

# 100 PROPERTY & DESIGN HOT

The fabric of our city, public and private, inside and out, is our shared responsibility as citizens of this great metropolis. But some of us, let's face it, are bigger hitters than others. What follows is TLM's pick of the 100 most powerful and influential players in the worlds of development, architecture, planning, design and interiors. Politicians rub shoulders with property moguls and world-renowned 'starchitects' mingle with street artists, gardeners and charity campaigners. But where, finally, does the buck stop? We've made our choice, but we'd love to know what you think; so email us at [readers@cedarcom.co.uk](mailto:readers@cedarcom.co.uk), subject line Hot 100

By Harry Underwood, Mira Bar-Hillel and Laura Tennant

## CATEGORIES

FOLLOW OUR COLOUR-CODED GUIDE TO THE PROFESSIONAL MOVERS AND SHAKERS ON TLM'S HOT LIST

- ↪ ACADEMIC
- ↪ ACTIVIST
- ↪ ARCHITECT
- ↪ ARTIST
- ↪ CIVIL SERVANT
- ↪ CRITIC
- ↪ DEVELOPER
- ↪ INTERIOR DESIGNER
- ↪ POLITICIAN
- ↪ PLANNER
- ↪ RETAILER

### 1 THE RT HON ERIC PICKLES MP

**↪ POLITICIAN** Back in July, Secretary of State for Communities and Local Government Eric Pickles rejected a £1bn mixed-use scheme containing 829 homes and shops in two high-rise towers on the former Youngs Ram Brewery site in the heart of Wandsworth. His reason? Because it 'would be so overwhelming as to harm the character' of the conservation area and nearby listed buildings, and did not contain enough affordable housing. The plans had

previously been approved by Tory Wandsworth Council and Mayor Boris Johnson and went to public inquiry at the end of 2009. Yet Yorkshire-born Pickles, 58, rejected it within six weeks of becoming Communities Secretary in the Cameron cabinet. The decision is a good example of how powerful his position is as the ultimate arbiter of all planning and housing matters – he can overrule both boroughs and City Hall – and how decisively and independently he is likely to use it.

So expect more fireworks from the outspoken and jovial chap who was attracted to

Communism as a boy but joined the Conservatives in 1968 after the Soviet Union invaded Czechoslovakia. Like his predecessor John Prescott, Pickles can be controversial (one reason perhaps why his tweets currently attract 8,259 followers). He has mentioned the need to 'purge town hall "fat cats"' especially those earning more than the PM. Most of the highest-paid council chiefs are Tory – but that won't stop the pithy Pickles.

### 2 SIR SIMON MILTON

**↪ POLITICIAN** The strong man in Boris Johnson's administration, Milton is arguably more powerful than Boris himself, given his attention to the kind of detail Boris can't be bothered with. Milton, 49, is a career politician who became Deputy Mayor for Policy and Planning in September

2008 and Chief of Staff in June 2009, making him responsible for all the other mayoral advisors, as well as the Greater London Authority budgets and administration.

At Westminster Council, Milton was mentored by Dame Shirley Porter, who was later engulfed by the 'Homes for Votes' scandal. She was ultimately condemned by the House of Lords and made to pay the council £12 million, but Milton has never disassociated either the council or himself from her.

He apparently considered running for Mayor himself, but admitted 'I'm not enough of a popular, recognised face to be a strong candidate and to be honest, I'm not up to the huge physical demands of the job,' citing a battle with leukaemia which has left him with 'the lungs of a 75-year-old'. None of which seems to be slowing him down in City Hall just now.

suburbs; the scaling back of Livingstone's 100 Public Spaces scheme; bright blue cycle superhighways; water fountains; a £220 million Great Outdoors scheme; Anish Kapoor's huge sculpture and, like his predecessor, backing for skyscrapers. Ultimately, he bears responsibility for 'The London Plan', City Hall's broad strategic objectives for the capital.

