

Kinetic

Midlands World Trade Forum member Kinetic AIU, www.kinetic-aiu.com, has been selected as architects for the new discovery centre at Lichfield Cathedral.

The architecture practice, which is hoping to boost its international work by undertaking the Passport To Export programme, secured the deal after putting forward a simple idea, which includes a new transparent pavilion that reaches out to Minster Pool, providing a dramatic, welcoming structure to announce the Cathedral.

Kinetic was established in 2003 by Bob Ghosh, John Shakeshaft and Michael Young. Since then the practice has built a strong and diverse client base and gained a reputation for delivering work of the highest quality. Its current workload ranges from the intricate remodelling of existing buildings to large scale urban and suburban interventions, adopting an innovative and analytical approach to each project.

But the company is also looking further afield with projects in India and China.

Bob Ghosh, director of Kinetic, said: "Our international work is very much in its infancy, but we had good contacts already established in both countries and we were encouraged to give it a go."

"Already we have a large project in Shanghai and we are looking at something else in West Bengal. The bureaucracy in India has slowed us down, but we're prepared to work with them and change the way we do things in order to progress."

"We're already a successful practice here in the Midlands and nationally, but people said there would be opportunities for us abroad and our own ambition meant we were prepared to give it a go."

Deb Leary, MWTF chairwoman, said: "There is still a perception that exporting means having a physical product that you can load in to a container, put on a boat and ship it to another country. But Kinetic, and other companies like them in the service and professional sector, are proving time and again that expertise is also something that can be sold internationally."

"India and China are two of the fastest growing economies in the world and are investing billions in their infrastructure. They are playing catch up with the best of the Western countries, and to do that they are calling on the expertise that already exists in the UK. At the MWTF we would encourage similar firms to follow Kinetic's lead."