
Citizen magazine

A new quarterly magazine for everybody engaged in the challenge of creating the future city

Published by the London School of Architecture

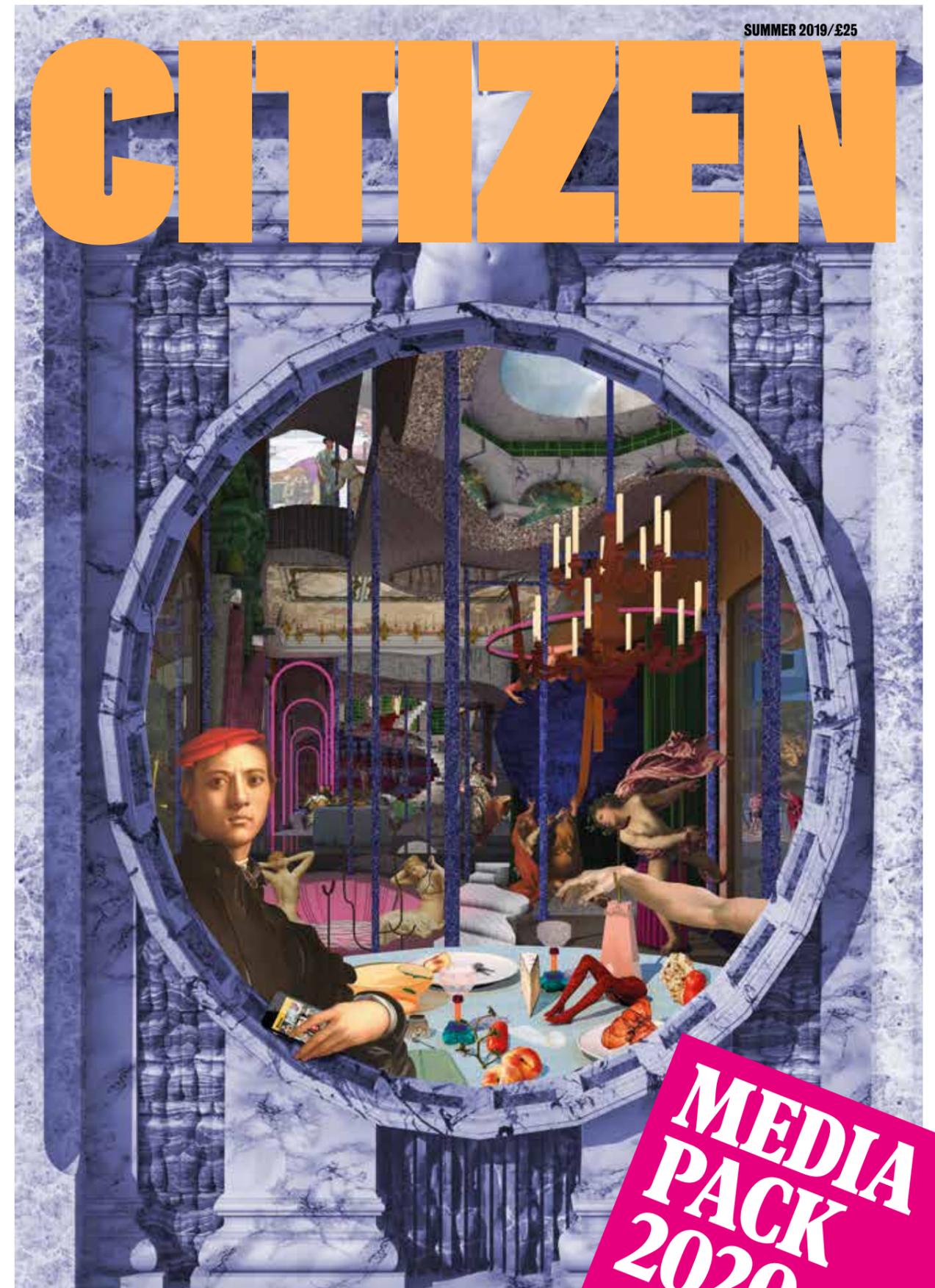
Next issues

Spring 2020

Summer 2020

Autumn 2020

Winter 2020



**MEDIA
PACK
2020**

Citizen and the London School of Architecture

Citizen Magazine is a new, quarterly magazine, which reflects the principles and mission of the LSA – to allow people living in cities to have more fulfilled and sustainable lives.

The magazine is put together by a team of highly-experienced and award-winning editors, journalists and designers with contributions from leaders at the forefront of policy, finance, development, architecture, urbanism and academia as well from students and staff from the LSA.

