



tea with an  
**Architect**

MEET YOUR LOCAL ARCHITECT

OVER  
**4000 ARCHITECTS**  
SIGNED UP SINCE  
FEBRUARY 18TH 2013

THE TEA WITH AN  
ARCHITECT WEBSITE  
CURRENTLY HAS OVER  
**2000 HITS PER DAY**

LAUNCHED BY ARCHITECT  
**GABRIELLE OMAR,**  
STAR OF 2012  
BBC 1'S APPRENTICE

OVER  
**36 LOCATIONS**  
AROUND THE COUNTRY  
STARTING THEIR MONTHLY  
SESSIONS

**TEA WITH AN ARCHITECT** aims to increase interaction between architect and their local community in a relaxed, approachable environment.

The events are billed as an opportunity for members of the public to bring in their ideas, designs and questions, and benefit from a free consultation over cups of tea.

In turn the campaign also gives rise for architects to develop community relationships and to promote design services, by providing the prospect for regional/neighbourhood improvement projects to occur.

Tea with an Architect, founded by Gabrielle Omar, chartered architect and former candidate on the 2012 BBC1's Apprentice, launched in February 18th 2013 at Ecobuild exhibition at the Excel in London.

Since launch, more **4000** architects have registered and over **36** locations around the country have begun their monthly events.

Tea with an Architect is currently supported by the Royal Institute of British Architects (RIBA), whose members exceed over 28,000 architects, and whose affiliation gains advertising in all monthly RIBA newsletters in all of the 10 regions, as well as social media and press publicity. Members of Tea with an Architect however do not need to be RIBA registered and is open to anyone that is fully qualified and registered with the Architects Registration Board (ARB), whose members reach up to around 33,000.

The **official media partner for Tea with an Architect is BD (Building Design)**, which is part of the UBM group. Their weekly printed circulation is 22,848, with BD online reaching 170,000 visitors a month.

With the RIBA's LOVE ARCHITECTURE FESTIVAL in June, Tea with an Architect have organised what is currently the biggest ever contribution to the nationwide celebration. Events will be ranging from locations including Worcester, Preston, London and Devon. The **8 day event** however that will take place in the centre of Liverpool ONE, will house the largest Tea with an Architect event to date, with press attention already buzzing.



GABRIELLE OMAR  
FOUNDER AND DIRECTOR



TEA WITH AN ARCHITECT EVENT  
LIVERPOOL

YOUR SPONSORSHIP TRAVELS ALONG WAY....

## What are Tea with an Architect Events?

Tea with an Architect (TWAA) has already begun its series of events/ regular tea with an architect sessions around the country where homeowners are being invited to come and have an informal chat over cups of tea with architects in their area.

The [teawithanarchitect.com](http://teawithanarchitect.com) website is used as a platform to promote ALL existing similar architect consultations as well as Tea with an Architect organised events

Tea with an Architect is not only popping up in every town and city around the country, we also approach the public with different sized events and frequency

## The REGULAR Local organised Events

Helping local architects host one of the most important types of events that Tea with an Architect carries out are the regular bi-weekly/ monthly sessions in local cafes, pubs, libraries, town halls and so on. Here we help gather the local architects of the town, source venues and lead the publicity for the events through local press and publications.

## TWAA THINK BIG EVENTS

During the summer months, Tea with an Architect will host large events around the UK in prominent positions taking advantage of the large footfalls to celebrate the 'Love Architecture Festival'. Locations currently include prime locations in city centres such as in the middle of Liverpool ONE, as well as in John Lewis and Barker and Stonehouse stores

## Participation in large Exhibition Events

Tea with an Architect launched at the Ecobuild exhibition (57,000 visitors) at Excel exhibition centre, and has now gained a large presence in most of the large design, home & renovation exhibitions around the country, including the **Home Building and Renovating** shows around the country and **The May Design Series** at Excel to name a few

## The TWAA Archi-MOD-Pod

Having recently teamed up with MOD 105, a company who design, fabricate and install modular buildings to produce the first TWAA mobile consultation unit. The unit, named **ArchiMODPod** can house up to a minimum of 3 architect consultations, and is flexible to have both seated and standing sessions. Locations for this include Trafalgar Sq, the London Eye and Picadilly Gardens

## Supported by RIBA

Tea with an Architect is currently endorsed by RIBA (Royal Institute of British Architects), who boasts around 28,000 members, with Tea with an Architect sessions being organised in all 10 RIBA regions.

