

# Open House Worldwide

Part of the  
**Open House  
Worldwide Family**  
openhouseworldwide.org

**Below are the key points which are required in establishing an Open House in a city and using the 'Open House' brand. At the end of these Guidance Notes, an explanation of the next step is presented.**

## **Four Core Principles Open House Worldwide 'family'**

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 good design, combining contemporary and historical, recognizing the quality rather than the age of the buildings.
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 your city. The organisation's core aims will be centred on architecture or the built environment and its citizens of that city.
4. The primary aim of Open House is an architectural education event within the setting of an urban city for its own citizens.

## **2018 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 200 buildings of outstanding quality, of which there must be a balance of contemporary and historic. The minimum number of sites for the inaugural event is 90 sites. You must be able to explain the value of your city's architecture in order to showcase it.
  - b. The Open House concept strictly relates specifically to one city, and this condition is key to its continued success and profile and therefore cannot be hosted on behalf of a country or a number of cities, nor can an Open House organisation organise another Open House city.
2. Organisation
  - a. You must be a not-for-profit, non-membership constituted organization or non-professional institution, with primary aims and objectives to promote the value of architecture and the built environment. (level of not for profit depending upon country's minimum requirements).

# Open House Worldwide

An Open House cannot be constituted by one individual, government department or professional body and cannot be a professional members organisation. Open House can be run as a programme within another organisation provided the organisation is independent, its core values align with Open House Worldwide, it is specifically for built environment, and not-for-profit. In addition, the core members of the organisation are there in their own right and not representing any organisation. However, special circumstances can be discussed with Open House Worldwide.

- b. There must be a minimum of 3 directors of the organisation. At least one must be an architect, and at least one a non-architect, preferably with communications or project management expertise. The person in the lead role should have strong architectural and urban design knowledge.
- c. Developing support by 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.

## 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 is made to the inaugural event by the founder to ensure that the event is being delivered at an excellent level, provide mentoring and feedback during the event and to help generate publicity. The travel, accommodation and sustenance is to be paid for by the Open House 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 require evidence of your not for profit association.
- b. Signing the OHWW contract is confirmation of the event being able to take place. 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).

# Open House Worldwide

## 6. Website, Logos and Communications

- a. The Open House City logo must include the name Open House (as two words or one word)
- b. It must not include the words 'architecture festival'
- c. All Open House cities are required to use the Open House Worldwide Family logo on their websites and on print, as well as the story of Open House.
- d. Open House Worldwide Family logo must be used once you have signed the agreement.
- e. Open House Worldwide cities will be featured on the Open House Worldwide website.
- f. You must have your own independent Open House website with its own domain name, which must feature the Trade Marks on the homepage and/or in the 'About' section, as well as where featuring 'partners'. If you are already an organisation and the Open House Event is part of your programming, you must still have a unique website for Open House 'City'.
- g. Open House Worldwide will produce periodic social media communications and provide a number of useful templates.

## 7. Fees

- a. There is a joining fee of £500 plus VAT (total £600) 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 £130 to £500.

## Next Steps:

If you are able to fulfill all the above criteria, the first step is to fill out the Request for Information form below and email to [vthornton@openhouseworldwide.org](mailto:vthornton@openhouseworldwide.org) Victoria Thornton, Founder Open House Worldwide. Open House Worldwide will assess your organization's eligibility, and get back to you with any queries and set up a Skype meeting to discuss it in more detail and the next steps.

# Open House Worldwide

## Enquiry form to submit interest in setting up an Open House City

### Contact information

Name:

Occupation:

Organisation (you must be part of a constituted organization (as per the guidelines) or setting up an Open House organization):

Email address:

Telephone number:

### 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 (min. requirement 200)?
4. Please list buildings of exceptional quality in your city including historic and contemporary architecture: (list separately if you wish)
5. Intended start date for first event? (In most cases it takes a minimum of 9 months to run an event from start to finish)
6. Approximate number of buildings to be involved in first event (minimum 90 buildings)?



# Open House Worldwide

13. Do you have any background experience in architecture or the built environment / interest?

14. How did you hear about the Open House city concept?

15. Other relevant information

Please email your completed form to: **[vthornton@openhouseworldwide.org](mailto:vthornton@openhouseworldwide.org)**

Victoria Thornton OBE HonFRIBA HonMA  
Founder

Open House Worldwide is part of Open-City Registered Charity No. 1072104. Company No. 03159878