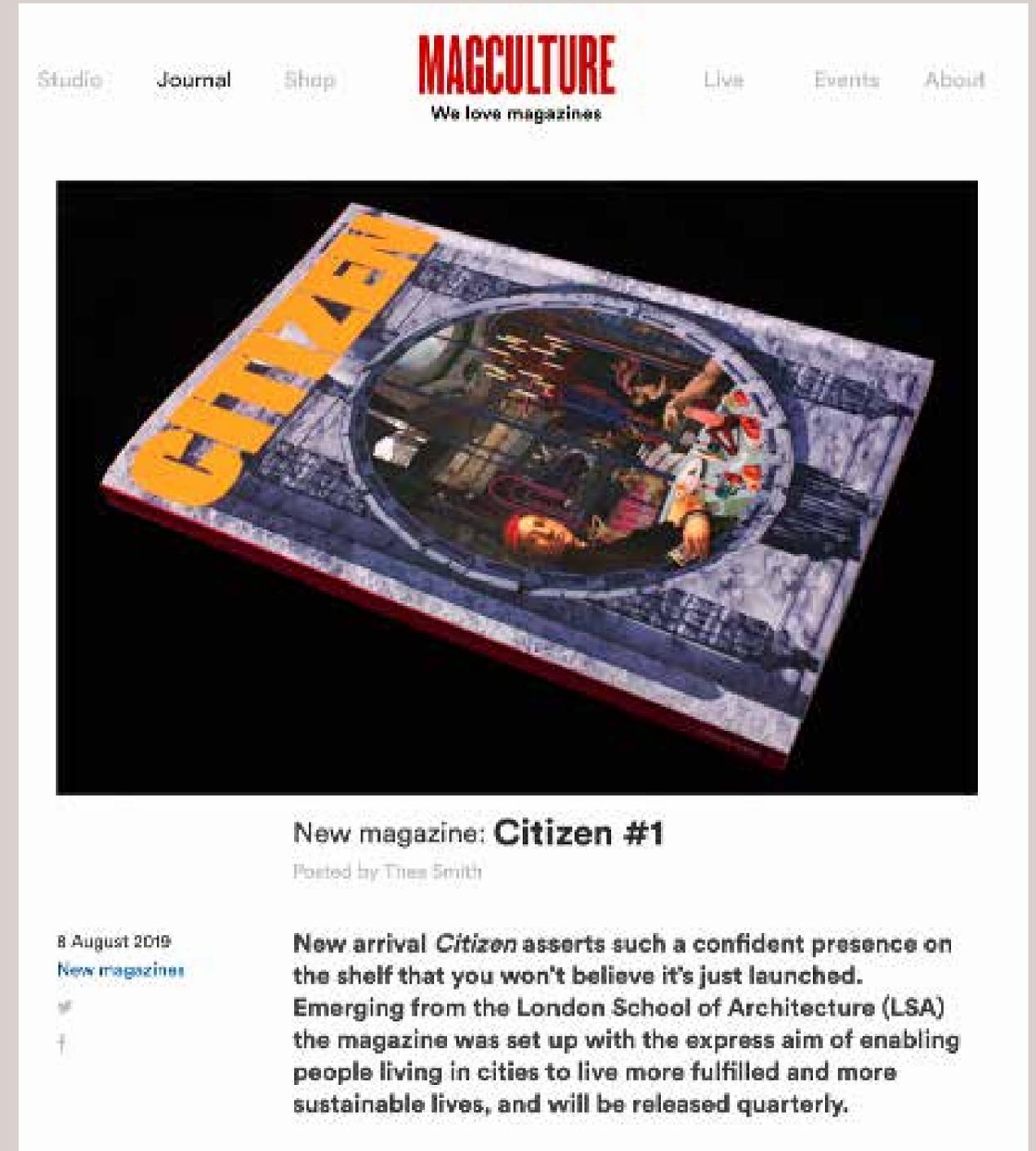
The prototype issue was launched at the LSA Summer Party at Second Home London Fields in July with some 300 guests, including rising stars and prominent figures within the architectural world in attendance.

Sponsorship for Citizen parties and events offers a special opportunity to connect in a meaningful way with a highly engaged community of London's architects and leading figures from associated fields.

Citizen's target audience and the London School of Architecture Community

One thousand five hundred copies of Citizen magazine are distributed free of charge to key opinion formers including policy-makers, commentators and journalists as well as the LSA's founding partners and practice network, a cohort of 100 of the UK's leading architectural practices that includes some 20,000 employees. The magazine is also on sale at selected cultural institutions and shops.

'The magazine feels like the natural descendent of The Architectural Review and the Real Review: slightly left-field, not afraid to delve into theory or tangential subject matter yet will be interesting to a wider audience... just the right pitch of contemporary discourse and expert analysis to make it an informative and approachable read.'



