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Royal Institute
of British Architects

News release – 7th December 2006

Softroom chosen as winner of New Country House Hotel Competition

The RIBA today announce that Softroom has been selected as the winner of the competition to design a new country house hotel, circa 20-25 bedrooms, on the original site of E W Pugin's Croston Hall, Nr Chorley, S W Lancashire.

Softroom was selected following interviews with four finalists last week and fought of strong opposition from baca architects; Featherstone Associates; and Riches Hawley Mikhail Architects.

The standard and range of submissions was very high and the judges were impressed by all the presentations.

“We expected to see a variety of approaches” said John Tweed, RIBA Adviser. “ but in the event we were delighted with the contrasts between and quality of all the schemes.”

The judges chose Softroom because their concept clearly recognised and responded to the special quality of the landscape and demonstrated an integrated and innovative approach to sustainable design.

George Ferguson, immediate past president, RIBA, who joined the Panel for the final interviews commented “ we were spoiled for choice with four very different submissions. Softroom gave us an intelligent and environmentally aware solution that rises the challenge of the site and its history – and most importantly has the potential to become a beautiful contemporary country house hotel of which Lancashire can be truly proud.”

Competitions Office

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Martin Ainscough the client said "we are very excited to be able to show the planners a highly innovative and very beautiful building which will hopefully be a first for the UK - a contemporary carbon neutral country house hotel. There is a long way to go before it gets built but we are confident that we have a very fine design and a strong team to take things to the next stage."

-ends-

Notes to Editors:

- Please ensure that the RIBA is credited when mentioning the above competition. The RIBA Competitions Office organises bespoke architectural competitions that encourage excellence in design, offer value for money, and are run smoothly from inception through to the appointment of a winning design or architect/team. The Competitions Office has vast experience of managing competitions for a diverse range of clients, project types and budgets. The competition process has produced landmark buildings/structures such as BAL TIC and The Sage Gateshead, the Millennium Bridge etc. For further details please visit www.ribacompetitions.com
- Images of the winning scheme are available from Softroom.

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