



# ART IN THE PUBLIC REALM

CREATING HEALTHY STREETS

OCTOBER 2018



# Art in the Public Realm: Creating Healthy Streets

October 2018



**CROSS RIVER**  
PARTNERSHIP

Printed on paper from sustainable sources

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# Welcome

## Purpose of this Report

This report sets out the multiple economic, social and health benefits that art can bring to the public realm, and presents a variety of proposals to inspire Cross River Partnership's partner organisations to engage with and champion public art.

Many of these organisations already have aspirations to deliver on the Mayor for London's 'Healthy Streets' agenda as part of their Local Plan and Local Implementation Plan 3 (LIP3) preparations, and this report sets out to clearly identify the added value that art can provide, through examples of what has already been achieved.

As well as this, the report highlights a range of potential projects that could come forward for implementation, as well as suggestions on how to raise funds to realise the projects.

This report is funded through the Transport for London-funded Central London Sub-Regional Transport Partnership (CLSRTP). Available both online and as a hard copy the report highlights interventions that create healthy spaces for Cross River Partnership's stakeholders and others interested in creating healthy streets and spaces.



# About Cross River Partnership

Cross River Partnership (CRP) is a public/private partnership that was originally formed in 1994 to deliver cross-river infrastructure projects such as the Millennium Bridge. CRP has since diversified to deliver a wide range of externally funded, multi-partner regeneration projects.

CRP is a strong supporter of art and culture and the contribution that it can make to everyone's life, and looks to embrace and promote it fully through all of the projects that it delivers.

At a strategic level, CRP welcomes the Mayor of London's draft Culture Strategy, and is pro-actively feeding into the specific Thames Culture Strategy. CRP also sits on the Thames Forum People and Places group, and helped shape the Greater London Authority's Report Improving Places: Culture & Business Improvement District Partnerships.

**“The Arts Council is highly appreciative of Cross River Partnership's strategic role and forward looking, holistic approach to regeneration in London. CRP is always open to new ways of maximising the contribution of arts-led initiatives alongside other community, economic and environmental initiatives, to the benefit of all who live, work and visit the capital”**

Joyce Wilson, Area Director, London, Arts Council England

## “Art can inhabit any public space - streets, squares, hospitals, train stations, facades, screens, parks and car parks. Not to mention plinths”

Culture Strategy, Mayor of London 2018

### What do we mean by arts and culture?

The Improving Places report commissioned by Arts Council England and the Mayor of London. “As an umbrella term, it includes the creative industries, arts and cultural organisations, and sectors from visual and digital art, to theatre, film, music, dance, literature and fashion. Cultural organisations play a key role in defining the character and identity of the places we live, work and visit. They bring us together, help us to enjoy our cities and flourish personally. They also foster creativity and innovation, provide jobs and celebrate heritage”.



### What is Public Art?

Public art is freely accessible to everyone. It reflects society and can strengthen the sense of place by being site specific. It is a communal activity that can reach a wide variety of people. It can be engaging, inspiring and challenging and can help stimulate conversation between a diverse range of individuals and groups.

Traditionally public art was permanent with monuments, memorials, civic statues and sculptures commemorating or celebrating historic people and events. More recently the scope of public art has expanded to include more transient activities such as; performance, dance, theatre, and installations. Street art, including murals and graffiti, whether permanent or temporary, embraces political themes and protest, adding energy and interest to the public realm.

Permanent art works remain in the public eye and require a great deal of care in commissioning, conceiving, delivering and maintaining. Temporary art is more ephemeral and works may linger in the memory but do not generally provide a permanent physical record, and the temporary nature of some public art may allow the work to be more challenging.

Whether permanent or temporary, the best and most engaging public art should be planned from the outset of any public realm project to ensure it provides meaning for people and value for money.



