For us, colour choice in façade design is a key part of this. Colour palettes are changing and we aspire to allow architects the maximum design flexibility, not just in following the current design trends but in paving the way for future innovation.

The muted brick and block-style housing of the 1990s has been replaced with mixed-use building products and accents in next-generation smart materials which is just a reuse of primary colours. Children are as sensitive colour-wise as any of us. Remember also that context is vital – the pavilion is not just an isolated structure but belongs to a wider context – and you have to choose your colours very carefully. You can be subtle or you can be bold – and not middling when it comes to colour.

Asked what he was looking for in the competition entries, he said: ‘I am clearer what I don’t want to see: it falls on the verge of wallpaper’. Alsop in front of Large Decoration with Masks (1953). Image: Anthony Coleman

The winning playhouse and shortlisted proposals will appear online and in an AJ issue in the autumn. The winning playhouse will have the opportunity to be built at a major residential scheme.

The best entries will make it onto a shortlist of 4-6 entrants, all of whom will receive a £1,000 honorarium. Additional £2,500 for the winning practice or team to work up and deliver their design on a one-off basis, should it be built.

Alongside Alsop, the other judges are:
- Will Hurst, managing editor, The Architects’ Journal
- Caroline Thomas, senior structural engineer, Arup
- Hans Peter Kuhn, light and sound artist
- Matthew Biddle, managing director, Berkeley Homes (Western)
- Graeme Nicholls, Harriet Harriss, Hanif
- James Hardie – is keen for the contest to explore colour in a way that is affecting the industry, comprehensive building studies with a focus on futureproofing and changing needs

For architects and clients, the next generation of palette is a game-changer for the façade. Why not take a look at our list of materials to inspire your own project.

The competition, which is free to enter and open to all UK-based architects, is being run in association with James Hardie – a specialist in bre cement façade products.

Visit the competition website for more information.