The screenshot shows a website for 'MAGCULTURE' with a navigation bar containing 'Studio', 'Journal', 'Shop', 'Live', 'Events', and 'About'. The 'MAGCULTURE' logo is prominently displayed with the tagline 'We love magazines'. Below the navigation is a large image of the 'CITIZEN' magazine cover, which features a circular architectural detail with people inside. Below the image is a post titled 'New magazine: Citizen #1' by Tines Smith, dated 8 August 2019. The post text reads: 'New arrival Citizen asserts such a confident presence on the shelf that you won't believe it's just launched. Emerging from the London School of Architecture (LSA) the magazine was set up with the express aim of enabling people living in cities to live more fulfilled and more sustainable lives, and will be released quarterly.'

Citizen is a quarterly magazine aimed at everybody engaged with the challenge of designing innovative proposals to bring about real improvements to the city.

The first magazine to address design not in terms of visual aesthetics but as a transformative force, Citizen promotes, challenges and develops ideas that build on the mission of the London School for Architecture – to allow people living in cities to have more fulfilled and more sustainable lives.

Citizen sets out to come up with cross-disciplinary proposals and ideas from across urbanism, architecture, design, finance, economics, planning, sustainability, anthropology, sociology, transport and policy – and to bridge the gap between academic, professional and popular audiences.

Born of the belief that today we suffer from a crisis of imagination and not resources, Citizen aims to connect all those engaged with the future of the city with stimulating insights from a world bristling with new knowledge and ideas. The aim is to connect different areas of thought and knowledge to produce holistic solutions to the issues that impact on the quality of urban life.

Executive Team

Co-Founder and Head of the LSA

Will Hunter

Will Hunter was Executive Editor of The Architectural Review and editor of the monthly magazines of The Architects' Journal and Building Design before founding the London School of Architecture. He has contributed to many titles including Wallpaper*, Blueprint and the Financial Times. He has taught architecture at both London Metropolitan University and the RCA and judged numerous competitions including the Global Architecture Graduate Awards and the RIBA Presidents' Medals.

Editor-in-Chief

Isabel Allen

Isabel Allen was Editor of the Architects' Journal from 1999-2007. She won numerous awards for journalism and editing and was a member of the jury for the Stirling Prize for four consecutive years. She left the AJ to launch HAB Housing with the broadcaster Kevin McCloud. HAB projects have won several awards for sustainability, landscape and architecture. Between 2007 and 2010 she was Head of

Communications for Design for London, Ken Livingstone's Design and Architecture Unit, and the curator and co-curator of various national and international exhibitions on architecture, urbanism and the public realm. She is currently Creative Director of the London pavilion at the Seoul Biennale 2019. Isabel is an Honorary Fellow of the RIBA.

Creative Director

Simon Esterson

Simon Esterson has had a huge influence on editorial design, through his ground-breaking work on projects such as Blueprint, Domus and The Guardian. Since 2008 he has co-owned and designed Eye magazine. Esterson Associates produces has produced numerous magazines including Art Quarterly, Museums Journal and King's College's alumni magazines. Simon has a keen interest in subscription-based, niche publishing start-ups, with strong production values and a full integration with digital products

Associate Editor

Finn Harries

Finn Harries is responsible for Citizen Magazine's social media strategy. Finn is a designer, filmmaker and environmental activist and internet star JacksGap, the YouTube channel he co-founded with his brother Jack, currently has over 4 million subscribers.

Publisher

Suzanne Trocmé

Suzanne Trocmé is an award-winning author, furniture designer and journalist specialising in design, art, fashion and architecture. She is a contributing editor to Wallpaper*, where she has worked for over 20 years, initially as Architecture and Design editor and subsequently as Head of Special Projects/Bespoke where she developed campaigns and content with leading brands.

Suzanne has written for numerous international publications including the New York Times magazine, Interior Design (as European Editor), Architectural Digest in the USA, France, Germany and Russia, as well as many broadsheet newspapers. She has curated exhibitions in high-profile venues including London's design museum and the V&A and curated the London Design Festival for a number of years. She is a frequent radio panelist and lectures widely on architecture and design.

Jason Sayer

Assistant Editor

Jason is Assistant Editor at Citizen and the Network Coordinator at the LSA. He is a freelance journalist and author and has written for The Guardian, The Architect's Newspaper, Metropolis Magazine, Wallpaper*, the Architects' Journal, FX Magazine and CityLab.

Editorial Board

We have appointed an Editorial Board which reflects the magazine's sphere of interest and will be drawn from a range of disciplines including architecture, urbanism, product design, technology, entrepreneurship, infrastructure, policy, finance and sustainability.

