

PRESS RELEASE**NOW ARCHITECTS AND GRIMSHAW APPOINTED TO DESIGN NEW HOME FOR HORSERACING IN SOUTH KOREA****Tuesday 8th March 2016**

FOR IMMEDIATE RELEASE

A team consisting of NOW Architects in association with Grimshaw has been selected to design LetsRun Park in Yeongcheon, South Korea. The project was secured through an international design competition hosted by the Korea Racing Authority and organized by the International Union of Architects, receiving entries from 23 leading global practices.

The winning design and master plan details a 148 hectare park that combines a comprehensive new racecourse with a family park featuring a wide range of equine-themed sports, activities and outdoor attractions.

The design for the park creates a natural and intuitive flow of landscape and activities between the various parts of the project. In particular it uses a curved, sinuous body of water to link the race-goer facilities to the infield horse park. A hotel and state-of-the-art grandstand, integrated into the curved form of the racetrack, comprise key elements of the architecture.

Let's Run Yeongcheon will be a catalyst for tourism in the region and is intended to boost the popularity of horseracing as an enjoyable day out for the whole family.

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NOTES

LetsRun Park Yeongcheon is Grimshaw's second major project in South Korea, following the success of Ecorium, an innovative environmental visitor attraction in Seocheon. The project builds upon a strong international portfolio of sports architecture, including the Curragh Racecourse in Dublin, Ireland, and the Wimbledon Master Plan for the All England Lawn Tennis Club in London. The practices' portfolio covers all major sectors and includes 170 international design awards.