### 5 PRINCE CHARLES

**↪ ACTIVIST** Depending on how you see it, the heir to the throne has been an *éminence grise*, or a crucial heritage champion, ever since he attacked a proposed extension to the National Gallery as a 'monstrous

### 3 HIS HIGHNESS SHEIKH HAMAD BIN JASSIM BIN JABER BIN MUHAMMAD AL-THANI

**↪ DEVELOPER** Sheik Hamad, the Qatari Prime Minister and Foreign Minister, is buying up London at astonishing speed. With his strong connections with the US government, the father of 13 has spearheaded a massive expansion of Qatari investments which began with his personal backing for the One Hyde Park scheme in Knightsbridge and continued with the ill-fated purchase of the Chelsea Barracks site for £1bn in 2007 by Qatari Diar, which he chairs, and which ended up with a failed design, a Royal spat and very



Sheik Hamad is buying up London at 'astonishing speed'

carbuncle' in 1984. A consistent critic of modernism, functionalism and skyscrapers, Charles' support for classicism, restoration and human-scale development has seen him derided by some as an anachronism, yet he may be the most influential 'unacknowledged legislator' in

*'Charles may be architecture's most influential "unacknowledged legislator", and many share his concerns'*

acrimonious litigation. The sheik's most recent acquisitions include Harrods and the Park House site on Oxford Street.

### 4 BORIS JOHNSON

**↪ POLITICIAN** Mayor since 2008, austerity has meant that Johnson has yet to leave his architectural legacy. So far his record has been mixed: acrimony with Richard Rogers over the Chelsea Barracks development; ditched plans to create 'super hubs' of high-density developments in the neglected

architecture today and many share his concerns. His involvement in the Candy brothers' Chelsea Barracks debacle indicates his reach.

### 6 DAVID BROWN

**↪ CIVIL SERVANT** Transport for London's extraordinarily wide remit covers not just buses and Tubes but also London's streets, river services, the congestion charge, the DLR, Victoria Coach Station and the London Transport Museum. As MD of Surface Transport, Brown holds influence over the look and feel of life



The power behind Boris's throne? Deputy Mayor Sir Simon Milton

in our city in so many ways.

### 7 ANDY ALTMAN

**↪ PLANNER** The American planner, as CEO

of the new Olympic legacy company, is now responsible for regeneration post-2012, including hundreds of new jobs and homes and the biggest urban park to be created in Europe in 150 years.

### 8 PETER REES

**↪ PLANNER** Rees was appointed as City of London planning officer over 25 years ago, just after the Big Bang irrevocably changed London's financial centre and sparked massive high-rise development. The next decade, says Rees, will see refurbishment, consolidation and the City's 'greening'.

### 9 GORDON FRYETT

**↪ RETAILER** Tesco's plans for world domination show no signs of slowing down and Scottish-born Fryett heads a team of hundreds who take care of the retail giant's ever-expanding property portfolio. Their latest project in development is a series of 'mini-villages' in Bow, Streatham and Woolwich mixing supermarkets, mass housing and schools, bus depots and ice rinks.

### 10 MICHAEL GUTMAN

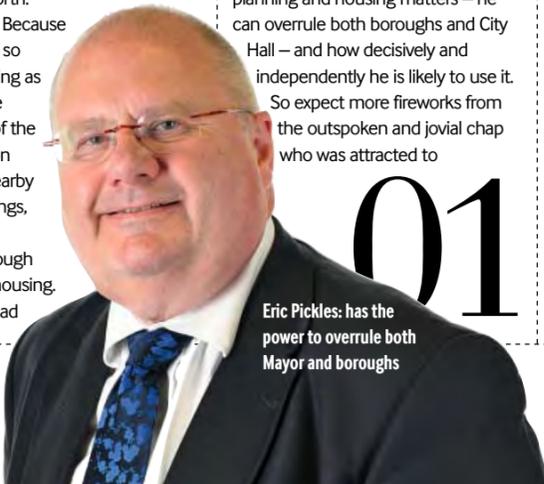
**↪ RETAILER** Son of a Sydney watch-seller, Gutman is the MD of Westfield in Europe. He oversaw the opening of their gargantuan £1.6bn Shepherd's Bush shopping centre, a shrine to consumerism which attracts 50,000 people every week. And they're not stopping there – a Westfield in Stratford will open in time for the Olympics.

### 11 PETER BISHOP

**↪ CIVIL SERVANT** The London Development Agency is soon to be merged with the Housing and Communities Agency at City Hall, but its can-do deputy chief executive Peter Bishop is likely to retain an important role implementing the London Plan for the city's sustainable development.