Arthur Kay

Entrepreneur and CEO of Skyroom

Peter Buchanan

Architect, urbanist, writer, critic, lecturer and curator

Richard Sennett

Writer on cities and Professor at the LSE

Sherry Dobbin

Cultural Director, Futurecity

Tom Mann

Director – Head Office London, Savills UK

Crispin Kelly

CEO of the developer Baylight

Farshid Moussavi

Architect and Professor at Harvard GSD

Matthew Claudel

Head of Civic Innovation, MIT

Pooja Agrawal

Co-Founder of Public Practice, GLA Regeneration Team

Professor Dame Henrietta Moore

Director, UCL Institute for Global Prosperity

Soheb Panja

Co-founder of the quarterly publication Courier

Citizen Launch Issue Content

● Henrietta Moore, Director of the UCL's Institute for Global Prosperity & Richard Sennett, of New York University and the London School of Economics, in conversation about the emerging role of the citizen in relation to the neighbourhood, cities and planet.

● Isabel Allen, Editor of Citizen Magazine, looks at the current challenges to our understanding of the rights and obligations of citizenship and the implications for new approaches to architecture and public space. Accompanied by photo essay of Extinction Rebellion protestors reappropriation of London's key symbols, civic spaces and monuments.

● Chris Williamson, co-founder of Weston Williamson + Partners, looks at the way the duties and demands of citizenship have evolved since the days of the of the Roman Empire and explores the potential for green technologies and infrastructure to transform the way we travel, live and work.

● Thomas Bryans, partner at IF_DO Architects, draws on his work with the Loneliness Lab research unit and reviews current projects across the capital to tackle the issue of how design can help the current crisis in social health.

● Soheb Panja, Head of Content at Second Home, considers the challenges and issues facing today's generation of British Muslims and argues it's time to radically rethink the design of British mosques.

● Nigel Coates, architect and member of the LSA's academic court, writes about relationship between gay culture and the city.

● Neil Lee, Associate Professor of Economic Geography at the LSA, examines the concept of inclusive growth and ask how policymakers can balance equality and economic growth.

● Will Hunter, Head of the LSA, makes the case for a new multi-disciplinary Civic University.

● James Soane, Director of Critical Practice at the LSA, challenges architects to counter the status quo with an agenda which prioritises sustainability and equality over economic growth.

● LSA students Joe Walker and Tom Badger argue that architectural practice has to become more proactive, collaborative and outward-looking to retain its relevance and power.

● Richard Hyams, founding director of Astudio, discusses the impact of the current housing crisis on London's workforce and presents his practice's initiative to tackle affordability issues by selling off-site modular housing directly to councils.

Work from the LSA Think Tanks

● New Knowledge – Floating Exchange Rates
Design for a symbiotic and reciprocal relationship between new forms of residential and industrial programme along London's river and canal infrastructure to enable responsible consumption and production and minimize waste.

● Architectural Agency – Social Cohesion
Prototypes for dense housing that rebalances the relationship between private dwelling and public programme to enable a more connected society.

● Adaptive Typologies – The Last Mile
Proposals for public space and infrastructure in Stratford that transform 'the last mile' – a person's journey from transport node to destination – improving local connectivity and capitalizing on the opportunities for future mobility.

● Emerging Tools – Homesteading in the City
Proposal for a high-density neighbourhood on the banks of the Lea River that feeds itself, using self-sustainable agriculture, with new rituals for community eating.

● Global Currents – InstaCity: Holidays versus the Everyday
Proposal for an integrated cultural and residential strategy for Walthamstow – London Borough of Culture 2019 – that uses mass tourist growth to benefit the local community.

● Metabolic City – Home Economics
Proposals for housing that uses advanced construction technologies to reduce the cost for key citizens vital to London.

● Jason Sayer, *Citizen* Magazine's Assistant Editor, interviews innovators and entrepreneurs who are working across and beyond disciplinary boundaries and creating opportunities for diverse voices to impact on city life. Accompanied by specially commissioned portraits of the subjects at work.

● Round-up and summary of selected TED Talks relating to issues of citizenship, urbanism and the need for cross-disciplinary collaboration to bring about improvements to the city.

● PLUS opinion pieces/columns from:
Victoria Glendinning, biographer, critic, broadcaster and novelist
Max Cotton, former BBC political correspondent
Suzanne Trocmé, Editor-at-Large, Wallpaper Magazine

My granddad used to run a mosque. Well, he and some of his friends hired a scout hall. I was forced to help with the set-up for Friday prayers during school holidays and stay through to the very end. I used to curse the stragglers who hung about way too long and pray for an early finish. The tedium of it all was brutal. (My prayers were answered when one of my granddad's friends ran off with the donations, bringing the whole enterprise to an end.)