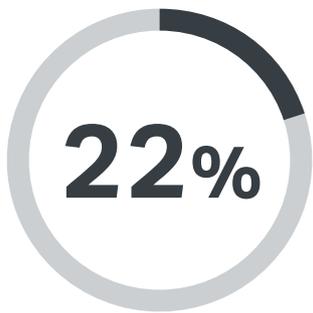
**£47b**

generated by London's creative industries per annum



**1 in 6**

jobs in London are in the creative economy



**22%**

Creative Workers are 22% more productive than the average worker



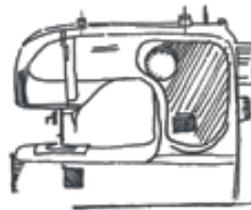
**31m**

visitors welcomed to London in 2016



**3<sup>rd</sup>**

largest film industry in the world



**£100m**

generated by Fashion Weeks in sales



**110,000**

international students attracted to London a year



**£25m**

new orders each year due to London Design Festival



**48%**

increase in exports of UK creative services between 2009 - 2014



**£3b**

value of the UK's music industry per year

# Art, Culture and Healthy Streets

## Why art is an important component of healthy streets and spaces

We know art and culture provide benefits for people in terms of education, health and wellbeing.

The conditions in which we are born, grow, work, live and age have a profound effect on our health and wellbeing. Engaging with art and culture can have a positive impact on social determinants improving health, wellbeing and quality of life for people of all ages and from all backgrounds.

There is a growing evidence base and examples of best practice that demonstrate the benefits of employing art and culture to help people stay healthy, recover faster, manage long-term conditions and experience a better quality of life.

In their recent inquiry report '**Creative Health: The Arts for Health and Wellbeing Report (2017)**' the All-Party Parliamentary Group on Arts, Health and Wellbeing (APPG), set out evidence and examples of practice which demonstrate the beneficial impact of the arts.

**Most research** has taken place in medical settings and providing evidence that art based interventions can improve physical and mental health. Engaging with art can reduce stress and depression and help alleviate



the impact of living with chronic diseases. Creative engagement can take many forms including expressive writing, engagement with music, visual arts, movement and dance.

The APPG note that poor quality built environments have a damaging effect upon people's health and wellbeing and that **85% of people in England agree that the quality of the built environment influences the way they feel.**

Integrating art and culture into street and public realm design can help improve people's health and wellbeing and deliver healthy streets in the capital. This report highlights projects where the creation of art and culture are key design drivers.

Taking a holistic approach to design which seeks to create public spaces and streets that provides opportunities for people to engage with art and culture is cost effective and provides great value for money. The report demonstrates the value of maintaining great public realm noting that every **£1 spent on maintaining parks generates £34 in community benefits.**

The Creative Health Report notes that engagement in publicly funded art is relatively low for the economically and specially disadvantaged. Public art can address this imbalance. Given our streets and public spaces are free to all, providing the opportunities for art and culture within our public realm can help to reach out to everyone irrespective of background and circumstances.

Public bodies have a responsibility to improve health and providing and street greening projects that can help deliver several healthy streets indicators including 'help people to feel more relaxed', 'things to see and do', 'shade and shelter' and 'place to rest'.

Providing interesting and educational play streets can help keep our children active and designing play opportunities that encourage creativity and spark the imagination can help build self-esteem.

This document highlights recent projects undertaken by CRP and partners which provide examples of best practice to inform and inspire others to deliver similar projects which provide great value for money.

**“82% of people in deprived communities in London, enjoyed greater wellbeing after engaging with the arts”**

Culture Strategy, Mayor of London 2018

## The economic benefit of culture

A recent **Arts Council England report** sought to measure the economic effects of investment in art and culture. With a turnover of £15.1 billion (2013 figures) the report highlights how the nation has benefitted economically from a modest amount of public investment, which should give public and private bodies the confidence to invest in art and culture.

**Culture also plays a key role in economic growth The UK's creative industries are worth a record £84.1bn a year, £42bn of that is in London.**

According to the latest estimates the creative economy is growing at almost twice the rate of the wider UK economy, generating £9.6m an hour. Creative industry jobs increased by 5 per cent in 2016 - four times faster than the national average - and now account for 6 per cent of all UK jobs.

