Housing

Alsop’s new firm plans car-friendly housing

Will Alsop aims to enlist Jeremy Clarkson for help on motorist-targeted housing development – part of the cross-disciplinary approach of his new practice, Will Alsop at RMJM

Will Alsop is drawing up plans for a car-friendly, environmentally sound urban housing development in London, and intends to approach Top Gear presenter Jeremy Clarkson for help.

The project is one of the first worked up by Alsop since he left his eponymous practice (part of Archial Group) last year to join global giant RMJM.

Alsop believes Jeremy Clarkson’s expertise of the motoring industry could be of benefit to the scheme, although he has yet to find a client.

He said: ‘It’s like going back to the 1960s when architects came up with ideas themselves, and it is just something we wanted to explore. You don’t stop painting just because you haven’t sold one yet.’

His new 50-strong studio, known as Will Alsop at RMJM, is jointly led with Scott Laskie and has three directors: Miriam White, Matt Cartwright and Stephen Cutler.

Alsop increasingly wants to work with people from other fields, and has launched a cross-disciplinary collaboration called Testbed. He has spoken to fashion designer Vivienne Westwood, visualisation firm Squint Opera and Spencer de Grey of Foster + Partners about the creative hub, which he hopes will influence his work.

Among more tangible projects designed under the Will Alsop at RMJM banner is the 32-room Beach Hotel in Palamós, Spain, which has treehouse-style pods (pictured above) that offer views of the sea. The practice is also working on proposals for a steel-ribbed museum in Greece, shaped like a praying mantis.

Alsop’s former practice has now been renamed Alsop Sparc. Alsop said: ‘I wish them the best of luck.’ Richard Waite

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