Maybe it's the memory of those painful years, but I remain fascinated by where Muslims pray in Britain.

There are 1,500 mosques in the UK, many of which solely operate as spaces for Friday prayers. They don't include the thousands of repurposed spaces British Muslims jam themselves into. Meanwhile, standalone mosques range from the decaying one by Regent's Park to one of my favourites – the incongruously located four-storey block in the middle of Soho's Berwick Street.

Although it's not clear what proportion of the 2.7 million Muslims

in the UK regularly visit a mosque, it's a safe bet it's a lot. Mosques in the UK function almost entirely for prayers. Some have small spaces for women to pray. Some teach children how to read the Quran and the basic principles of Islam. Few run activities to attract people who aren't Muslims but live or work in the local area.

It's a shame. The design and function of the British mosque has hardly evolved since the first wave of Muslims arrived in the UK, largely from South Asian countries, in the 1960s and 1970s. It's especially surprising when you consider how sensitive community relations often are in areas with large numbers of Muslims, how much cash mosques generate through collections, and how they've been identified by government authorities as places sometimes targeted by extremists to cultivate dangerous ideas.

Many British Muslims talk of a complete rethink. What should a mosque function like for the next 20 or 30 years? How would a mosque be interpreted in the mind

of a world-class modern architect with an ambitious brief? How can we build a radical mosque – in a good way?

The brief should start with some fundamental questions. Should broader British society have a more active stake in mosques? Should mosques be open public buildings, with a range of activities? Do they need to be aesthetically appealing? What would that mean?

The needs of a mosque today are different to that period in the '60s and '70s when Muslims first arrived in quantity. Back then, they were designed to meet a simple requirement – to have somewhere to pray.

In his book about mosques in Britain, Shahed Saleem, says mosques were 'vehicles for the dynamic reconstruction of tradition' by immigrants; a place of comforting familiarity to the homeland and perhaps a refuge from any feeling of hostility in their new environment. How relevant are those feelings for a generation of Muslims who not only were born in Britain, but have parents who were born here too?

FREDDIE ARDLEY

Soheb Panja says it's time for a radical rethink of the design of the British mosque

Opposite: Muslims gather for prayer at the Islamic Centre on Soho's Berwick Street.

Modern mosques



Citizen
launch
issue

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launch
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Interviews by
Jason Sayer
Photographs
by Freddie
Ardley

All change

Amelia
Viney

founded the Advocacy Academy to support young leaders from marginalised communities to develop the knowledge, skills and confidence to create a more fair, just and equal world

What do you do?

We take young people at the sharp end of the failures of our system. They are trained by the best change-makers in the country and we support them to launch and run and win campaigns that will change their lives.

Why do you do it?

Because 88 per cent of young people feel their voices are completely unheard in society and 60 per cent have no idea how decisions are made on their behalf. That leads to policies that fail to reflect the diverse interests of our communities and young people growing up without the life they deserve.

How did you come to be doing what you're doing?

At 15 I battled for my school to become the first fair-trade school in the country. I went on to lobby on social justice issues in

Congress and work for an MP in Westminster. Everyone looked like me: white, though mostly male. Lots of Oxbridge graduates like me. To break the cycle, I had to stop accumulating power and start redistributing it to people who really need it.

What's your business model?

We are not a business, we are a charity. The question of what a business model is, is a question asked by capitalism. I don't believe capitalism is the answer. It doesn't make people happy and isn't beneficial for the majority of the world.

What barriers have you had to overcome to get where you are today?

Charities are supposed to be apolitical – that's limiting. Great charity work builds the capacity of people to create systemic

change which is inherently political. We've had to do a lot of careful thinking about what we can and can't do and what we are able to do within the letter of the law.

What's the biggest challenge you face in trying to do your job?

The way Great Britain looks at social justice and activism. In America, for all of its stupidity, everybody is entitled to their say. Here, when I say activism, people think of marches and placards. They don't see strategic campaigning or 10-year movements. They see it as a niche. I hope it becomes mainstream to fight for a better world.

theadvocacyacademy.com



By 2045 the proportion of the population aged over 65 will rise to 25%. This equates to 146 million more older adults than there are today – totalling 1.4bn globally. Insights from four diverse cities – Hong Kong, London, Madrid and Vancouver – explore the way cities are responding to this demographic shift.

Cities for an ageing population

'A child born today can expect to live to 100 years – so now we must seize the opportunity to improve the quality of lives lived longer and transform the way we think about our work, our housing, our health, our finances and our communities.'

These are the words of Caroline Dinenage, Minister of State for the Department of Health and Social Care, speaking about the Industrial Strategy (ISCF) Grand Challenge for Ageing Society.