**“London is overflowing with talent and imagination. Thousands of artists have made the capital their home and their creative influence is felt in all corners of the city”**

Mayor of London

**“Great art makes great places, great places attract great talent, and great talent creates great jobs!”**

Arts Council

Research from Nesta concluded that 87 per cent of creative jobs are unlikely to be automated. A 2015 report calculated that for every £1 of turnover that art and culture generates, 51p of gross value is added to the economy.

The 2013 Local Government Association's publication on arts and growth reported that investment in arts and culture can help:

- Attract visitors
- Create jobs
- Attract and retain businesses
- Revitalise places

**“Across London, good architecture, design and high quality art will combine to create public space that works for and inspires all Londoners”**

Mayor of London, Draft Culture Strategy

## Culture Strategy



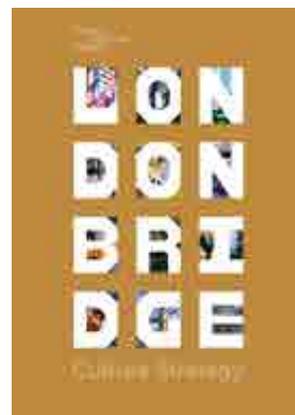
The recently released draft Culture Strategy- ‘Culture for All Londoners’ outlines policy aimed at delivering culture by and for all. For our public realm this means encouraging the creation and delivery of art and cultural projects to help improve the capital’s public spaces, and make them places for people to enjoy.

The strategy outlines funding programmes to support creativity, such as the ‘Mayor’s Culture Seeds’ micro-grant programme, and cultural projects such as the capital’s first bookable street art walls in east London, which works with local councils to establish legal street art walls across the city.

The Mayor has also committed to a programme of festivals and events that will support the aims of the ‘Healthy Streets’ approach. In addition the Mayor has partnered with Arts Council England and King’s College to research how Business Improvement Districts (BIDS) promote local culture and will assist BIDS in developing cultural strategies.

The **Team London Bridge BID Culture Strategy** was launched in March 2018 and commits to shifting the perception of the area as a place ‘to go to’ rather than ‘go through’; to become the destination for everyone to experience what makes London one of the most creative and culture-rich cities in the world.

To bring this strategy to life a new culture programme is being delivered that will consider the variety of public stages that exist throughout the London Bridge area and explore creative partnerships with BID members and landowners.



**“Policy 8: The Mayor will champion high quality design, architecture and public art”**

Mayor of London, Draft Culture Strategy



**Colourful Crossings, Southwark Street**

In partnership with the **London Borough of Southwark, Better Bankside BID** have undertaken several streetscape projects with integrated art works. These include the colourful crossings and pocket parks on Southwark Street and temporary seating at Lavington Street.

Funded initially through Transport for London's Future Streets Incubator Fund, Colourful Crossings has become an annual commission bringing colour and animation to Southwark Street in the heart of Bankside. Building on the success of the Crossing Stories, and Performer installations, artist **Camille Walala** was commissioned in 2016 to create a 'Colourful Crossing' design as part of London Design Festival. The crossing remains in situ for all to enjoy.

Following on from this success, a new crossing created by Thierry Noir was installed as part of the London Design Festival 2017.

Evaluation from the **Colourful Crossings** delivered to date have found that nearly 70% of people felt happier as a result of the creative project, and 85% wanted to see more creative projects along Southwark Street. Both projects have been part funded by Transport for London, through a programme that helps to rebalance the movement and place functions of London's streets.

The BID are currently transforming a narrow alley into a green oasis with sustainable urban drainage, green walls and lighting using section 106 monies from adjacent office development and the Mayor's Greener City Fund.



