

Press release

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Greetings from London

Foster and Partners create a new vision for London! As part of the Greetings from London architectural exhibition in the display windows of Selfridges store in Oxford Street, Foster and Partners have recreated London in 2012 as an ecological sanctuary.

The idyllic scene, depicted in Selfridges window shows a utopian vision of the city - London as it could be. The Olympics are in London. Whitehall and Parliament Square are traffic free zones; Embankment is a recreational green that stretches along the banks of the Thames. There are beaches and swimming areas, with a string of public jetties and piers. The Horseguards Parade is host to the Olympic volleyball and the Palace of Westminster's foreground is a riverside park.

Foster and Partners join ten other architects also exhibiting in this unusual exhibition. Greetings from London will inform debate about the future of London and the public are also invited to draw or write ideas for London on Greetings from London postcards available in Selfridges and at the London Architecture Biennale. Ideas will be displayed in the side windows of the store and at www.architecturefoundation.org from the end of June.

Greetings from London will be on display from 10th to 23rd June 2004.

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