

# Farrells

Farrells bring to a project a **unique combination** - not only proven, local experience in high quality urban design and masterplanning, but also our capacity for **strategic big picture thinking** and advocacy for major corporate clients.

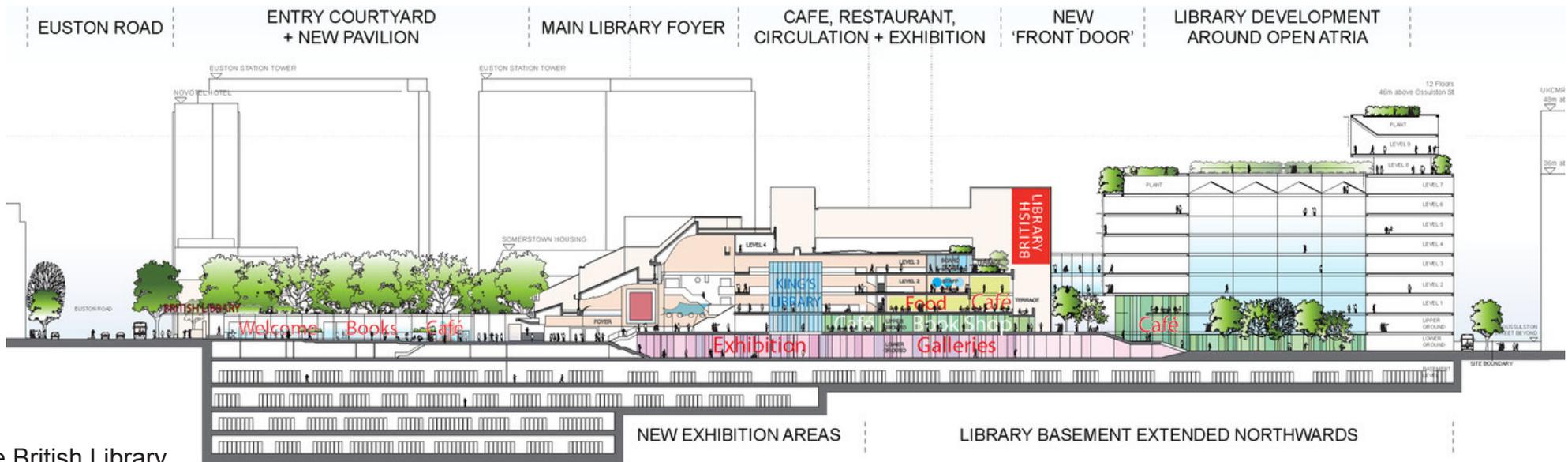
## Why Farrells?

**Strategic Thinking** – our value lies in big picture strategic thinking, helping clients such as **Manchester University**, the **British Library** and the **Royal Institution** to plan their future, review their sites and achieve development value across estates.

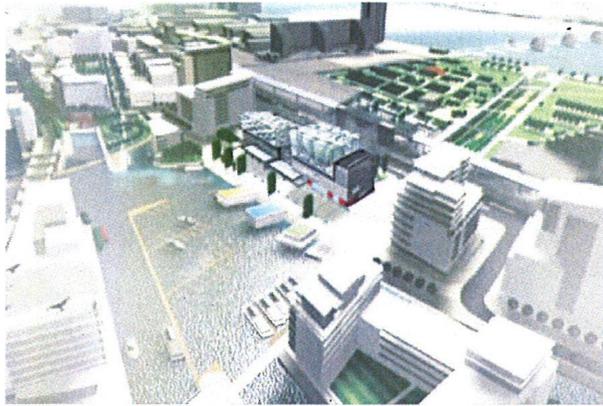
- Farrells have a long history of successfully **delivering masterplan** projects on all scales – we know how to plan, achieve and manage **value creation** and change
- We are the **intellectual leaders** in the subject of urban design – *“no one thinks at the scale you do”* – Nicky Gavron on Farrells work in London

**Working in London** – We have achieved major consents in most London Boroughs.

- Farrells long term experience in urban design and masterplanning and our intensive **liaison with all key stakeholders** allows us to achieve quick **planning consents**
- As a matter of course, we successfully led large scale masterplans, involving **extensive teams of experts, consultants and other designers**
- Our wide range of **initiatives for better places** demonstrates our concern about the **public realm** and our innovative thinking on placemaking
- **Advocacy** – a significant proportion of our work is focused upon advocacy, communication and transferring knowledge. We understand the true challenge of this work, and the process of managing and achieving change.