**New Seating, Southwark Street**



CLEAN AIR



PEDESTRIANS FROM ALL WALKS OF LIFE



PEOPLE FEEL RELAXED



EASY TO CROSS



THINGS TO SEE AND DO



SHADE AND SHELTER



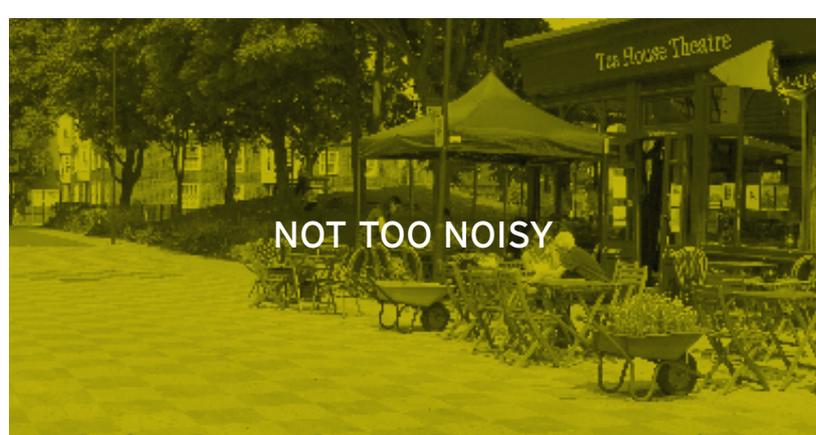
PEOPLE FEEL SAFE



PLACES TO STOP AND REST



PEOPLE CHOOSE TO WALK, CYCLE AND USE PUBLIC TRANSPORT



NOT TOO NOISY

# The Healthy Streets Approach

The Healthy Streets Approach is the system of policies and strategies developed by the GLA and TfL to help Londoners to walk, cycle and use public transport more and use cars less. Traveling by more active modes will improve peoples' health and happiness, reduce dependency on private vehicles and improve air quality.

TfL has identified 10 measurable **Indicators of a Healthy Street** which, when considered and applied as part of a public realm project or programme, can encourage people to leave the car at home and in doing so improve their mental and physical wellbeing.

Amongst the 10 Indicators, one relates directly to the provision of public art in all its guises:

## **Things to see and do**

*People will be less willing to walk and cycle on streets that are visually unappealing or bland.*



**The 10 Healthy Streets Indicators**

*People are more likely to travel actively when there are things to do locally and will also be less dependent on cars if shops and services are within walking distance.*

Although 'Things to see and do' directly relates to art and culture it's important to note that all 10 Indicators are interrelated and should be considered holistically to achieve the Mayor's outcomes.

Cross River Partnership and its partners have delivered numerous art driven projects that do just that.

## **Designing streets for art**

TfL's better streets guidance sets out six design principles to help create welcoming city streets, these include:

- Understand the function and the uses the street supports
- Imagine the street as blank canvas and consider whether each feature, new or old, can be justified to avoid clutter
- Decide the degree of separation between people, cyclists and motor vehicles
- Ensure the design reflects the sites character and sense of place
- Go for high quality, durable materials
- Avoid over elaboration. A street is the stage for the uses it supports, not the star

These principles should be taken into account when designing healthy streets that successfully integrate art into the design.



## Art and Commerce

### Lumiere London 2018

More than 50 artworks reimagined London's architecture and streets, transforming the city into a dazzling nocturnal art exhibition. The UK's largest light festival took place in January 2018. It was free to visit and generated high levels of footfall and patronage in the west end at a traditionally quiet trading period.

### London Design Festival

**London Design Festival** celebrates and promotes London as the design capital of the world.

Landmark Projects are major installations, first introduced in 2007, which involve commissioning the world's best designers, artists and architects, as well as exciting new talents, to create something extraordinary in response to a variety of stimuli such as a particular material, a theme or a location. Over the years, projects have appeared in some of London's most prominent and best-loved spaces such as the V&A, Southbank Centre, St Paul's Cathedral, Tate Modern and Trafalgar Square.

### **Please Feed The Lion by Es Devlin**

*Photo: Ed Reeve*



### **Lumiere London**

*Photo: Tom Doel*

### City Benches

**The London Festival of Architecture** has unveiled a series of new one-off public benches, designed by emerging architects and designers, and installed in partnership with the **City of London Corporation** and **Cheapside Business Alliance** as the City of London features as a focus area for this year's London Festival of Architecture. Across the Thames, a further bench has been installed outside London Bridge station in partnership with **Team London Bridge**, at the heart of another of the festival's 2018 focus areas.

