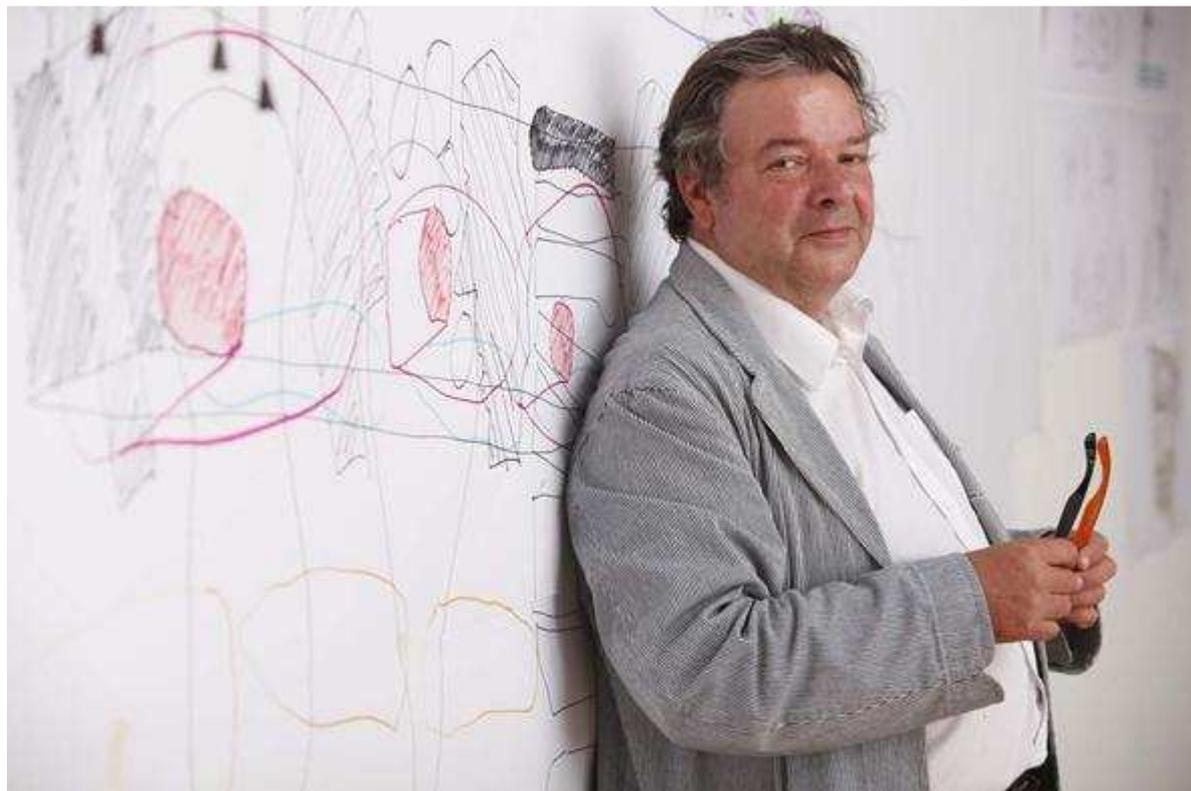




## Archial rebrands Alsop's former practice

15 March, 2010



The practice Will Alsop left to join RMJM has been renamed by its owner, architectural giant the Archial Group

His former outfit, known simply as Alsop Architects, has been rebranded as Alsop Sparch following a decision by Archial (formerly SMC) to merge the studio with Sparch – the group's Asian architecture, masterplanning and interior design practice.

The new business will bring together Alsop Architects' office in London with Sparch's network of studios in Beijing, Kuala Lumpur, Singapore, Shanghai and Abu Dhabi.

Chris Littlemore, chief executive of Archial Group, said: 'The new Alsop Sparch brand will help harness the international growth potential of Archial's two signature practices, and complement our strength in commercial architecture.

'It will bring together and organically grow our international business in Europe, Asia and the Middle East, and further afield to other regions, on the back of major project wins.'

The two firms have already collaborated on a number of projects including the new [Shanghai Cruise Terminal](#), which was conceived by Alsop Architects and is being delivered by Sparch (*pictured*).

Under the new banner the firm is working on, among other things, a mixed-use high rise in Ho Chi Minh City; the new Carnegie Pavilion for Yorkshire County Cricket Club; a major public realm improvement project in Mauritsweg, Rotterdam; and the flagship Michael Faraday School on the Aylesbury Estate in London.

Will Alsop's flight to RMJM last year followed a dramatic u-turn on widely-publicised plans to retire to take up painting. The Stirling Prize-winning *enfant terrible* of British architect later admitted [the painting 'ruse'](#) had been a smokescreen to allow the move.