## Gabrielle Omar

Having more than 18,500 Twitter followers, and 7,000 Facebook fans, Gabrielle Omar is the driving force when it comes to publicising Tea with an Architect. Gabrielle's interactions within the architecture world include lecturing at the University of Westminster, as well as an ambassador alongside TV architect George Clarke as ambassador for Shelter and RIBA initiative 'Architect in the house'.

## Associations with Local and National Estate Agents

Currently in talks with some of the larger estate agent chains, Tea with an Architect currently works alongside smaller local agents to help send traffic to the local events as part of an added service they can offer. Leaflets and flyers are distributed here to advertise events

## Social Media and publications

Apart from Facebook, Twitter and Pinterest, interactions via a Tea with an Architect YouTube channel where Architects will give advice to homeowners with tips and tricks on improving their house is to launch shortly. Also our PR team prior to all events send out press releases to all local (and sometimes national) publication and radio press.

“I welcome schemes like "Tea with an Architect" and the RIBA's "Architect in the House", they are vital if we are to break down the initial barriers and encourage homeowners to meet casually with an architect. It is a great opportunity to meet architects often for the first time in a friendly setting over a cup of tea. -Angela Brady, RIBA President”



**George Clarke** @MrGeorgeClarke  
What a great idea @TeaWAArchitect  
Retweeted by TeawithanArchitect



**RIBASouth/SouthEast** @RIBASouthEast  
@TeaWAArchitect Our #henleydesignday today proves there's a huge appetite among architects + public for meeting informally ... and for tea!  
Retweeted by TeawithanArchitect

**Shape The Place** @ShapeThePlace... 7 Mar 2013  
@sketchbookMA @teawaarchitect yes great day good leads and better still some great conversations about design @gabrielleomar  
Retweeted by TeawithanArchitect

**jo harrop** @PlacedEd 22 Feb 2013  
@aklettner @gabrielleomar good idea - anything architects do to break down boundaries has got to be a good thing  
Retweeted by TeawithanArchitect



**Mobile Studio** @theMobileStudio 7 Mar 2013  
Had so much fun being part of @teawaarchitect at @Ecobuild\_Now #architecture Thanks to @GabrielleOmar!  
Retweeted by TeawithanArchitect



**Gem Barton** @gem\_shandy 27 Feb 2013  
@TeaWAArchitect Like tea, like architects, like free advice, why not have tea with an architect? wp.me/ps6YZ-N4 interesting concept!  
Retweeted by TeawithanArchitect



**Angel City Builders** @ChrisSmithofACB 5 Mar 2013  
@FrancesAnderton have you heard of @TeaWAArchitect This would be great to do in Los Angeles #architect #design  
Retweeted by TeawithanArchitect



**Andrea Klettner** @aidetnr 22 Feb 2013  
Calling all architects! Join @GabrielleOmar in her quest to bring architecture to the masses bdonline.co.uk/comment/blogs/...  
Retweeted by TeawithanArchitect



**marcia hutchinson** @marcia... 23 Mar 2013  
Just had a great chat with Gabrielle Omar #architectadvice of teawithanarchitect at the NEC look forward to the follow up  
Retweeted by TeawithanArchitect



**Andrew Ruffler** @aruffler 24 Feb 2013  
A really worthwhile project which we'd be pleased to support in the NW @TeaWAArchitect  
Retweeted by TeawithanArchitect



**MUSTARD Architects** @MJ... 7 Mar 2013  
Thanks @TeaWAArchitect @GabrielleOmar for a great few days @Ecobuild\_Now.  
Retweeted by TeawithanArchitect



**Minifie Architects** @sketchbo... 7 Mar 2013  
We had a great week @teawaarchitect @ecobuild\_now with @GabrielleOmar. Lots of exciting commercial and residential project leads all over UK  
Retweeted by TeawithanArchitect