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Austin-Smith: Lord wins UK Practice of the Year

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At last night's AJ100 Awards Ceremony in London's Grange Hotel, St Paul's, Austin-Smith: Lord scooped both Practice of the Year and the Regional Award for Wales. The practice was also ranked as number 7 out of the top 100 architectural practices in Britain, jumping 9 places from last year.

The Practice of the Year Award recognises the leading UK practice, taking into account financial and business performance, design output and HR performance. This prestigious award stands as testimony to the practice's integrity, dedication and creativity and reinforces Austin-Smith: Lord's strategic drive to stand at the pinnacle of architectural design and innovation within the construction industry. The Regional Awards commend the best practice of each of the seven UK regions compiled from data from the industry questionnaire.

The AJ100 awards panel termed 2010 a "turbulent year for architecture". The market remains tough and to have won two of the nine awards has been an honour for the practice.

Speaking on behalf of the practice, Partner Jennifer Dixon, commented, **"Any successful architectural practice is an extraordinary cocktail of raw creativity, technical prowess, procedural stability, emotional intelligence, and sheer daring. In Austin-Smith:Lord we have nurtured all these ingredients in equal measure, and we are delighted to accept the AJ100 Practice of the Year Award as recognition of our progress in this, our 60th year of practice. The business of Architectural Practice has never been more challenging than in today's business environment, and it is tempting to think that business performance comes second to the production of great buildings. However, it is good business practice that allows architects to put the appropriate value on their services, to properly reward their highly trained professional staff, to invest in research, development and knowledge, and to produce great buildings as a consequence."**

The AJ100 list is produced following a survey on the UK's most successful architectural firms undertaken by The Architects' Journal in conjunction with Imperial College's design industries research department. Further information will also be extracted and analysed to provide key observations on the industry and an insight into how age and practice structure, type and discipline can have an effect on growth, HR issues, creative input, new business acquisition and business performance. The survey itself was the judge for the Awards.

Full details of the AJ100 list and award winners are published today in the AJ and are also available on the AJ online website - <http://www.architectsjournal.co.uk/aj100/>.

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