### 12 TERRY FARRELL

**↪ ARCHITECT** 'I'm not a minimalist, I'm a maximalist,' explains the architect behind the space-age MIS headquarters on the river at Vauxhall. Now an advisor to mayor Boris Johnson, charged with restoring the Thames Estuary and improving outer London's suburban 'doughnut', Farrell promotes low-rise yet high-density developments. His metropolitan dream is a pedestrian concourse stretching from Regent's Park to the Mall, which he has nicknamed the 'Nash Ramblas'. >



Eric Pickles: has the power to overrule both Mayor and boroughs

**13 BOB ALLIES AND GRAHAM MORRISON**  
**ARCHITECTS**

Quite simply the busiest partnership in London today: projects include flats at Highbury Stadium; the restoration of the Royal Festival Hall; a BBC media village in White City; an office decorated with 2,000 aluminum fins behind Tate Modern; a ballet school in Southwark; the Olympic masterplan, and, if it gets the go-ahead, the £4.5bn regeneration of Cricklewood and Brent Cross – effectively a new town.

**14 SIR PETER HALL**  
**ACADEMIC**

A distinguished town planner and academic, UCL's Sir Peter Hall has long been a power in the land and his hand can be seen on many policies – particularly the redevelopment of the Thames Gateway. His support for the mayor's focus on the suburbs wins him a seat at the council table for the foreseeable future.

**15 ERIC REYNOLDS**  
**DEVELOPER**

London's markets are in vogue, and Reynolds, head of Urban Space Management, is the man responsible. He has developed Camden Lock, Merton Abbey Mills, Spitalfields Old Fruit and Vegetable Market, Greenwich Market and Chelsea Farmers' Market, and has even had a go at resuscitating Elephant and Castle Shopping Centre. Reynolds also pioneered Container City, which converts shipping containers into affordable buildings.

*'London's markets are in vogue, and Eric Reynolds, known for putting run-down areas back to practical use, is the man responsible'*

**16 JEREMY DIXON AND EDWARD JONES**  
**ARCHITECTS**

Another much employed practice. Dixon Jones were the architects behind the renovation of the National Portrait Gallery and Somerset House and the creation of Kings Place in King's Cross. Their current projects include a masterplan for Exhibition Road.

**17 RENZO PIANO**  
**ARCHITECT**

Due for completion in 2012, the Shard will reach up over 1,000ft into the sky above London Bridge, and become the tallest building in the EU. The story

goes that Piano, the urbane Italian architect behind this slender glass tower, drew the designs on a napkin over lunch at a Berlin restaurant with developer Irvine Sellar. 'I like to fight gravity', he says.

**18 SIMON JENKINS**  
**ACTIVIST**

Journalist Jenkins, a one-time editor of the Evening Standard, now chairman of the National Trust and an instrumental figure in the triumphant restoration of St Pancras Station, has been an outspoken critic of modernism and 'energy-guzzling glass boxes, lumps, blobs and phalluses'.

**19 SIMON THURLEY**  
**ACTIVIST**

Thurley is the energetic architectural historian and TV presenter who became CEO of English Heritage in 2002. Since then, membership has risen from 300,000 to over a million. He calls English Heritage 'the social security service for major buildings' – during the painstaking restoration of King's Cross station, every roof tile was replaced.

**20 JASON PRIOR**  
**PLANNER**

Urban designer, landscape architect and environmental planner, Prior is the masterplanner behind London's 2012 Olympics. He is a specialist in urban regeneration and the design of public open space.

**21 MALCOLM KERR**  
**DEVELOPER**

When London's landlord families went to sleep in the 1960s and 1970s, the Howard de Walden estate allowed Marylebone to crumple into neglect. Property developer Baynham has now made it one of London's most desirable quarters, enticing a Waitrose and a Conran onto the High Street with generous long-term leases, shunting out the photocopying shops and travel agents, and bringing in small independent fashion and food retailers.

**22 ROBERT NOEL**  
**DEVELOPER**

Board of Land and Securities' new MD, formerly of Great Portland Estates, will head up a portfolio of developments, including the City's aforementioned 'Walkie Talkie' office block on Fenchurch Street, Park House (mixed

*In 1995, Henrietta Green's Food Lovers Fair was the catalyst for Borough*



Foodie heroine Green, photographed at home

use retail, residential and office space at the west end of Oxford Street) and two huge developments of offices and flats in Victoria.

**23 MARK BREARLEY**  
**PLANNER**

A landscape architect and head of the mayor's Design for London agency, charged with regenerating the city's neglected green spaces. He is key to the development of the city's living lungs.

