

## The Developer's Architect: Profit and pragmatism in post-war British architecture

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Today, the contractual bind between architect and developer is a rudimentary part of commercial practice. In Britain, the origin of this relationship is usually attributed to the 1980s, when deregulation alongside the arrival of American developers and commercial practices redefined the profession. Whilst historians have addressed the effects of this change, its post-war evolution has been largely neglected.

This paper considers the rise of the developer's architect in post-war Britain. Usually lesser-known, and sometimes unlicensed, such practitioners were derided by the profession for characteristics that conversely made them attractive to their clients: an economical approach; an affinity for exploiting planning loopholes; and a style that preferred to generate apathy over opinion. Using the example of office development in the City of London 1945-1986, this paper analyses the developer's architect within the context of Britain's politico-economic history, charting the rise of monetarism and its impact on the architectural profession.

### Biography:

Amy Thomas is a PhD candidate and Teaching Fellow at the Bartlett (UCL), researching the relationship between financial practice and the built environment. She was the winner of the RIBA President's Award for Outstanding Masters Thesis in 2012 for her paper on the architectural history of the London Stock Exchange.