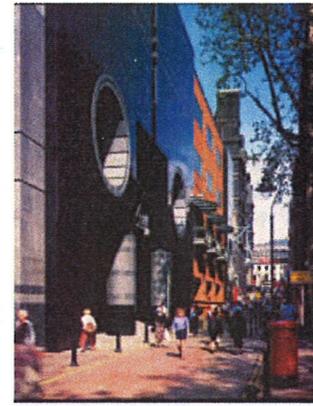
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Silvertown Aquarium - London



Dean Art Gallery - Edinburgh



Charring Cross - London



Regent's Place - London



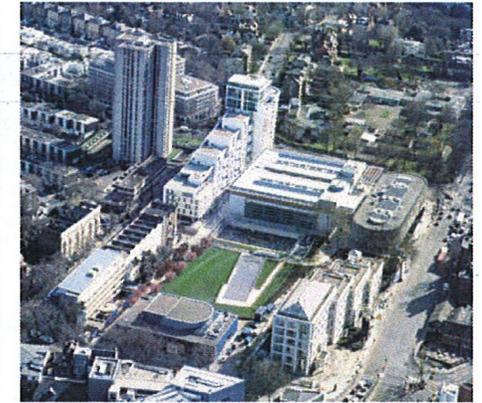
Greenwich Peninsula - London



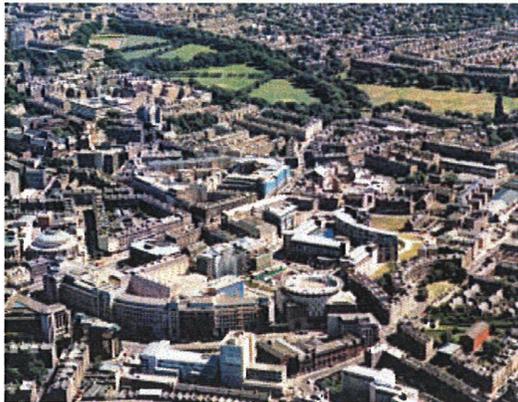
The Home Office - London



Lots Road - London



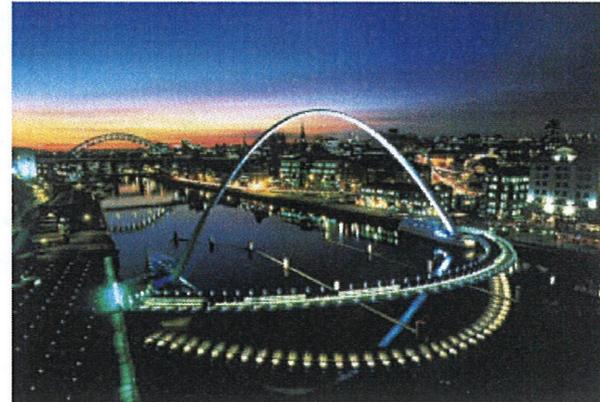
Swiss Cottage - London



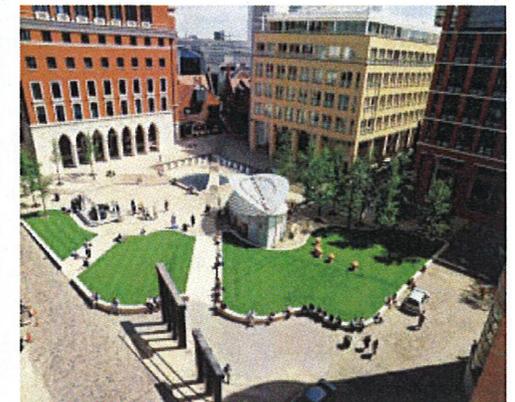
The Sheraton Spa - Edinburgh



The Deep - Hull



Newcastle Quayside



Brindley Place - Edinburgh