**24 SIMON BAYNHAM**  
**DEVELOPER**

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**25 NICK AND CHRISTIAN CANDY**  
**DEVELOPERS**

With a 200ft yacht, a Monaco duplex, a helicopter, a pop-star girlfriend, tax exile status and

a couple of limousines between them, the Candy brothers have come a long way from their upbringing in the Surrey commuter belt. They're currently involved in One Hyde Park, where a penthouse costs a cool £80m, the Noho Square complex near Oxford Street, and the stuttering Chelsea Barracks project. The latest round of their legal battle against Qatari Diar, the Chelsea Barracks partner who they are suing for £81m, went to the Candys, while their empire seems to have survived the credit crunch intact – so far.

**26 RICKY BURDETT**  
**ACADEMIC**

A notable urban theorist, Burdett teaches at LSE and is a key figure in the Olympic site design. While advisor to Ken Livingstone, he made a bid to transform London's squares into the continental-style piazzas you might find in Rome or Barcelona. The idea didn't work everywhere – Sloane Square residents wouldn't allow it – but it did come off in Brixton and at Gillett Street Square in Dalston.

**27 JEREMY NEWSUM**  
**DEVELOPER**

Newsom has been the Executive Trustee of the 6th Duke of



Developer Eric Reynolds transforms brownfield sites into citizen-friendly, usable space



**30 KEN SHUTTLEWORTH**  
**ARCHITECT**

A low-profile but highly talented architect, Ken the Pen heads up Make architects, hired by Lend Lease developers to make Elephant and Castle – for so long blighted by its concrete slab monstrosities and manic traffic gyratory – a little more people-friendly, with an urban regeneration scheme costing £1.5bn.

**31 SIMON HARRIS**  
**DEVELOPER**

Harris's company advises developers on every aspect of their project, from acquiring land to choosing the right architect for the job. One way or another, most of the City's recent developments can be traced back to the 'Deep Throat' of developers.

**32 JON ROUSE**  
**CIVIL SERVANT**

The needs of London's 'towns' may not be as sexy and glamorous as major central London refurbishments and makeovers, but they are just as imperative and have recently come under the spotlight. In Croydon, gifted council head Jon Rouse is pioneering regeneration that works with, rather than against, the grain of an area.

**33 HENRIETTA GREEN**  
**ACTIVIST**

Green's Food Lovers' Fair in 1995 was the

cordless phone), a skyscraper described as the capital's 'ugliest and most oppressive building' by English Heritage. The second, even more ambitious, is the £4bn redevelopment of Battersea Power Station, which will include a biofuel station, 3,200 homes and a park.

**29 ROGER MADELIN**  
**DEVELOPER**

Developer Argent's joint CEO is the man responsible for the development of King's Cross. While he enjoys a reputation for a potent combination of charm and aggression, he is said to be unusually sensitive to the needs of the local community. He also chairs the Government Advisory Panel on Mixed Use Development.

**34 ERIC PARRY**  
**ARCHITECT**

An obsessive early riser, Parry is behind much of the progress in office architecture around the City of London, imbuing 21st-century corporate headquarters with an

pioneering catalyst for the transformation of Borough from a wholesale fruit and vegetable market into London's premier home gourmet destination, fostering local farmers' markets throughout the capital in the process. A foodie heroine.

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**37 TONY PIDGLEY**  
**DEVELOPER**

Berkeley Homes, founded by Pidgley in Weybridge in 1976, grew up to become the parent company for the St George (Chelsea Creek and Imperial Wharf) and St James (award-winning residential site) developments. A hugely successful company which has been known to rubs critics and locals up the wrong way.

**38 BILL DUNSTER**  
**ACTIVIST**

A pioneering 'ecotect', Dunster made his name with

*'The needs of our suburban "towns" may not be as sexy as a glitzy central London makeover but they are just as imperative'*

elegant civic presence. He directed the complex renewal of St Martin-in-the-Fields off Trafalgar Square, which brought together a church, a school, social care facilities, apartments and subterranean crypts.

**35 DEYAN SUDJIC**  
**CRITIC**

Over the years this critic and director of the Design Museum has been involved with almost every architectural organisation of influence. 'Successful cities keep their options open,' says Sudjic. 'They do not create concrete deserts by building too much social housing in high rises, or building their suburbs at such low densities that public transport becomes impossible.'

**36 JOHN PENROSE**  
**POLITICIAN**

The Tory MP for Weston-super-Mare was a shock appointment to take over as Minister for Heritage and the Built Environment, having spent his career in electronics, publishing, management consulting and banking. Has he got the know how? We shall see.