The government has committed more than £300 million to developing new technologies that will revolutionise the way we age and provide everyone with the best possible chance to grow old with dignity in their own home.

On the face of it, this is great news. But UK housing stock is not well adapted to older adults, and there are many mismatches between their needs and their environment.

According to a report by the Equality and Human Rights Commission, Britain's housing 'crisis' is forcing the frail to live in dangerous conditions, with poor housing leading to an 'increased need for social care' and 'avoidable hospital admissions'.

The need for better homes for older adults is echoed by architect Judith Torrington, author of *Future of Ageing: adapting homes and neighbourhoods* (Government Office for Science). Writing in the Agile Ageing Alliance's (AAA's) *Neighbourhoods of the Future* White Paper, Judith says: 'Living in a supportive neighbourhood is beneficial to health, well-being and social connectivity. Large numbers of older people become invisible with advancing age, confined indoors by an unsupportive environment and/or physical disability.'

Earlier this year, the AAA published a second edition of *Neighbourhoods of the Future*. Commissioned by Tata Steel, the new report comes as the UK finds itself in a housing crisis. According to a year-long cross-party housing commission, launched in the wake of the Grenfell Tower disaster, England needs 3 million new social homes by 2040, more than were built in the two decades after the end of the Second World War.

Bimlendra Jha, former Chief Executive Officer of Tata Steel UK, identified the magnitude of the challenge ahead: 'In construction, housing is the single most important problem we currently face. At Tata, we regard this not only as a business opportunity, but also as part of our duty to try and do something *better* in the communities we serve.'

Speaking at the report's launch, Lord Best, Chair of the All-Party Parliamentary Group on Housing and Care for Older People, said:

'With a large, ready-made market that the unimaginative house building industry is failing to address, there are massive opportunities for creating homes for everyone. Government, local and central, stands to gain from incentivising and supporting a major growth in this fledgling sector, not least in collaboration with housing associations. But the tipping point – when "rightsizing" becomes the norm for those in their 60s and 70s – will arrive when a new generation of entrepreneurs take up the challenge. A market that is worth over £6 billion a year beckons. And with it comes the great prize that both older and younger generations can live in homes that make their lives better.'

According to Tata Steel Marketing Project Manager Matt Teague, *Neighbourhoods of the Future* is completely aligned with Tata Steel's illustrious heritage:

At the same time as the creation of Tata Steel in 1907, a town grew up around the new steelworks at Jamshedpur. In a letter to his son Dorab, the founder of the Tata Group Jamshedji Tata outlined the following guiding principles for its layout and design:

'Be sure to lay wide streets planted with shady trees, every other of a quick growing variety. Be sure that there is plenty of space for lawns and gardens. Reserve large areas for football, hockey and parks. Earmark areas for Hindu temples, Mohammedan mosques and Christian churches.'

Such a statement would not have been out of place coming from the pen of Ebenezer Howard, the father of the Garden Cities movement

in Britain, and demonstrates Tata's appreciation that – even at a time of rapid industrialisation and population migration from the countryside into the cities and towns – the art of place making; providing a decent, sustainable and, above all, pleasant place for people to live and work, was key to the success of the enterprise as a whole.

In 2018 we can still take inspiration from Tata's words, and recognise that not only do we face the same problems and challenges today, but also new ones.

In the western industrialised nations the potential negative impact of an ageing society and the so-called 'demographic timebomb' are becoming increasingly apparent.

There is an urgent need for a new approach to ageing, one where the knowledge, experience and capabilities of this significant part of the population can be employed (literally and metaphorically) to the advantage and well-being of the individual and wider society.

The basis of this approach starts in the home, a place where a person so enabled, can live, work and play without impediments imposed on them by their environment. Well-designed spaces coupled with augmented systems and 'smart' services, which have been tailored to the needs of the recipient, are the starting point of a cradle-to-grave approach to housing design where, as the needs of the occupant change over time, the space can adapt with minimal disruption, thus reducing the need for a person to move, and in turn strengthening the building of and continuity of the 'neighbourhood'.

The first *Neighbourhoods of the Future* white paper set out a manifesto for change and described some of the products, services and, notably, housing designs that could bring about the required paradigm shift in our attitudes and approach to ageing. It seemed like a natural progression to suggest that *Neighbourhoods of the Future* (2019) should serve as a blueprint for realising the built expression of that change: a Home for Life.