Architecture and design students, recent graduates and emerging practices from across London were invited to submit a bench design to enliven the city's public realm. The new benches showcase London's brilliant emerging architects and designers, and are a public gift that help the City remain an exceptional place to live, work and visit.

## Art and Infrastructure

London has a rich tradition of integrating art into transport infrastructure such as bus, rail and underground stations and their immediate environs. This approach is evident today with the new public art commissioned for the Elizabeth Line and projects such as the **'Light at the End of Tunnel'** launched by CRP in 2002 to tackle the severance caused by railway infrastructure.

Working with partners from the private and public sector, CRP restored arches and tunnels to the highest standard, using state of the art materials and techniques to refurbish the tunnels, including innovative lighting, pigeon proofing, and CCTV.

By cleaning the viaducts, increasing illumination with creative lighting techniques and commissioning new public art, the pedestrian experience has been transformed and the tunnels and arches have become viable, safe and, above all, functional spaces.

The regeneration of the tunnels and the areas surrounding them has enhanced access to transport, public safety and enjoyment in local tourist and leisure attractions. It has also triggered investment in some of the most deprived areas of the capital, promoting growth and development.

The approach pioneered by CRP has influenced several other rail infrastructure refurbishment projects some of which are presented as case studies in this report.



## Art and Air Quality

Art can be utilised to make people aware of an issue and help us plan how to tackle it.

Team London Bridge has identified low cost - high impact solutions to improving hotspots in the urban realm across central London that incorporate public artworks because they offer more than just passive observation.

As part of Earth Day 2018 the BID explored ways of displaying technical Air Quality information in live and artistic ways to provide a positive and inspired contribution to the public realm.

**Smog tasting** is a great example of using playful public performance around the serious issue of heavy air pollution it uses egg foams to harvest air pollution from around the world to test and taste for different pollutants.



**Pollution Pods** These five geodesic domes were constructed in Somerset House courtyard. Each dome contains carefully created environments, simulating different atmospheric conditions globally. Visitors begin in Tautra in Norway, breathing in clean smelling air and then continuing through to the cities of London, New Delhi, Beijing and São Paulo which between them suffer from some of the lowest air quality in the world.

**In the Air** is a web-based visualisation model which aims to make visible the microscopic and invisible agents of Madrid's air (gases, particles, pollen, diseases, etc.), to see how they perform, react and interact with the rest of the city.



### Particle Falls

Photo: Andrea Polli and Chuck Varga

**Particle Falls** visualises real-time small particulate matter air pollution in downtown San Jose via the changing scale of a laser light cascade on the side of a city building.

### Marylebone Low Emissions Neighbourhood

**Westminster City Council** and private sector partners established the Marylebone Low Emissions Neighbourhood with Mayoral funding and commissioned CRP to effectively tackle air pollution and improve air quality through behaviour change, community participation, and providing additional greenspace through innovative public realm design.

Central to the approach is to reduce the amount of pollutants that are emitted into the atmosphere, by reducing vehicles' ability to do so, as well as lessening the impact of pollutants.

The project team identified the following strategies to take things forward.

- Increasing greenspace and planting
- Maximising opportunities for activity
- Removing unnecessary turning movements
- Utilising technology, including displays to help inform people of the air quality

### Marylebone Low Emissions Neighbourhood





**Head Above Water by  
Stuart Padwick,  
Gabriel's Pier**

## Art and the River Thames

### Totally Thames

**Totally Thames** is an annual season of accessible arts and culture taking place each September. The programme is curated and managed by the Thames Festival Trust, with activity taking place on, beneath, and along the River Thames.

The festival team work collaboratively with artists, local communities, river interest organisations and businesses to deliver the month-long programme along a 42-mile stretch of the river.

Totally Thames aim to inspire, surprise and enthral through a programme that

- **Spotlights the river with excellent, surprising and spectacular art**
- **Champions a diverse and sustainable creative riverfront**
- **Inspires the next generation of river ambassadors**
- **Creates unique and innovative opportunities to discover and learn**
- **Supports and nurture emerging artistic talent, placing the River Thames at the heart of new work**

Totally Thames has grown out of the original Thames Festival first established by Cross River Partnership using Single Regeneration Budget funding.