**39 ROBERT DAVIS**  
**POLITICIAN**

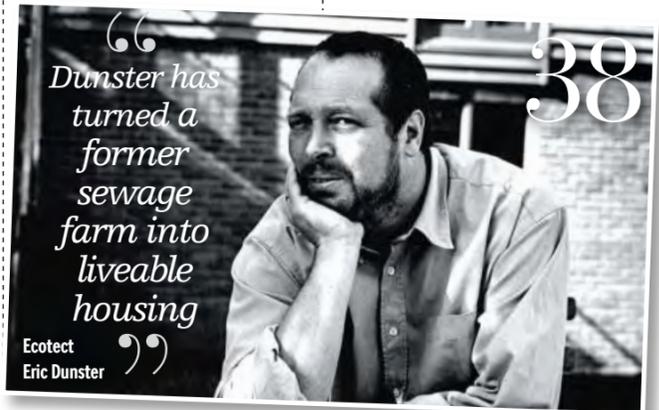
Deputy Mayor Simon Milton's long-term partner, Davis heads the policies on the built environment at Westminster Council, which deals with more than 11,000 planning applications per year; the most in the UK. Davis feels that many tall buildings deface the London skyline; he successfully opposed 'Three Sisters', a gargantuan development near Waterloo.

**40 NINA PLANCK**  
**ACTIVIST**

A Virginian farmer's daughter who set up London's first farmers' market in Islington and is a vigorous advocate of 'real food', including red meat, raw milk, butter and lard. London Farmers' Markets now runs 14 sites across the capital from Blackheath to Broadgate. >



Architect Viñoly is the man behind some of our most controversial building projects



*Dunster has turned a former sewage farm into liveable housing*

Ecotect Eric Dunster

**41** **ROGER ZOGOLOVITCH**  
**ARCHITECT** A former president of the AA, Zogolovitch's Solid Space 'design brand' is dedicated to 'innovative housing typologies'. He is an influential voice within the planning community and consulted on the Olympic Village.

**42** **HUGH SEABORN**  
**DEVELOPER** At the Cadogan estate, Seaborn's remit is to forge a particular Chelsea brand. This has meant opening a new public piazza at Duke of York Square, and rejecting mobile phone stores and coffee chains in favour of clothing boutiques to maintain the King's Road's fashion heritage. Seaborn's boss, the Earl of Cadogan, allegedly refused to renew the Oriol Brasserie's lease because of a bad meal.

**43** **EDWARD CULLINAN**  
**ARCHITECT** The architect's architect, Cullinan set up his practice as a cooperative in 1965 with the emphasis on sustainable

*'Anish Kapoor is the artist chosen to design the gargantuan spiral sculpture which will loom over the Olympic Stadium'*

and innovative buildings and was awarded the RIBA Royal Gold Medal in 2008 for his contribution to architecture. Schools, community buildings and cultural centres all over London bear his mark.

**44** **DEEPA NAIK AND TRENTON OLDFIELD**  
**ARTISTS** Artist Naik and urbanist Oldfield are the people behind This Is Not A Gateway, a non-profit making organisation which puts on forums to give emerging architects and members of the public a voice on the future of their metropolis. Previously, Oldfield worked on the 'Thames Strategy' from Kew to Chelsea; he's now writing a book on the history of London's fenced green spaces.

**45** **KULVEER RANGER**  
**POLITICIAN** The young Tory Sikh who introduced the Oyster Card is Boris Johnson's Transport advisor. So far he's driven through the Tokyo-inspired diagonal pedestrian crossings at Oxford Circus, but blocked proposals to pedestrianise Parliament Square, calling it an overpriced act of

heritage vandalism. Ranger also oversees the Mayor's Great Outdoors programme to 'green' the city.

**46** **CHRISTOPHER PORTMAN**  
**DEVELOPER** Viscount Portman is an unimaginably wealthy London landlord, albeit one who spends much of his time in Australia. He owns elegant Georgian properties around Oxford Street, Marble Arch, Edgware Road and Baker Street. His is another estate trying to promote localism, here in the West End; the next step is to make Portman Square more inviting.

**47** **PATRICK LYNCH**  
**ARCHITECT** Developers LandSec should be applauded for appointing the young, gifted and up-and-coming Lynch to design a major mixed-use development in Victoria. We expect great things.

**48** **SIR JOHN SORRELL**  
**ACTIVIST** Leading designer Sorrell now devotes his

energies to an eponymous foundation with the aim of 'inspiring creativity in young people and improving the quality of life through good design'. Among other things, it brings architects and young people together to work on streets and schools.

