

Open House Worldwide

Four Core Principles Open House Worldwide

1. The Open House event should maintain the core values of the Open House concept: to foster appreciation, understanding and learning amongst your own communities along with the value of architectural excellence and showcasing outstanding design, combining contemporary and historical.
2. Free entry to all buildings taking part in the Open House event is mandatory, with no exclusive entry over the event itself, and no mandatory charge to be made to building owners to participate.
3. A not-for-profit organisation or charity, separate from political ties and professional institutions, must be in existence or to be established to organise the Open House event in each city. The organisation will further need to be part of or involved within architecture or the built environment sector.
4. The primary aim of Open House is an architectural education and advocacy event, whilst enjoyable, within the setting of an urbanised city.

2016 Guidelines to support the 4 core principles

1. City
 - a. The city you are working in must have a minimum population of 400,000. You will be required to provide a list of a minimum of 150 buildings of outstanding quality, of which there must be a balance of contemporary and historic. You must be able to explain the value of your city's architecture in order to showcase it.
 - b. Open House events cannot be hosted on behalf of your country. The Open House concept strictly relates to cities, and this condition is key to its continued success and profile.
 - c. Open House's audience is the inhabitants of its own city – it is not a tourist event and this emphasis should be remembered.
2. Organisation
 - a. You must be a not-for-profit, non-membership constituted organization or non-professional institution, but with primary aims and objectives to promote the value of architecture and the built environment. An Open House event cannot be run by an individual or a government department. Open House can be run as a programme within another organisation provided the organisation is independent, its core values align with Open House Worldwide, its focus is the built environment, and it is not-for-profit. However, special circumstances can be discussed with Open House Worldwide
 - b. There must be a minimum of 3 people in the organisation. One must be an architect, one must be a non-architect. The person in the lead role should have strong architectural and urban design knowledge.
 - c. The leader and the majority of the core members of the organisation to be living and working in the city.
 - d. Developing links to local government, built environment groups, community groups, commercial/industry links is recommended. You will be asked if you already have these links or have an idea of who you might approach.
 - e. A number of example documents will be provided by Open House Worldwide once Agreement has been signed and periodic communication.

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3. Event
 - a. The event must be called Open House [followed by the name of the city] and not any other name.
 - b. The event has to be anticipated as an annual event. The agreement is for an initial 3 year period. If the event does not take place for two years, the contract will be void and any rights to use the Trade Marks will automatically cease. However, special circumstances can be discussed with Open House Worldwide as well as changes to planned start dates.
 - c. One supervisory visit by Open House Worldwide's Founder or equivalent is made in the inaugural year to help generate publicity, officially launch the inaugural event and to ensure that the event is being delivered at an appropriate level. All expenses for this visit will be covered by the host city. Skype meetings/telephone conversations will be necessary during the planning stages prior to the event.
4. Funding
 - a. You will be required to provide an initial idea of budget and areas you would focus on to obtain funding. Proposals for funding opportunities typically include a mixture of in-kind support, grants, city council funding, commercial sponsorship.
5. Open House Worldwide Agreement
 - a. The OHWW agreement will provide evidence of your association. All Open House cities are to use the Open House Worldwide Family logo on their websites and on print, as well as the story of Open House.
 - b. Signing the OHWW contract is confirmation of the event being able to take place as part of the OHWW Family. The term of the contract is the period of 3 years from the Effective Date. However, the agreement will be automatically renewed if the events are continuing taking place annually.
 - c. Prior written notice not to renew the contract must be given to Open House Worldwide no later than 6 months prior to the expiry of the Term (see above).
6. Website and Logos
 - a. You will use the Open House Worldwide Family logo once you have signed the agreement but you should also have your own logo relating to your own city's event.
 - b. In the first year your logo and promotional material need to be approved by Open House Worldwide. Drafts should be submitted at least 3 months prior to the event and must include reference to the origin of Open House. Thereafter, logo and promotional materials need only be submitted if they change substantially.
 - c. Open House Worldwide cities will be featured on the Open House Worldwide website.
 - d. You should have your own independent Open House website with its own domain name, which must feature the Trade Marks on the homepage and a link to the Open House Worldwide website and/or in the 'About' section, as well as where featuring 'partners'.
7. Fees
 - a. There is a joining fee of £500 (plus 20% VAT tax where relevant) which represents a contribution towards the Brand Owner's legal fees in assessing the feasibility of applying for the Trade Mark. Following this there is an annual fee relative to budget of event ranging from £100 to £500.

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If you are able to fulfill all the above criteria, fill out the request for information form below and email to info@openhouseworldwide.org Open House Worldwide will assess your organization's eligibility, and get back to you with approval. You will be sent the Trade Mark agreement to sign. Subsequently you must arrange up to three consultations prior to the first Event, to advise on organization.

Enquiry Form to set up an Open House City

Contact information

Contact Name for correspondence:

Email address:

Telephone number:

Organisation (you must be part of, or setting up, a constituted organization to set up an Open House event):

Names of members of the organization:

Occupation(s):

City information

1. Name of city?
2. What is the population size of the city? (min. requirement 400,000)
3. Approximately how many buildings of exceptional quality are there in your city potentially to include in Open House? (min. requirement 150)
4. Please list buildings of exceptional quality in your city including historic and contemporary architecture:

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