**“A wonderful celebration of what is arguably London’s biggest natural asset, with an exciting mixed arts programme of arts and cultural activities, talks, walks and boat rides”**

Joyce Wilson, Arts Council England

### Art Night

**Art Night** seeks to widen audiences for contemporary art and provides artists with the opportunity to present new work outside gallery walls. Art Night 2018 was curated by Ralph Rugoff and the Hayward Gallery and presented new site-specific work and premieres, while highlighting the cultural offering already present in the area.

The festival featured specific themes taking cues from the local area, asking questions about the emotional and political associations of ‘home’, including residency, refuge and security. The festival also explored the rich history of gardening and urban produce in the area between the South Bank and Battersea Power Station, which contains the oldest continually cultivated gardens in the city.

CRP and some of its partners were happy to sponsor Art Night 2018, and look forward to it having even more of an impact in 2019.





**Public Marketplace, Art Night 2018**

*Photo by Thierry Bal*

**Suzanne Treister  
SURVIVOR (F) +  
Interplanetary Dresses For  
Space Travel  
Art Night 2018**

*Photo by Christa Holka*



**'It's important that all Londoners have the opportunity to experience great art on their doorstep. Art Night is a fantastic way to explore the city after dark - giving Londoners and visitors to the city the chance to encounter art in new and unexpected places - and best of all, it's free'**

Sadiq Khan, Mayor of London

**Marinella Senatore,  
The London Procession,  
Art Night 2018**

*Photo by Rachel Cherry*

## Art and Wayfinding

CRP and partners have developed innovative techniques and programmes to encourage people to get out and discover what the local area has to offer. This includes guided walks, **tours** and wayfinding to help people find their way around.

### Legible London

Transport for London (TfL) have designed **Legible London** a wayfinding system to provide a consistent visual language, to help visitors and local residents to orientate themselves. CRP was very happy to pilot the original scheme with its partners on behalf of TfL. In celebration of the 10th anniversary of Legible London special edition maps covering Brixton, Old Street and Northbank were to be commissioned to help people living, working and visiting London to walk regularly around the Capital.

### Walking Tube Map

In central London, many journeys between underground stations are quicker on foot. Walking makes it easier for visitors, workers and residents to visit businesses, reduce exposure to air pollution and keep them fit and healthy.

Early this year TfL launched new versions of the **Walking Tube** map covering zones 1 to 3 including National Rail stations. The maps show distances between stations and times on the same line.

CRP's **Walking Tube report** provides a palette of interventions that promote the 'walking tube' approach, promoting walking between some of the busiest tube stations in central London to alleviate overcrowding.

## The Low Line



Over the decades, the Low Line route along and under the railway viaduct has become blocked through the planned and unplanned development of walls, fences and buildings. **The Low Line** project sets out to restore this important link across Bankside by opening new connections along the route and reinforce Bankside's special character. The bespoke signage and wayfinding markers are used to help people navigate along the Low Line whilst celebrating its special character and providing information about the area's heritage.

Coordinated by **Better Bankside**, the Low Line brings together a range of stakeholders including Network Rail, Southwark Council and the Bankside Neighbourhood Forum and is embedded in emerging planning policy in Southwark.

The Low Line project has the potential to roll out across other geographical areas in London.



## Small Change, Big Impact

**Small Change, Big Impact** is Transport for London's guide to delivering temporary, low-cost projects to change the way a street looks and feels. The case studies can have a big impact on people's lives, and can often be the first step towards people becoming more active and engaged.

The report enables people to see how the Healthy Streets Approach can benefit them, showing the potential of their local streets and public spaces for uses beyond moving and parking cars.

The **Limehouse Social** project embraces the ethos of small change, big impact. The aim was to bring together disconnected communities and businesses on the marina site and to 'activate' the public realm under the DLR arches. A community-led plan of action emerged in early 2015 to generate a greater sense of community and belonging, encourage people to enjoy the public space with 'eyes on the street' and to undertake this with the ambition of strengthening local stewardship of the site, enterprise and other self-sustaining activity.

