace for artists and creative SME's, international residencies, Loddiges heritage resource and archives.

"Hothouse is evidence of how art can transform our cities by involving the people who live in them" Rt Hon Paul Boateng MP, Chief Secretary to the Treasury, Hothouse Launch 2003.



"Hothouse ...long may you be hot...long may you be cool" Benjamin Zephaniah

The roof garden incorporates state of the art photo-voltaics pioneering environmental sustainability.

In the spring of 2008 we are delighted with the diversity of the creative organizations who are now co-located at the Hothouse. These include The Innovatory an award winning social enterprise specialising in professional new media training; Asher Clark Design House -footwear designers; Dog in a Box media specializing in documentaries; GaiaNova specializing in training for young people; Picnic children's book designs; Jerry Tate Architects; Marmoco Architects; EcoActive environmental education; and the Green Bottle Unit specializing in recycled glass for the built environment.



Pictures © of Iona Marinescu

In order to be sustainable we devised a variety of ways in which organizations could take space at the Hothouse to include workspaces within a glorious open plan environment overlooking London Fields, studio spaces and converted railway arches adjacent to the new build. In addition we have the popular exhibition / events space and the magnificent roof top terrace. Both are available to hire for launches, seminars and special events.

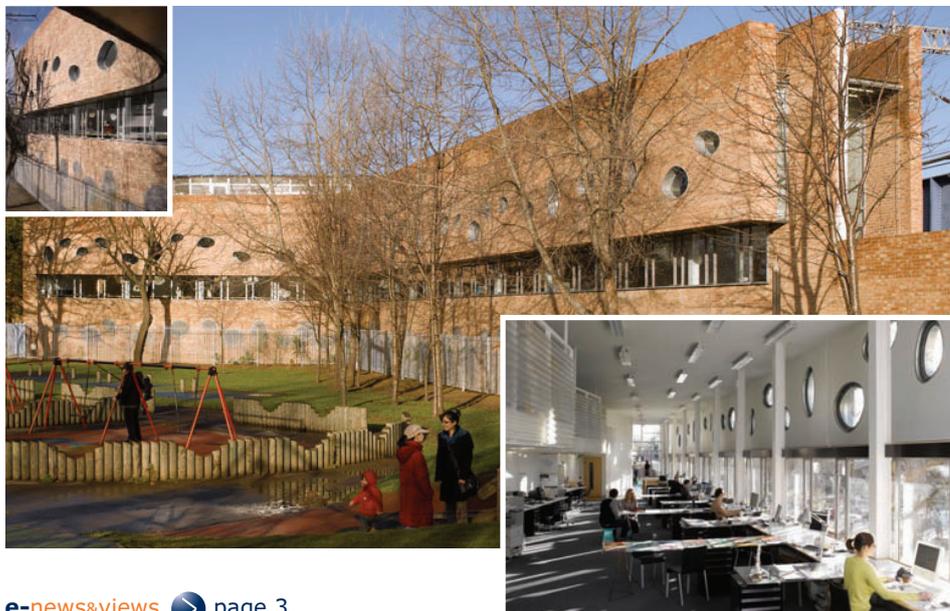
Funding and support for the development was achieved from the London Development Agency, European Regional Development Fund, London Borough of Hackney, English Partnerships and Free Form.

The Hothouse has received accolades through numerous awards:-

- Mayor of London's first London Planning Awards
- BURA Best Practice in Regeneration Award 2004
- BURA overall winner of the English Partnerships Award for Partnerships in regeneration

To learn more about the Hothouse and how to have an event at this very special venue contact contact@freeform.org.uk or ring Michelle on 0207 249 3394. www.freeform.org.uk

To find out more about Ash Sakula Architects, who designed Hothouse, call Robert Sakula on 020 7831 0195 or visit www.ashsak.com



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