In this spirit we have collaborated with the AAA to produce *Neighbourhoods of the Future* – a blueprint for the creation of truly intergenerational spaces. This document can be downloaded at: <https://www.agileageing.org/page/nof-2019/>

'In a free enterprise the community is not just another stakeholder in business, but is, in fact, the very purpose of its existence'

Age-friendly Cities

Neighbourhoods of the Future includes a section dedicated to the global challenge, produced in partnership with the Grosvenor Group. According to Chief Executive Mark Preston:

'The world is ageing, particularly in advanced economies. Over the next 30 years, we will see an extra 15,000 people reach retirement age in the Organisation for Economic Co-operation and Development (OECD) member countries every single day.

'By 2045 the proportion of the population aged over 65 will rise to 25 per cent, from the current 16 per cent. This equates to 146 million more older adults than there are today – totalling 1.4 billion globally. 'This demographic shift is set to have a profound impact on society and the social fabric of cities. By 2030 all major urban centres in the OECD will see a sharp increase in the number of older people. These cities will need to adapt and develop a number of short and longer-term strategies to ensure they respond adequately to both the challenges and opportunities that an ageing society presents.

'For over 340 years, Grosvenor has been developing, managing and investing in properties and places. Whilst there is no silver bullet solution to what is a serious challenge and a defining one for generations to come, we hope that our insights from four diverse cities – Hong Kong, London, Madrid and Vancouver – will further the aims of this white paper by encouraging discussion and debate, involving and encouraging central and local authorities and other relevant stakeholders to work together in recognising the issue and prioritising its resolution.



“74% of older adults move to places within 100 km (or 1 hr – 1.5 hr train ride) of Central London.”

By Simon Harding-Roots,
Executive Director,
Grosvenor Britain & Ireland

London is a young and fast-moving city but that does not mean it cannot be a city for older people.

Much of the negative language that is attached to the notion of an ageing population is both surprising and frustrating. People are not geriatric at the age of 60 or 70, and many will look forward to as many as 20 years of a really active lifestyle, taking advantage of transport, culture and leisure.

The 'silver surfer' generation is an exciting demographic and it means that what we have in London and in the real estate sector is a huge opportunity, especially in a country that does not have a strong culture of keeping older adults within the family unit.

We need to move away from the idea that the only option is for the elderly to go into a care or rest home when, in fact, most older people in London, as much as elsewhere, wish to remain independent.

The challenge is that many older Londoners are living alone in the family four-bedroomed home that they raised their family in, but which is unlikely to be suitable for an older person.

There is a strong opportunity for us as an industry to focus on building communities made up of homes for rent that will meet the needs of all demographics and not just the 25- to 35-year-olds whose faces often adorn modern development hoardings.

There is currently an acute lack of the type of accommodation in London that suits all ages. Developers need to capture those elements of a home that older people particularly value, whether that is spacious rooms, wider corridors, storage areas, or some outside space.

Including a range of different sized blocks and building with flexibility into a development so the units can be adapted later on is a very cost-efficient way of accommodating residents' future needs.

Developers should also look to include more public amenities such as ground level open spaces within a proposed new community in order to make it more attractive to the older occupier.

Grosvenor hopes to put this into practice in Bermondsey, south-east London, where we have drawn up a masterplan for a mixed use community of 1,500 flats with office, retail and community space. Building for rent means the apartments will typically come with facilities and features such as two standard sized bedrooms and two bathrooms unlike much of London's older stock where there will often be small 'box' rooms as part of the accommodation offer.

