

RIBA

As the voice of architecture in the UK since its foundation more than 175 years ago, the Royal Institute of British Architects (RIBA) champions good design to Government, the public and the construction industry. It believes that everyday life can and must be improved through better designed buildings and communities, and that the architect's role is crucial. RIBA Enterprises, the RIBA's principal commercial arm, is the leading information provider to the UK construction industry.

Market

The RIBA's founding mission, 'to advance architecture by demonstrating public benefit and promoting excellence in the profession', holds true to this day, but has evolved to meet the needs of its members and the society they serve. The growing demand for sustainable buildings, new-built and 'retrofitted', is currently transforming the market place for architects, while in today's uncertain economic times, the RIBA's role as a source of information and business guidance for its members remains key. The RIBA validates architecture courses around the world, with one third of the world's architects qualifying through an RIBA validation system.

Product

Although many architectural icons such as 30 St Mary Axe (The Gherkin), London Eye and Gateshead Millennium Bridge were created by RIBA members, most of the RIBA's work does

not centre on big design statements, setting out instead to raise the standards of buildings and spaces everywhere by supporting the designers of everyday architectural necessities. RIBA Client Services helps clients commission the right architect for their project, while the RIBA Competitions Office is dedicated to helping clients run competitions to select architects for their project. Clients are also benefiting from the RIBA Client Design Advisor scheme, which provides independent, expert advisors to guide clients through the, often complex, public sector procurement process. RIBA Awards, given to projects that have high architectural standards and make a substantial



contribution to the local environment, are the industry's benchmark and culminate in the RIBA Stirling Prize.

RIBA Enterprises is the leading source of technical expertise and insight for those working within the built environment. Through the National Building Specification (NBS) sub-brand, it delivers the de facto standard specification system for buildings in the UK. It is also a key provider of a vast array of technical and regulatory information, including the Building Regulations' Approved Documents, as well as being a foremost innovator in essential learning services.



As RIBA Publishing and RIBA Bookshops, it is the industry's leading publisher and re-seller of books, contracts and forms. Finally, RIBA Enterprises is sought out for its unique marketing opportunities, enabling product manufacturers and service providers to interface with the architectural community and other construction professionals.

Achievements

The Institute continues to champion the long term benefits of good design to Government. RIBA Client Design Advisors, offering independent design advice, are soon to be appointed to every new project in the Government's £45 billion Building Schools for the Future programme. With society's growing awareness of the environment and its impact on the built world, RIBA's architects



have turned their problem-solving design skills to the subject of flooding. Working with the Environment Agency, the RIBA has produced a number of recommendations that are now being incorporated into local authorities' plans to alleviate flooding. In addition, the Government's 2009 'world class places' strategy, which recognised the role of the built environment on crime, health, community cohesion and prosperity, incorporated demands from the RIBA for a minimum design standard for public buildings and the involvement of local design review panels. From tackling the extremes of nature to everyday life, communities are benefiting from the expertise of the RIBA and its architect membership.

Recent Developments

Not all architects are 'RIBA' architects, with the Institute's own 'chartered members' practicing at the very top of their profession. The RIBA and RIBA Enterprises help them to excel by providing leading edge information. In uncertain economic times, the RIBA has developed a 'recession tool-kit', which includes information on those parts of the construction industry best tackling the recession, additional advice on client marketing, and the promotion of a skills audit, so that members can discover how to use their design skills in new, innovative areas. To broaden accessibility to membership, the Institute has recently created new categories that welcome a wider range of design professionals to the benefits of RIBA membership.

Promotion

The RIBA brand is driven through its press and marketing activity, the high-profile role taken by its presidents, as well as its lobbying of Government. In addition, its members play a central role in developing the brand as they trade using the 'RIBA' name. The RIBA works collaboratively with bodies such as the Construction Industry Council, Institution of Civil Engineers, Royal Town Planning Institute and, on the consumer front, with the housing and homelessness charity Shelter through the annual RIBA Architect in the House scheme.

The RIBA Trust, the Institute's cultural arm, partners with other organisations to help promote interest in architecture, as well as devising its own range of exhibitions and a talks programme which attracts speakers of world renown. The RIBA Library, housed at the RIBA headquarters and with free admission, holds one of the world's greatest collections of books, photographs and drawings, devoted to the study of architecture. This includes the world's finest holding of Palladio drawings, many of which will be heading to the USA for an RIBA Trust organised exhibition in 2010/11,

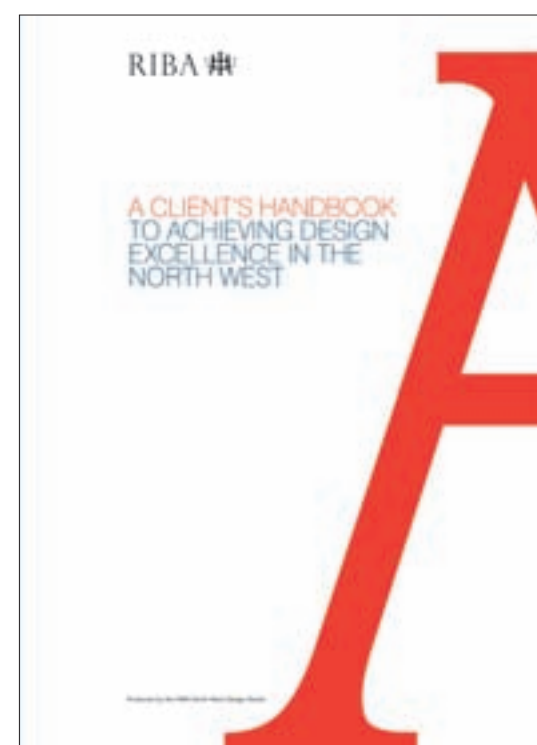


having already formed the core of a highly successful show touring Europe in 2009. The Library's virtual gallery RIBApix.com has a growing collection of more than 40,000 images to view and buy.

Brand Values

The brand is crystallised in the letters 'RIBA', which represent architecture's gold standard, and which are valued by RIBA members and the public alike. The RIBA aims to be responsive to its stakeholders and audiences; to be influential through its advocacy and campaigning; to be bold as it addresses 21st century challenges of design and construction; and to be authoritative at all times. In all that it does, it aims to inspire trust, demonstrate competence and show leadership.

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1834	1934	1996	1997	2004	2006
The Institute of British Architects is founded.	King George V and Queen Mary open the RIBA's new headquarters.	RIBA Stirling Prize is inaugurated.	The RIBA/Shelter collaboration, Architect in the House, is launched.	V&A + RIBA Architecture Partnership is established at the Victoria and Albert Museum.	The RIBA Library is designated as an Outstanding Collection by the Government.

2007	2008	2009	2010
The RIBA Lubetkin Prize is founded.	Ruth Reed is elected as the RIBA's first female president.	The Institute celebrates its 175th birthday.	The Palladio USA exhibition tours four North American cities.

Things you didn't know about the RIBA

First run in 1997, the RIBA and Shelter's Architect in the House scheme has now raised more than £1 million, helping Shelter to provide essential advice and support to those facing bad housing and homelessness in the UK.

Every year some 20,000 students emerge from schools of architecture, both in the UK and worldwide, whose courses have been validated by the RIBA.

The RIBA Library holds four million items devoted to the study of architecture. This includes 350 original drawings by renowned Italian Renaissance architect Andrea Palladio – more than 80 per cent of his total portfolio in existence today.