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Leisure news

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WATG invite Zaha Hadid and Foster + Partners to design a cake for London Architecture Week

BY LIZ TERRY



Piping bags at dawn: The Great Architectural Cake Bake-Off

Architectural competitions are known for their intensity and serious nature, but to celebrate the 25th anniversary of its London office, global design firm WATG has invited entries to a competition of a very different nature.

This Saturday, designers and architects will descend on WATG's London office in Fitzroy Square with piping bags at the ready, to take part in the Great Architectural Cake Bake-Off.

Teams will be given an hour and a half to create and construct distinctive, edible recreations of iconic London buildings. Although they'll be given a range of materials, including sponges, chocolate fingers, icing and strawberry laces, entrants are also encouraged to use their initiative by bringing supplementary ingredients. Anything is allowed, so long as it's edible.

Zaha Hadid Architects and Foster + Partners will be among the participants according to WATG's Muriel Muriden, who will also be donning her apron for the occasion.

The event, which is part of the firm's participation in the London Festival of Architecture, is scheduled for Saturday, 27th June from 12pm to 2pm. There will also be an open studio from 10am to 4pm.

The prosecco-fuelled Great Architectural Bake-Off will have a winner, chosen by a panel of judges including Maxie Giertz, a cake development expert from Konditor & Cook, Gavin Hutchison, chair of Cities of London and Westminster Society of Architects (CLAWSA), and Jennifer de Vere-Hopkins, an associate from Jestico + Whiles.

About WATG

WATG is celebrating 70 years in 2015. Along with affiliated design studio Wimberly Interiors, WATG one of the world's most well-known design consultancies, with offices in Irvine, Los Angeles, New York, London, Istanbul, Dubai, Singapore, and Honolulu and has created destinations in 160 countries across six continents.

Services include strategy, planning, architecture, urban design, landscape, and interior design for urban, tourism and resort destinations.