

April 2010 – Lunch Club

At our monthly lunches we always focus on making sure all our guests enjoy a fulfilling afternoon, engaging in stimulating conversation by bringing individuals together to understand the aspects of the wider design and construction industry, whilst providing a momentary respite from the pressure of work.

April's lunch was no different in that respect bringing together a diverse group of interesting people representing many sectors of business, including Giles Redmayne (marketing) and John Cowell (business development) to Joe Friedman (Fine Art).

David Luckham attended too having spent his life working with fine textiles and carpets he is now devoting all his energies into developing a training and exhibition centre for the finer aspects of a trade, badly affected by the pursuit of price rather than quality. If conservation and textiles are of interest to you I would recommend a visit to their website www.thelivinglooms.com.



Christian Flack and David Luckham



Khashayar Nemanti and Joe Friedman

With Khashayar Nemanti we had interesting discussions about the nature of architectural training, a process that seems to favour design over construction, and is reflected in the manufacturing stages in the absence of information and knowledge provided by some practices. Jasper Weldon and I are working with Khash and Formation Architects at 100 Park Lane, which has to-date, been a very satisfying experience because the project that has been properly designed and tendered with realistic timescales recognising that true quality takes time.

Alireza Sagharchi was welcomed back in April and provided his usual sage wisdom on an industry that constantly challenges. Alireza and his partner Mohsen have established Stanhope Gate Architecture as a

major force in London and overseas with a range of breathtaking projects from major urban planning to individual flats.

Joe Friedman became a friend and subsequent lunch guest quite by accident when I was looking for some impartial advice. Since then Joe has provided good company and some interesting enquiries through his impressive portfolio of clients for whom he provides Fine Art consultancy services.

It was clear from the conversation that whilst the economy is struggling, the quality end of the market remains pretty buoyant with significant commissions being made and no shortage of enquiries. Giles Redmayne has been helping Jasper to develop their marketing materials and the reaction to them from Weldon Customers has been very good. Jasper and I have both held firm to the belief that marketing is a very important part of providing confidence to our client's and that money spent wisely in this area is a very important element of successfully steering a course through the current market conditions.



Alireza Sagharchi and Giles Redmayne