Public events brought a lively series of activities to the site, including an independent food market, free music and family events. The Limehouse Social was commissioned by Canal and River Trust.



**Initially funded by the council for one year, the A13 Green community festival under the A13 flyover was such a success a local developer funded the festival for another three years.**

*Photo: The Brick Box*



**Limehouse Social**

*Photo: The Decorators*



**Folly for a Flyover** transformed a disused motorway undercroft in Hackney Wick into an arts venue and new public space. Over nine weeks, 40,000 local residents, artists and visitors from across London came and performed, ate, watched and got involved with workshops, talks, walks and theatre.

**Folly for a Flyover. Hackney Wick, Assemble Studio**



**CROSS RIVER**  
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The Light at the End of the Tunnel project was launched in 2002 by CRP and its partners to tackle the severing effect of disused Victorian viaducts from Vauxhall to Bermondsey.

**The project helped to:**

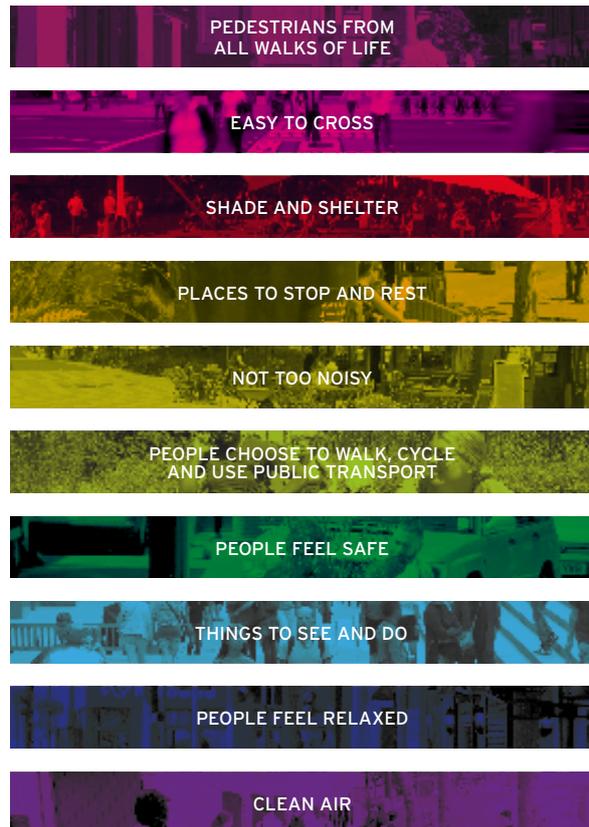
- Clean the viaducts
- Increase illumination with creative lighting techniques
- Commission new public art
- Transform the pedestrian experience
- Create tunnels and arches that were safe, viable and functional

# Case Studies

## Introduction

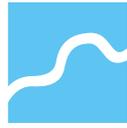
The following section presents case studies and proposals from CRP and partners that highlight where art and culture has been successfully integrated in to public realm design to create places that; provide things to see and do, rest and stop and encourage people to interact with their environment.

We hope that these case studies provide inspiration for even more art and culture in the public realm.





EUSTON  
TOWN



CROSS RIVER  
PARTNERSHIP



PROPOSED PROJECT

# Euston Green Link

**Euston Town BID** were awarded funding for the **Low Emission Neighbourhood** project from the Mayor to promote the use of a clean walking route, installing green-inspired destinations that spark conversation about air quality and climate change.

The Green Link project is looking to reconnect locals with their green spaces and introduce meaningful, thought provoking installations. The objective is to get people walking and cycling, avoiding the dangerous pollution of Euston Road and exploring the hidden gem of Drummond Street.

A green walkway and a living wall with LED lighting will go some way to reinstating some of the green lost so far. The redesign of Westminster Kingsway College garden will invite the whole community to enjoy seating amongst a carefully planned planting scheme and some respite from the hubbub.