**49** **ANISH KAPOOR**  
**ARTIST** Indian sculptor Kapoor designed the gargantuan spiral sculpture which will loom over the Olympic Stadium. Due to be completed in late 2011, the so-called ArcelorMittal Orbit will be 115m tall, use 1,400 tonnes of steel, and cost £19m. It hasn't been universally welcomed. As Boris Johnson conceded, 'Some eyes may detect a helter-skelter or a supersized mutant trombone.'

**50** **PAUL FINCH**  
**ACTIVIST** The journalist chairman of CABE (the Commission for Architecture and the Built Environment) will struggle to safeguard his design watchdog from the promised 'Bonfire of the Quangos'. Critics of CABE say that it complicates



Garden designer Andy Sturgeon

“  
*Former cement mixer Sturgeon won the Best in Show prize at Chelsea this year*  
 ”

the planning process. Its supporters point out that they've taken a lead against supermarket-led regeneration.

**51** **FAWN JAMES**  
**DEVELOPER** The student who inherited her pornographer grandfather Paul Raymond's property empire at the tender age of 22 is now in charge of 60 acres of Soho and institutions such as Ronnie Scott's and Soho House. Her first mission as landlady will be to make her entire portfolio of buildings environmentally sound.

**52** **MICHAEL HOPKINS**  
**ARCHITECT** Another grandee from the Foster, Rogers, Grimshaw generation, Sir Michael is known for his sensitive fusion of innovation with tradition. He designed accommodation for MPs at Portcullis House, the Mound Stand at Lord's with its tent-like fabric roofs, and Westminster Tube station.

**53** **ROGER BRIGHT**  
**DEVELOPER** Formerly a civil servant, Roger Bright is now CEO of the Crown Estate, which has owned coastland, farmland, Windsor Great Park and whole swathes of London ever since the reign of George III. They are now putting £500m into redeveloping Regent Street, with the Café Royal set to become a hotel.

**54** **DAVID COLLINS**  
**INTERIOR DESIGNER** The Wolseley, The Blue Bar, Marcus Wareing at The Berkeley, Claridge's, The Connaught



Soho heiress Fawn James

“  
*James wants to make her Soho property portfolio environmentally sound*  
 ”

75

Bar, Fortnum & Mason, most of Gordon Ramsay's joints: David Collins has transformed how top London restaurants and hotels look over the past 20 years. Once described as 'a folk artist to the consumer culture'.

**55** **ANDY STURGEON**  
**PLANNER/GARDENER** Former cement mixer turned BBC gardening presenter Sturgeon won the Best in Show prize at Chelsea Flower Show this year for a garden combining inspirations from around the globe. Along with corporate commissions for Merrill Lynch and Procter & Gamble, he designed the Great Ormond Street rooftop garden.

**56** **JEREMY LEGGETT**  
**ACTIVIST** Leggett has worked for both multi-national oil companies and for Greenpeace. Now he has his own firm, Solar Century, which is at the forefront of installing solar systems onto London's south-facing rooftops.

**57** **DAVID ADJAYE**  
**ARCHITECT** Hip, photogenic Ghanaian David Adjaye has all the right friends – Chris Ofili, Ewan McGregor, Jake Chapman and even Brad Pitt. Adjaye likes to think of his buildings, like Whitechapel's glass Idea Store, as conceptual artworks.

**58** **VIVIEN LOVELL**  
**ARTIST** The founder-director of Modus Operandi Art Consultants has had a hand in the majority of London's public art commissions. Her speciality is leading collaborative projects between artists, architects and landscape designers.

**59** **SIR NICHOLAS SEROTA**  
**CRITIC** Known chiefly as an art curator, Serota was also instrumental in persuading a dubious Southwark Council to give the nod to Herzog & de Meuron's designs for Tate Modern (and now its extension). A frequent juror for important architectural competitions, he has taken over from Richard Rogers on Boris Johnson's design panel.

**60** **GEORGE IACOBESCU**  
**DEVELOPER** A refugee from Ceaușescu's Romania, Iacobescu once went on a three-week hunger strike to pressure the UN to get his fiancée out of the country. Now the CEO at Canary Wharf, he has installed an electronic camera on one of the roofs so that he can keep a close eye on every part of the 85-acre London Docklands development.

**61** **TOBY COURTAULD**  
**DEVELOPER** The CEO of Great Portland Estates, which owns £1.2bn of real estate, has developed a reputation for being a shrewd operator, focusing on buying rundown shops and offices, in the West End in particular.

