

"Maggie's, for me, has meant taking some control back. Being able to do something instead of being done to. It's helped me break the experience down into manageable pieces, each enough to deal with on its own."
Elaine Davidson, a Maggie's visitor.

Maggie's Vision

Maggie Keswick Jencks saw from her own experience of cancer the need for people affected by the disease to have access to information, psychological and emotional support and advice on other areas such as nutrition, exercise and relaxation. She envisaged them receiving such support at a Centre located near the hospital providing their treatment.

From the time Maggie was diagnosed, she began to realise that taking an active role in her treatment helped her to feel more positive. She also saw that the wealth of information available to people with cancer was overwhelming, particularly in the absence of an authoritative person to help you negotiate it. Each individual had their own path to tread, but to do this they needed information and reliable guidance. Through considering her own needs, and by talking with her husband, the architectural writer Charles Jencks, and her medical team (chiefly her oncologist, Bob Leonard, and nurse Laura Lee), she began to outline her first thoughts for a cancer caring centre.

The Centre would be sensitively designed by an architect with the vision to provide a domestic-scale environment that could boost the spirit of people seeking support away from the hospital. The Centre was to be a space that the visitor could use as their own, whether they simply wanted a cup of tea and a conversation in a friendly kitchen or to attend a weekly support group led by a clinical psychologist.

Maggie imagined that each person visiting the Centre would be helped to find his or her own way of coping with the disease. There was to be no 'right way'. The Centre would provide a relaxed environment for people to choose the support they needed at any particular stage of their cancer.

Each Centre was to be distinct in appearance and spirit to the clinical environment of the hospital where people receive their treatment. At the same time, the positioning of the Centre right beside the hospital would be key to offering the best possible cancer support.

Maggie's Centres work hand in hand with medical staff, often part of the clinical team at the NHS hospital who deliver treatment, and Maggie's has been invited by local NHS Trusts to build Centres on or near their grounds because the health service recognises the value that emotional and psychological support can add to the lives of people affected by cancer.

Every Centre should be a truly remarkable place with its own unique identity that transforms the question "will I live?" into the will to live.

Background to the link with design and architecture
Maggie Keswick Jencks studied architecture at the Architectural Association where she met her future husband Charles Jencks. Maggie developed a great love of landscape design. She created gardens in Scotland, London and the US and was in great demand internationally as a lecturer, particularly to talk about her great love of Chinese landscape.

The creative partnership between Maggie and Charles further heightened their individual appreciation and profound belief in the impact of environment from a social perspective. This is why the look and feel of a Maggie's Centre complements the support that is offered there.



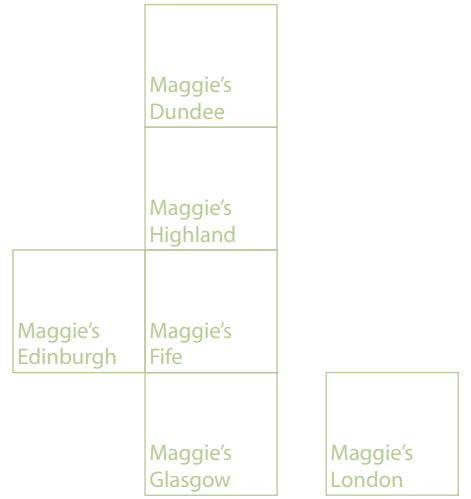
Maggie Keswick Jencks

Maggie's Edinburgh

Opened in 1996, the first Maggie's Centre was a converted stone stable-block previously used as a store for the Western General Hospital in Edinburgh. Richard Murphy maximised the windows to allow light to flood in and transformed the stables into a fully functional Centre tailored to the needs of its visitors. Richard Murphy won a RIBA Department of Health Architecture Award in 1997 for the building. Emma Keswick landscaped the gardens.

Maggie's Glasgow

David Page from the architects Page and Park converted the red-stone Gatehouse at the Beatson Oncology Centre at the Western Infirmary to create Maggie's Glasgow, which opened in 2002. Forming part of the Kelvingrove complex, the conversion maintained the original facade and as much of the interior as possible, creating a welcoming and contemporary house which can adapt to the needs of people who visit it to use aspects of Maggie's support programme. Most rooms look out onto a garden landscaped by Charles Jencks and containing a sculpture he created called 'DNA'.



