

# Paul Vick Architects

We were recently awarded 'Most Innovative Architecture Firm in West London 2016' by Build News. The judges' citation describes us as:

"Head and shoulders above the competition. Their reputation within the industry is stellar and the precision with which the firm go about their projects is second to none despite being only nine years old. The entire portfolio of work (both public and private) was believed worthy of recognition. The firm's research was also taken into account. Overall we found them extremely impressive and worthy of praise."

## Interview with Paul Vick, Principal

### What is your design approach?

We identify where value lies for our clients now and in the future, and work with them to create an architecture tailored to their market and needs. As well as being a very engaging way to work, this innovative method improves clients' assets in both the short and long term.

### You have lectured on value enhancement and inspiration; what is this about?

Essentially, I see architecture adding value to property investments by translating knowledge into physical buildings in six distinct, measurable ways – economic, use, social, image, environmental and cultural. Done well, the results are inspirational.

### What does your 100 % planning permission success rate mean for your clients?

This is one of the keys to making it all happen. The practice has a game-changing approach and having won planning permission for over 100 projects, clients and their stakeholders gain confidence, allowing them to achieve their vision and more.



Paul Vick, Principal

[www.paulvick.co.uk](http://www.paulvick.co.uk)

[@PaulVickArchs](https://twitter.com/PaulVickArchs)

### Can you give examples where you have created value enhancement above client expectations?

Luxury apartments and penthouses, London: After some study we agreed in a pre-application with the council that 100 % increase in area would be acceptable. Previous consultants had thought only 25 % was possible.

New mini department store, West End, London: The design was for the oldest retailer in the world, and increased the visibility of the client's selected brands and improved the management of stock in store, something that greatly appealed to the client's customer loyalty.

Largest daylight studio in the world, UK; The client satisfaction went through the roof because the design anticipates the need to adapt over time to new media and alternative revenue streams.

Historic building refurbishment with hotel, offices, retail and museum: By tailoring to the client's target market, the adjacent museum and public restaurant will be an added attraction, increasing footfall, boosting room occupancy, and driving client revenue.

Eighty-bed care home: We are challenging the myth that care homes cannot cater for all the end users' needs well. The designs explore new ways that the building can facilitate a richer and more fulfilling experience for residents to boost demand for the client.

### Anything else you are announcing at MIPIM?

We are delighted to announce we have just been awarded Best Architecture Firm, in the Global Excellence Awards (Aquisition International). Thank you to all our clients and supporters.

