



Is it all About Image?: How PR works in Architecture

By Laura Iloniemi

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Publicity is essential for any practice to keep afloat and continue attracting commissions, as even modest jobs often come in through recommendation and reputation. This is the first comprehensive and accessible guide for any architect who wants to wise up on their PR.

The book reveals varying forms of PR support and looks at how these operate within a variety of office cultures, letting you in on what happens behind the scenes. Anecdotal evidence of what can work for you provides first hand evidence which steers clear of corporate style bullet point guidelines. Thus, case studies, interviews of publicists and also the press is used to corroborate other information.

- This is the first book to give a comprehensive and accessible account of the way publicity can work for architectural firms of any size
- It is illustrated with case studies of the way that very different architectural projects have been promoted worldwide, from the Guggenheim to the wobbly bridge
- Provides essential information on the way that publicity can be dealt with in small and large offices alike
- Features interviews with people who are working in PR at every level, from individuals working alone to large practices with entire PR departments

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Editorial Review

Review

"...a behind-the-scenes quest for all the strategies that allow many architects to build a reputation..." (Label, Autumn 2005)

From the Back Cover

PR has become an essential part of running a successful architectural practice, with the media profile of an architect becoming an important factor in the awarding of high-profile jobs. Internationally renowned institutions purposefully seek out the 'star architect' for prize commissions. The printed media, however, remain a minefield for the uninitiated. Architecture has to compete directly with film, theatre, literature, art and music for space on the arts pages of the broadsheets and consumer magazines. How should architects submit material about their work to the national and specialist design press?

This book, one of the first of two titles in the distinctive Architecture in Practice series, provides a specially tailored approach for architects who want to know how to engage with public relations and appeal to the media. It discusses how they should position themselves at large, demonstrating what works for whom and why. Key insights are provided by case studies of the media frenzy surrounding projects such as the Millennium Bridge in London and the World Trade Centre in New York. It also features interviews with publicists who have worked on campaigns with the likes of Santiago Calatrava, Frank Gehry and Norman Foster, and with leading editors, correspondents and journalists of the architectural world.

About the Author

Laura Itoniemi is a specialist in architectural PR. Born in Finland, she founded her own agency in London in 1996. She has worked with clients such as Arup Associates and Ushida Findlay Architects, who are featured in the book. Itoniemi has studied architectural philosophy at Cambridge University and arts promotion at L'École du Louvre in Paris.

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