

CONSTRUCTION

MAGAZINE



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DESIGNS ON THE REGION

ORIGINALLY LONDON-BASED, ANTHONY HUDSON MOVED HIS PRACTICE TO NORWICH IN 2009 IN ORDER TO DEVELOP A CLOSER RELATIONSHIP WITH HIS CLIENTS AND THE LANDSCAPE SURROUNDING THEM.

He is a firm believer in a bottom-up approach to design. "I wanted to build a practice with close ties to local people and local businesses," says Anthony. "Not that you can't do that in London, but it is much more difficult."

To reinforce that notion of working in the community the practice regularly sponsors local events and Anthony writes a monthly architectural column in the local press.

One-off houses are what the practice is best known for and their innovative work in this area has been recognised in numerous awards. However, projects in the public and voluntary sectors continue to grow and these now make up an increasing proportion of their work. Most notable projects in these sectors are the Salvation Army Citadel Corps building in Chelmsford and The Open Youth Venue in Norwich, both multi-award-winning designs.

research into projects to enable us to provide this very special service to our clients.

"We often get asked to take on quite tricky projects where there are a lot of complicated conditions or needs and clients often look to our design expertise to deliver something unexpected."

While core projects are located in East Anglia, Hudson Architects also carry out one-off projects in diverse areas such as India, Italy, France, Jersey and UK regions.

As the economic landscape begins to brighten the practice is experiencing an upsurge in business.

"We are amazingly busy for now," says Anthony. "There has been a huge increase in activity and enquiries in the past two months. It all looks incredibly positive and there seems to be a lot more confidence around."

"We've got room for expansion, but because it is in the nature of our practice to provide a very personalised service we don't want to overreach ourselves. Last year we opened a small office in Holt to cover a particular region of East Anglia, again reinforcing that close nature with our clients. That's an office that we will probably expand if the enquiries continue to come as fast as they have been."

Whatever the function of a building, Hudson Architects approach design in a distinctive, contextual way that makes each project unique.

"Our house style isn't obvious, but it comes from the fact that every project is particular and bespoke to its location and the client's brief," explains Anthony.

"We probably reinvent the wheel too many times because we are always trying to look at a scenario in a different way," he says. "We carry out a lot of

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