**62** **ANOUSKA HEMPEL**  
**INTERIOR DESIGNER** A New Zealander who came to London in the early 1960s, Hempel had a role in On Her Majesty's Secret Service before changing careers. Something of a polymath, 'Nou-Nou' has designed restaurants, retail stores and London's first boutique hotels – including celeb favourite Blake's in South Ken and Asian-chic Hempel's in Bayswater.

**63** **JOHN RONAN**  
**DEVELOPER** As a founder of Treasury Holdings, Irishman Ronan, aka the Buccaneer, is the man to whom the capital looks for a financially viable, green and above all respectful redevelopment of Battersea Power Station.



Jacques Herzog (left) and Pierre de Meuron

**64** **JACQUES HERZOG AND PIERRE DE MEURON**  
**ARCHITECTS** The Swiss duo who turned a disused Bankside Power Station into a sleek industrial-chic art gallery have been asked to repeat the trick. Their extension, dubbed Tate Modern 2, will integrate the derelict oil tanks and switch station of the original station.

**65** **ILSE CRAWFORD**  
**INTERIOR DESIGNER** The founding editor of Elle Decoration, Crawford also dreamt up the interiors for the endlessly imitated rural retreat Babington House in Somerset.

**66** **ALLIE STEWART**  
**PLANNER** As the boss of Design for London, a branch of the LDA, Stewart is in charge of implementing City Hall's ideas, promoting the 36 'Great Spaces',

*'Olga Polizzi's beautiful, harmonious and site-specific design has influence well beyond the hotels of the new Forte Empire'*

and ensuring that transport projects like Crossrail and Thameslink fit unobtrusively into the cityscape.

**67** **PETER EVERS DEN**  
**PLANNER** The Outer London Commission was set up by the mayor to analyse the economic prosperity of the outer London boroughs. Eversden, a key member, also heads up London Forum of Amenity and Civic Societies, which represents local associations (think the Chelsea Society and its ilk).

**68** **OLGA POLIZZI**  
**INTERIOR DESIGNER** Rocco Forte's sister Olga is the woman responsible for the ineffable good taste to be found in all hotels in the

new Forte empire. Her beautiful, site-specific design has had influence well beyond their walls.

**69** **RACHEL ASHWELL**  
**INTERIOR DESIGNER** 'Shabby chic', one of the most enduring trends of recent years, was 'invented' by British interior designer Rachel Ashwell. After huge success in the US (Oprah's a fan), she's now setting up shop in Notting Hill.

**70** **RICHARD ROGERS**  
**ARCHITECT** Rogers' gleaming, functionalist designs win the big commissions – the Millennium Dome, Heathrow's Terminal 5, One Hyde Park and the Cheese Grater are all his work – but his influence over City Hall has waned as the vogue for high-density housing has been replaced by Sir Terry Farrell's emphasis on London's broader

historical structure and the development of outer London.

**71** **LIZ PEACE**  
**DEVELOPER** The CEO, since 2002, of the British Property Federation, whose corporate members own combined assets of more than £200bn. It's Peace's job to get the government to rule in favour of the commercial property industry.

**72** **DANIEL MOYLAN**  
**POLITICIAN** Does London have a new Prince of Darkness? Deputy leader of the Tory council in K&C, Moylan oversaw the decluttering of Ken High Street but has been criticised for failing to save the latest antique market casualty on >

Portobello. He has also been given the job of delivering Boris Johnson's 'Better Streets' and 'Green Spaces' promise.

**73** **GEORDIE GREIG**  
**CRITIC** As editor of the Evening Standard, now enjoying a new lease of life as a free paper, Greig heads up an editorial team (including property columnist Peter Bill) widely read in Westminster and City Hall.

**74** **WILL ALSOP**  
**ARCHITECT** Sixty-something Alsop is still known as modern British architecture's most colourful prankster.

*'Rachel Armstrong, activist and architectural researcher at UCL, works on using buildings to fight climate change'*

**75** **NINA CAMPBELL**  
**INTERIOR DESIGNER** Old school she may be, but there's no denying the influence Campbell has on London's grander private and public spaces.

**76** **BEN EINE**  
**ARTIST** A prolific street artist whose most famous works are massive multicoloured alphabet letters on shop shutters around East London.

**77** **DAVID IRELAND**  
**ACTIVIST** The 75,000 empty homes in London are one of the capital's most enduring scandals. Ireland's Empty Homes Agency works to get them lived in again.