Maggie's Dundee

Opened in 2003, Maggie's Dundee was the UK's first building by Frank Gehry. As a good friend of Maggie and Charles, Frank Gehry went through numerous revisions before arriving at the final remarkable design that he thought best suited Maggie's vision. The Centre features Frank's signature of curving walls and an undulating roof and was pictured in a range of limited edition Royal Mail postage stamps of iconic UK buildings and was awarded Building of the Year by the Royal Fine Art Commission in 2004.

At the opening Frank said: "I hope the architecture won't override the purpose of the building, but complement it and take it to a higher plane of comfort and beauty."

Maggie's Highlands

Built in 2004 and opened to the public in January 2005, Maggie's Highlands was designed by Page and Park in the grounds of the Raigmore Hospital, Inverness. Charles Jencks landscaped the garden to extend the purpose of the building by providing an uplifting environment outside as well as within. The unique structure won the RIAS Andrew Doolan Architecture Award in 2006 for Best Building in Scotland and was nominated for the RIBA Stirling Prize 2006 and won the RICS Scotland Community Benefit Award 2006.



Maggie's Fife

Opened in November 2006, Maggie's Fife brings the network of Centres to five. Designed by Zaha Hadid, this is her first UK-based building. Always controversial, Zaha has created a sculptural, sparkling black exterior with sharp angles contrasting with a light-filled interior of welcoming curves. Landscaping was done by Gross Max. The Fife Centre supports the 1,700 people in the area who are diagnosed with cancer every year and their family and friends who care for them.

Zaha Hadid said of her design: "It's a great honour to create a building that will enhance the experience of people visiting the Maggie's Centre in Fife. I knew Maggie and we shared an understanding of how significantly environments can help enhance personal wellbeing. I feel confident that Maggie would be heartened to see how her vision has come to fruition."

Maggie's London

Richard Rogers and his team at Rogers Stirk Harbour + Partners have designed the first Centre in England, at Charing Cross Hospital in Hammersmith, with landscape designer Dan Pearson creating the courtyards and surrounding garden. Maggie's London marks the launch of a new programme of a further seven buildings across the UK over the next five years.

...they want to be as healthy in body and mind as they can be while living with cancer. I am honoured that we can play a role in giving such vital cancer support, and especially pleased that we are now

opening the doors of our London Maggie's Centre." Charles Jencks

The future of Maggie's Centres

Maggie saw that the first Centre could act as a pilot project. There was every reason to think such a programme of support could be useful throughout the UK to help people affected by cancer build a life beyond the disease.

Following the success of Maggie's Edinburgh, Maggie's now has five fully operating Centres in Scotland and has embarked on a programme of development throughout the UK, starting with Maggie's London and bringing its network of Centres to 13 within the next five years. Maggie's is making great strides to ensure that wherever and whenever someone is affected by cancer – whether personally or through a family member or friend – they can access the emotional and psychological support and information they need alongside medical treatment. The new Centres will be Maggie's Cotswolds (Richard MacCormac); Maggie's Gartnavel (Office for Metropolitan Architecture); Maggie's Lanarkshire (Reiach & Hall); Maggie's North East (Foreign Office Architects); Maggie's Nottingham (Piers Gough); Maggie's Oxford (Wilkinson Eyre), and Maggie's South West Wales (Kisho Kurokawa). We already have interim services operating in Oxford, Swansea and Lanarkshire.

Maggie's Centre Chief Executive, Laura Lee, who nursed Maggie and took forward her vision with the backing of Maggie's husband, Charles Jencks, comments: "Maggie would be delighted by how her efforts and ideas have taken root. After receiving a shattering diagnosis, patients no longer have to sit in a dank corridor and muster up social smiles of 'have a nice day'. They have somewhere to go where they can navigate through difficult territory in a peaceful and bright atmosphere and develop the strength of their own resources for coping and living with cancer."

maggie's

cancer caring centres

Maggie's Vision

"people visiting our Centres show a grace and strength that is inspirational, and clearly visible. Like Maggie..."