



Pascale Scheurer's People In Space project has created a dynamic new design network fuelled by debate and new approaches to practice.

LIKE YOU GIVE A DAMN

Pascale Scheurer



Cedric Price, the legendary architectural provocateur whose ideas have informed the work of architects ranging from Richard Rogers to Rem Koolhaas, once declared that 'dialogue might be the only excuse for architecture.' Pascale Scheurer's project, People in Space, surely owes something to that idea, and its instincts for

debate and Price's pursuit of 'doubt, delight and change.'

People in Space, subtitled The New Generation of Architecture, is a network of young architects, creatives and professionals involved in the built environment. Scheurer's promotion of dialogue surfaced in a first series of monthly debates, with up to 70 people cramming into the basement bar of Jaguar Shoes in Shoreditch, London, to listen to young architects, engineers and film-makers talk about their work and ideas.

The themes were diverse. Design Like You Give A Damn related to humanitarian architecture; Seductive Sustainability featured a collaboration with the Sponge sustainability network; Shooting Space covered architecture in film, animation and 3D; and one debate examined new modes of practice.

Scheurer reports that the People in Space network has grown from 12 to 600 members in the last year. 'We send out monthly

'e-shouts' promoting members' work, news and views. We have helped promote several humanitarian organisations, and the creation of a Manchester young architects group. And in May we launched Injection Magazine, the voice and showcase of the People In Space community. This was distributed to 14,000 people as an insert in the AJ, who kindly sponsored the distribution cost. The theme was New Blood, and we showcased six young architects who are pushing the boundaries of architectural practice.'

Feedback on the first edition has been positive, with encouraging responses from both young and established architects, and from cultural leaders including Tate Modern's director, Sir Nicholas Serota. Newer spin-off projects have included a joint event and design competition with furniture manufacturer Bene, with the winning design being put into production. 'We are also working with a leading education consultant to help broker relationships between schools with small projects and young, talented architects,' added Scheurer.

A particularly successful recent project involving Scheurer's burgeoning battalion of space cadets was The Seven-Year Itch – Setting Up In Practice, supported by the Bartlett School of Architecture. 'Overall, we feel the People in Space network has had a fantastic first year. And we have now secured further funding and sponsorship from commercial firms.'

Next up: a design charette involving young built environment professionals working on projects in schools.

