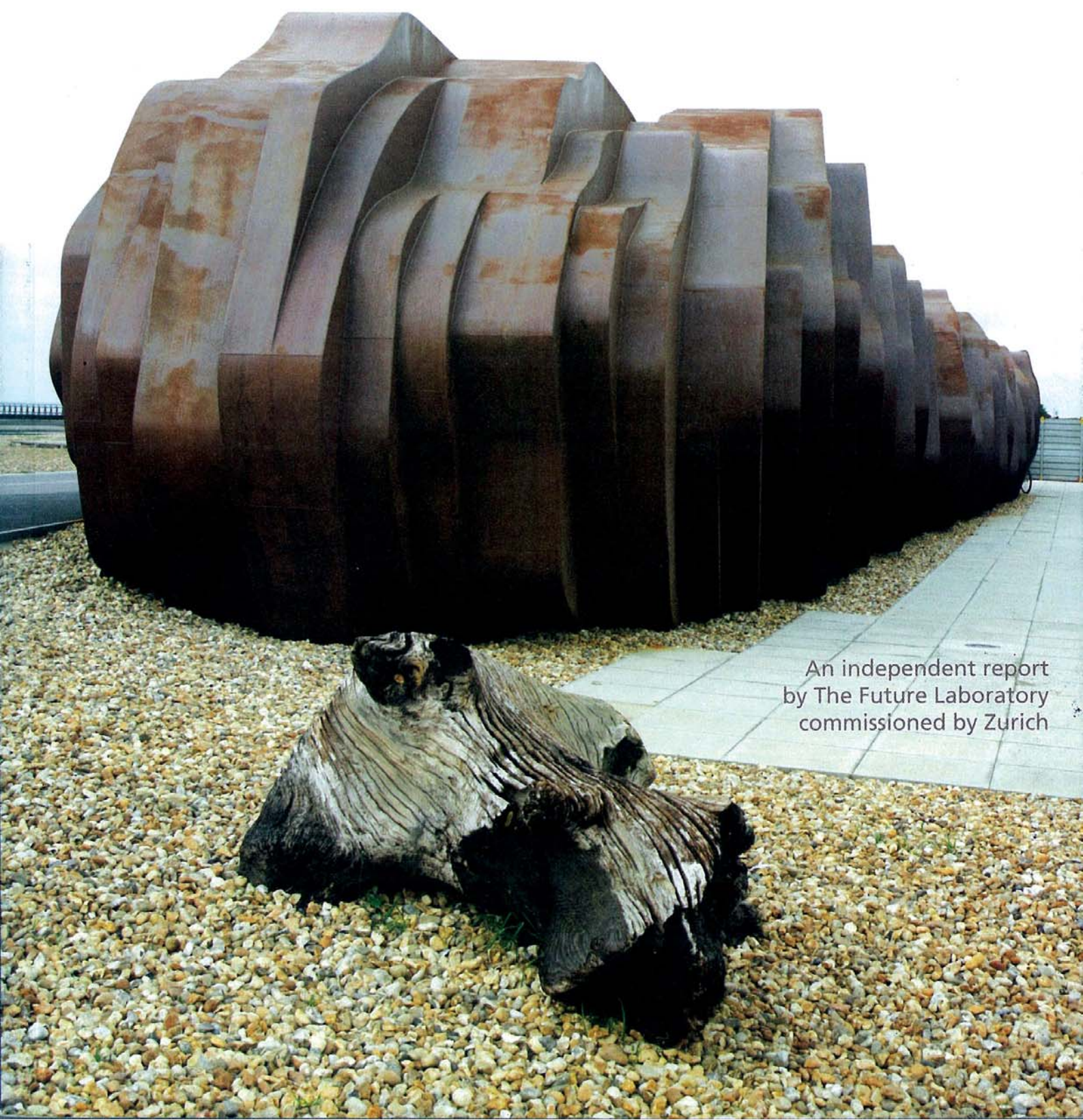
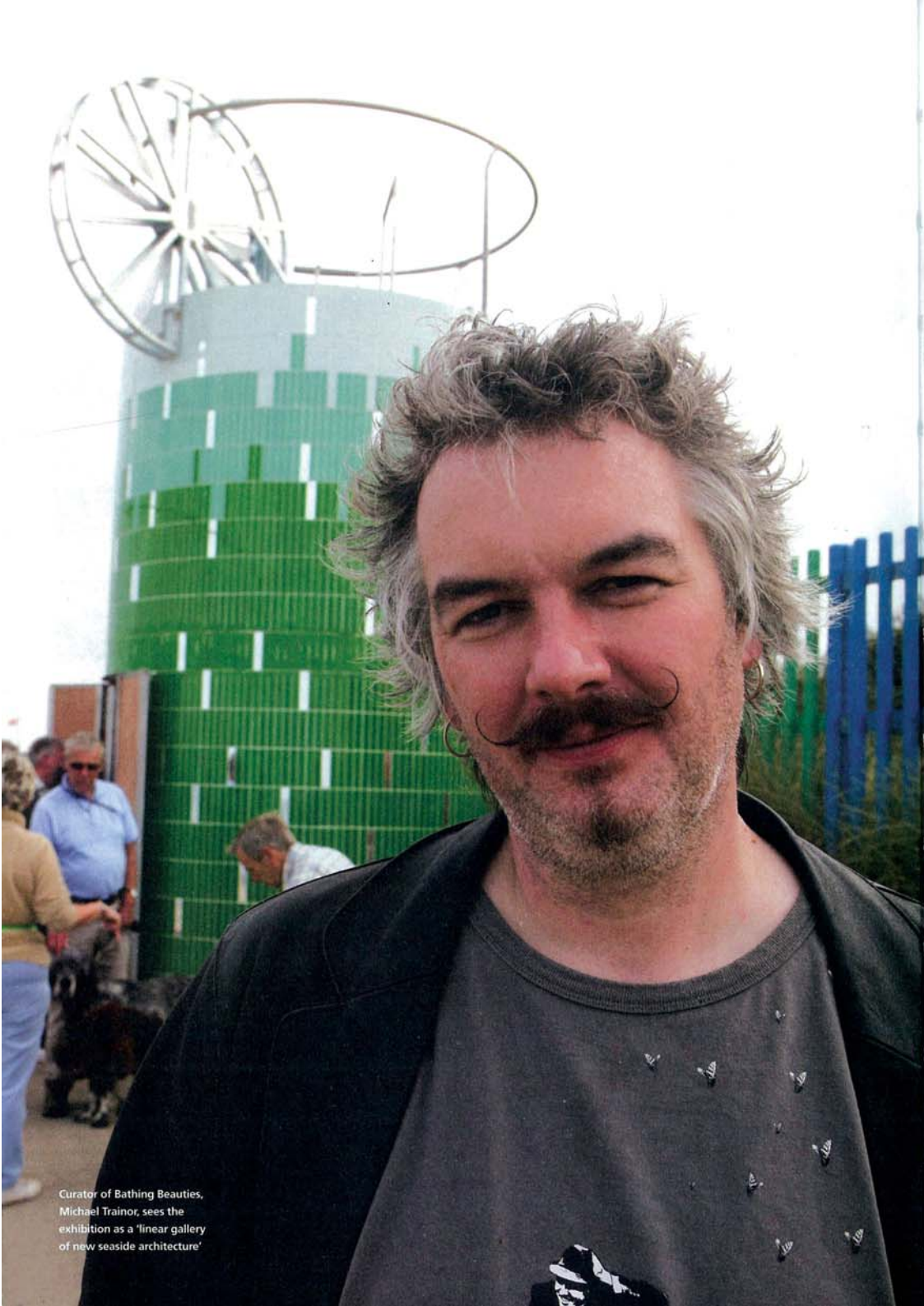


