Experiences on the Edge

With a shared interest in the edges of architecture, technology and brand experiences Speirs + Major and FreeState have collaborated on several unique projects. In a time when our experience of sharing space and congregating has extra poignancy designing a 24hr experience and enlivening the dusk economy are particularly interesting to dream of and discuss.

Keith studied fine art before training in architecture at the Bartlett School of Architecture. This broad education provided him with the opportunity to develop ideas where materials became less important than the atmosphere and experience of space: this led naturally to working with light. Keith became a Principal of Speirs + Major in 2009. He is based in Edinburgh and directs projects from both of Speirs + Major’s studios. He has led many of the practice’s award winning international and UK projects, including the Copenhagen Opera House, Sheikh Zayed bin Sultan Mosque, Shenzhen Airport and flagship stores for Giorgio Armani in Tokyo, New York, Milan and Beijing. Noteworthy current projects include urban realm projects in Miami, Helsinki and Hong Kong and civic buildings in Rome, Oslo and Beijing. Keith regularly publishes articles and has also lectured and taught practical workshops to a range of students. Keith was invited to be a Fellow of the RSA in 2013.

Adam is the Global Creative Director of FreeState. He is also the founder of FreeState. They create experiences that activate places and activate brands. They became established 17 years ago and started off as a relatively small entity creating brand experiences, becoming notorious for their execution. Now they look at that whole world environment not just in terms of temporary fixes for brands but the long terms strategy for a city and its inhabitants.