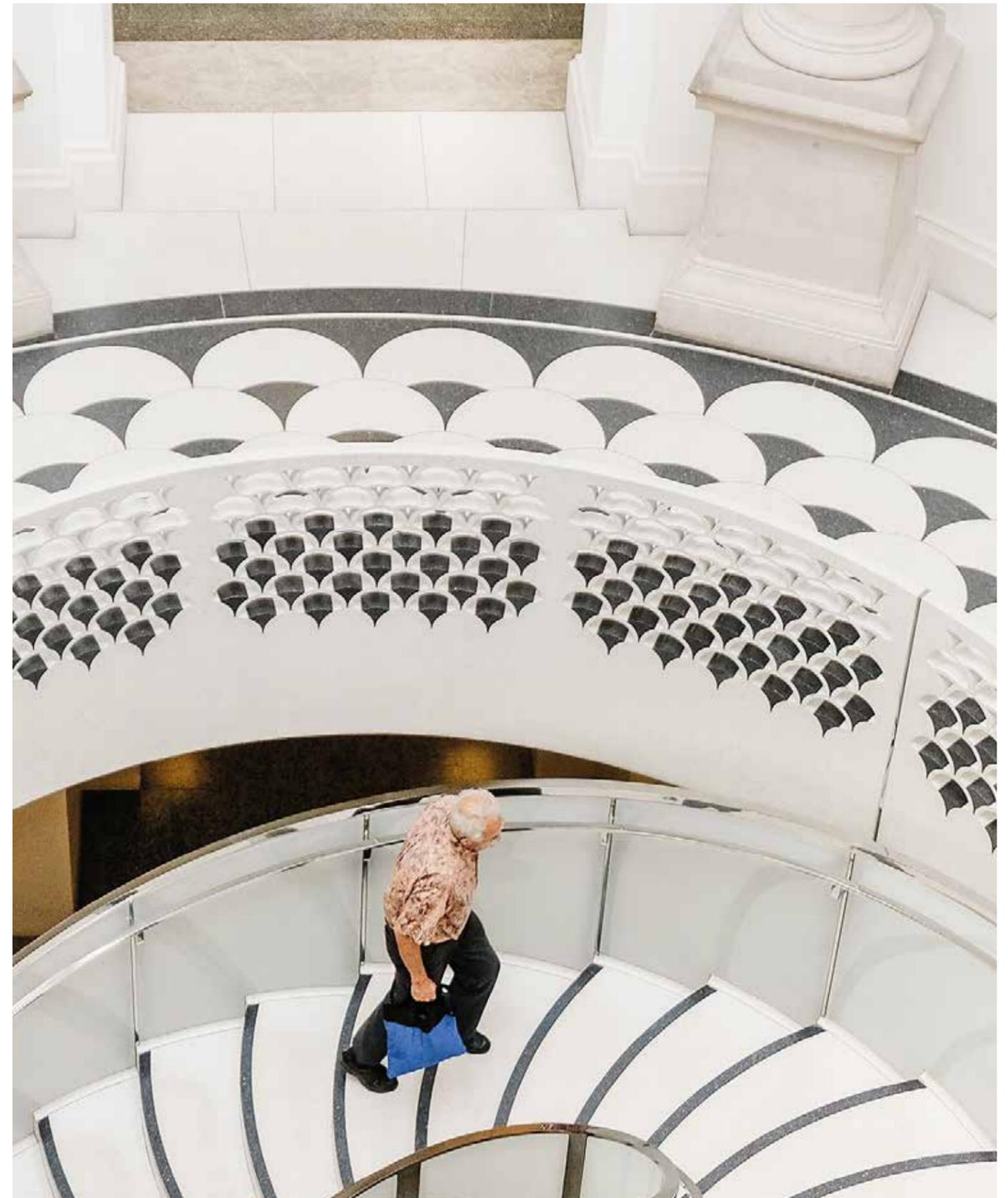
This takes into account that it is increasingly common for individuals of all ages to share homes, making living in London more affordable. New developments designed with this in mind are more appealing to people who fear being priced out of London. Technology integrated within the very fabric of new buildings will also become an important feature for the increasing tech-savvy older generation.

Renting should be seen as a functional way of life that offers flexibility where people might start off in a studio and work their way through the different types of property but within the same development, enabling people to remain in their chosen communities for longer. It can also provide a positive alternative to retrofitting large older houses, which are in demand from families.

Tax incentives could play an important role in encouraging older homeowners to sell an oversized family home and so free up housing stock, and for modern regeneration aimed at diverse and integrated communities. A financial incentive to sell, and an exemption from Stamp Duty when buying, could be very beneficial.

The good news is that London has made significant strides to make the city more accessible, not just for older adults but for everyone who needs help with mobility, including the disabled and parents with buggies. Whether it is way-finding signage, free public transport, pedestrian zones, dropped kerbs, supermarket deliveries and even taxis at the touch of an App, it makes for a friendlier city for everybody.

If we get this right, London will be a more integrated city. With people living for longer in places they are happy in.



Rate card

Citizen events

Title Sponsor Prominent logo on invite VIP invitations to party Opportunity to include marketing material in goody bags Advert in magazine Mention in founders speech	£10,000
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Main Sponsor Logo on invite VIP invitations to party Opportunity to include marketing material in goody bags	£3,000
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Citizen magazine content

Overall Magazine Sponsor Prominent name positioning in the front of the book Editorial of your brand tailored to our audience of leading architects Mention in speech	£15,000
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Magazine Feature Double page advertorial Logo on invite	£5,500
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Magazine adverts

Double Page Advert (front of book)	£5,000
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Double Page Advert	£3,500
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Double Page Advert (back of book)	£2,500
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Single Page Advert	£1,500
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‘Fabulous! Brilliant magazine.

It feels like a better version of Monocle – the richness of content and design is exemplary.’

*John McAslan, Executive Chairman,
John McAslan + Partners*

Double page spread
W420 x H297mm
+ 3mm bleed

Full page bleed
W210 x H297mm
+ 3mm bleed

Full page type area
W175 x H266mm