# Living. Britain

How Britain's towns and cities are undergoing cultural revival



An independent report  
by The Future Laboratory  
commissioned by Zurich



Curator of Bathing Beauties, Michael Trainor, sees the exhibition as a 'linear gallery of new seaside architecture'

#### Case Study

#### **Michael Trainor, curator of Bathing Beauties, Mablethorpe, Lincolnshire**

The idea behind Bathing Beauties was to create 'a linear gallery of new seaside architecture'. Essentially a design contest, entrants from around the world submitted revolutionary takes on the classic beach hut, with the winners being selected to erect their structures along a seven-mile stretch of Lincolnshire coastline.

Curator Michael Trainor says: 'Lincolnshire has a largely unloved, forgotten coastline. The contest was created to bring new people to the area while celebrating one of Britain's most beautiful architectural features, that to my notion hadn't really been looked at in 300 years, and re-imagine them for the 21st century.'

There are more than 750,000 beach huts in Britain. Although the majority are privately owned, you can rent them for as little as £10 a day. Britons have been rediscovering their love of beach huts with local councils inundated with daily rental requests and purchase prices on fashionable coastlines going up to tens of thousands of pounds.

After construction, the huts will be available to rent for the day from East Linsey District Council and a hut-viewing route will give the coastline its first 'art attraction'. The huts will be constructed over two phases, the first in September 2007 and the second in February 2008, with the designs taking on the form of everything from pointed wicker baskets to futuristic living pods and quirky 'canoodling' and viewing pods.

In addition to the huts, Trainor is creating a Bird High and a Cloud Viewing platform, with cloud menus and seats angled to allow uninterrupted skyline viewing.

'Lincolnshire is known for its big skies, so why not take advantage of that with some new beach architecture? I'm hoping to do more coastline architecture art projects, all different of course, but I'd like to stick to Britain's forgotten gems.'