**78** **JULIA BARFIELD AND DAVID MARKS**  
**ARCHITECTS** Their London Eye is a modern-day symbol of our city.

**79** **KIT KEMP**  
**INTERIOR DESIGNER** The Firmdale Group have cornered the market in boutique hotels which go beyond *greige* to a world of vibrant colour and super-hip styling.

**80** **TIM BOYD AND ALEX MICHAELIS**  
**ARCHITECTS** The duo who gave David Cameron's house an eco-makeover and wind turbine.

**81** **KARIM RASHID**  
**INTERIOR DESIGNER** Dedicated to meeting 'our collective

human need' for beauty, pink-suited Rashid is the coming man in the world of *avant garde* interior design.

**82** **LUCY MUSGRAVE**  
**PLANNER** Married to Richard Rogers' son Zadoc, Musgrave's General Public Agency specialises in public realm and cultural masterplanning.

**83** **ZAC GOLDSMITH**  
**POLITICIAN** Green-minded new Tory MP for Richmond whose numerous Establishment contacts should ensure he hits well above his political weight.

**84** **AMANDA STAVELEY**  
**DEVELOPER** Former athlete, model and girlfriend to Prince Andrew, Amanda Staveley fixed the Qatari bids for the Park House site in Oxford Street and the Savoy.

**85** **DAN SIMON**  
**ACTIVIST** Simon and the Oublette art collective are atypical squatters. In 2009, they took over a derelict language school in Waterloo and constructed galleries, a cinema and a theatre.

**86** **NORMAN FOSTER**  
**ARCHITECT** Baron Foster of Thames Bank has been at the forefront of the changing cityscape for decades, designing the Great Court at the British Museum, Wembley Stadium and the 'Erotic Gherkin'. Now based in Switzerland, his influence over the city is diminished.

**87** **MARK CAMLEY**  
**PLANNER/ GARDENER** The Royal Parks comprise 5,000 acres of urban greenery and it's up to Camley, their CEO, to manage them. At Hyde Park, the UK's first specially designed pensioners' playground has just opened.

**88** **ANDREW JUDGE**  
**POLITICIAN** The Merton council Labour leader who ruled that any new building of over 1,000 square metres would have to generate a minimum of 10 per cent of its power using renewable sources from

the actual site. The 'Merton Rule' has since been adopted all over London.

**89** **SHARON JOHNSON**  
**ACTIVIST** Head of Trees for Cities, whose Million Trees campaign is nearing the halfway mark.

**90** **RUTH REED**  
**ARCHITECT** The RIBA's first woman president has also been described as a 'homespun architect who hails from the provinces'. Only time will tell how she fares in London.



Karim Rashid: innovative seeker after daily beauty

**91** **JONATHAN BORE**  
**POLITICIAN** K&C councillor charged with the £25m plan to change the streetscape on Exhibition Road.

**92** **PIERS GOUGH**  
**ARCHITECT** Gough's avant-garde works are famously curvy and curious.

**93** **EELUS**  
**ARTIST** Takes images of cultural icons and gives them a twist; Tiffany for Breakfast features Audrey Hepburn being mauled by a cat.

**94** **RACHEL ARMSTRONG**  
**ACADEMIC** Armstrong, a medic, artist, author and architectural researcher at UCL, investigates how we can use buildings to fight climate change.

**95** **GAVIN STAMP**  
**CRITIC** Architectural historian and a trustee of the Twentieth Century Society, a charity which fights to preserve listed post-1914 buildings threatened with demolition.

**96** **NICKY HASLAM**  
**INTERIOR DESIGNER** Haslam has partied with everyone from John F Kennedy to Paris Hilton. As a decorator he is always opulent and always in demand.

**97** **NILS NORMAN**  
**ARCHITECT** A utopian artist and activist, Norman imagines cities as they should be.

**98** **MARTIN SPRAY**  
**PLANNER/ GARDENER** Sprawled over 105 acres in Barnes, Spray's London Wetland Centre is a wildlife sanctuary with swamp forest and Siberian tundra.

**99** **FINN WILLIAMS**  
**ARCHITECT** Williams is the precociously young urban designer tasked with reviving Croydon.

**100** **CARL PITTAM**  
**ACTIVIST** The London director of Sustrans, a sustainable transport charity started in the late 1970s. Their strategy for the capital includes prioritising pedestrians. ■

Illustration: Carol Dei. Photography: Reuters/Eyevine/Rex