

Landmark Olympic Deal Results In Launch Of Digital Design And Architecture Archive

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One year on from London 2012, Design Council has launched a new digital archive to house over a 100 hundred case studies submitted by the designers and architects that contributed to the success of the Games.

Following a landmark deal between the International Olympic Committee (IOC), the British Olympic Association (BOA) and the UK Government, designers and architects that worked on London 2012 are for the first time allowed to publicise their involvement and gain recognition for the part they played in last year's golden summer through the Supplier Recognition Scheme.

The Beyond 2012 website [www.beyond2012.org.uk] showcases - with video, photographs and first-hand accounts - the stories of the designers and architects that made the Games happen. Challenged to find truly sustainable, spectator-centred and pioneering ways to deliver Europe's largest urban transformation and the world's biggest sporting spectacle, Britain's designers stepped up - in some cases helping develop new standards and ways of working.

'Design' for the Games meant much more than the huge infrastructure and stadia in the Olympic Park, it resulted in an integrated design approach (known as the design grid) which was an essential part of creating an instantly and globally recognisable London 2012 brand. This integrated design approach was not just about creating a logo and a collection of buildings, but a complete Games, where the design was able to flex and spread seamlessly from London 2012's physical architecture through to its digital identity, its venue signage and way-finding, the staff and volunteers' uniforms, the mascots, Olympic Torch and Cauldron, and beyond.

The Beyond 2012 website aims to help designers and architects market their work and win UK and international contracts. Many have used their experience working on London 2012 to grow their businesses and win significant contracts to deliver projects for Rio 2016 and Russia 2018 FIFA World Cup. Aecom, for example, has won a number of contracts to work on Rio 2016, including the main Olympic park's infrastructure and landscaping, having carried out similar work on London 2012.

As with London 2012, the Beyond 2012 website aims to inspire a generation. Britain's design sector is world leading and Design Council aims to inspire future young talent by creating this online resource.

John Mathers, chief executive of Design Council, commented:

"London 2012 was arguably the best Games yet, but it doesn't stop there. We want to ensure the legacy of the Games by showcasing talented British designers and architects to increase business and inspire a generation of future designers. The Games was a landmark moment for British design and long after summer 2012, the work of designers and architects will continue to raise the bar - not just for the many involved in the Games but for the entire British design industry."

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Notes to Editors:

1. For further information, interview or image requests please contact:

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2. The Beyond 2012 digital archive has been supported by the Technology Strategy Board and UK Trade and Investment.

3. The Supplier Recognition Scheme, launched by the British Olympic Authority (BOA) on 27 January 2013, is the first of its kind in Olympic history and will enable suppliers to talk more openly about their involvement in the Games. On receipt of the free licence, eligible suppliers will be able to promote their

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work at trade shows both in the UK and internationally, apply for industry awards for their London 2012 work and use their involvement in pitches and tender documentation when competing for international contracts. Additionally, the licence will give businesses exclusive access to an Olympic Delivery Authority (ODA) image library of more than 4,000 free photographs from the Games.

4. The Design Council champions great design. For us that means design which improves lives and makes things better. As an enterprising charity, our work places design at the heart of creating value by stimulating innovation in business and public services, improving our built environment and tackling complex social issues such as ageing and obesity. We inspire new design thinking, encourage public debate and inform government policy to improve everyday life and help meet tomorrow's challenges today.

5. A high resolution version of the image below of Olympic torch designers Barber Osgerby and Olympic cauldron designer Thomas Heatherwick is attached (from left to right: Jay Osgerby, Thomas Heatherwick, Ed Barber).

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