At the very centre of these initiatives sits the proposal for an innovative sculpture from physicist and artist Jasmine Pradissitto, to be installed on the grand Camden People's Theatre.



**Jasmine Pradissitto (r) outside the Camden People's Theatre**

In collaboration with Alsitek who have patented a geopolymer which absorbs nitrogen dioxide from the air, Jasmine is creating a public art sculpture reminiscent of the Greek and Roman sculptures in marble and stone, of empires now deceased; a person looking up, away from their phone to take in a breathe of clean air in an environment they will once more notice.

Nitrogen dioxide, a by-product of combustion and industrialisation, is one of the most harmful pollutants but by combining art and 21st century engineering we can help raise awareness and go some way to eliminate it.



## CURRENT PROJECT

# Thames Tideway Tunnel

The Tideway project has prepared a 'Heritage Interpretation Strategy' that outlines the development of public realm and public art for the Thames Tideway Tunnel. A Public Art Strategy has also been developed to provide the mechanism to deliver the heritage interpretation strategy via public art commissions that are fully integrated into landscape design proposals.

Key objectives of the project's public art programme are to:

- Create unique artworks that express the transformational importance of the Thames Tideway Tunnel for London and its relationship with the river
- Enhance the high quality public spaces and experience of the river for Londoners and visitors

Artists will be appointed to work alongside contractor design teams to develop site-specific proposals in response to heritage themes and narratives. It is important that the story-telling aspect of the overall design is clear and understandable.





## PROPOSED PROJECT

# The Illuminated River



The Illuminated River project will transform the capital with a unified kinetic light installation across Central London's bridges that will connect, celebrate and capture the spirit of the Thames and its diverse communities.

Incorporating 15 bridges, from Albert Bridge to Tower Bridge, once complete it will be the longest public art commission in the world at 2.5 miles in length, along 4.5 nautical miles of the River Thames. Based on a single lighting concept, the artwork on each bridge will capture its unique history and identity, and respond to its distinct area of the Thames.

Following an international competition, the winning scheme is led by American light artist Leo Villareal and architects Lifschutz, Davidson Sandilands. CRP sits on the Illuminated River Project Steering Group.

The Illuminated River project will deliver multiple benefits for Londoners, visitors and the environment. It will create more opportunities to enjoy and explore the river, Thames Path, the bridges and local amenities, and to celebrate the unique character and heritage of these great landmarks.

It will support London's Night-time Economy and increase public access to art, promote creativity and support the Mayor's cultural strategy for London.

**“The Illuminated River will give London free art. The project also means that a wasted asset and wasted resource will now be used. The team had thought through how the project is sustainable, how it will be energy efficient and use less energy”**

Mayor of London Sadiq Khan



## PROPOSED PROJECT

# The Aldwych Vision

The City of Westminster, in partnership with The Northbank BID have prepared a **Vision for Aldwych**; an ambitious scheme centered on the removal of the Aldwych gyratory and the creation of a new civic space at the heart of the area around St Mary le Strand at Aldwych.

The key principles shaping the public realm design proposals are to:

- Improve conditions for all road users
- Mitigate the impact of traffic
- Celebrate public life
- Connect the public realm
- Improve the public realm

The scheme will create areas of pedestrian priority that connect the institutions of Somerset House, the Courtauld Institute of Art, King's College London and the London School of Economics and create a world class public realm that can be programmed by the institutions, and create appropriate settings for the historic churches St Mary le Strand and St Clement Danes.



**Vision For Aldwych, Publica**



**PROPOSED PROJECT**

# The Photographers' Gallery, Ramillies Street

The City of Westminster is currently preparing an artists brief for artworks to the outside of The Photographers' Gallery in partnership with The New West End Company to create new sense of a place and identity for the Ramillies area as part of the New West End Company's focus on Oxford Street east.

The project will de-clutter and revitalize the street, improve way-finding and make Ramillies Street more visible from Oxford Street and Gt. Marlborough Street whilst providing opportunities for external exhibition space for the Photographers Gallery.



**PROPOSED PROJECT**

# Street Gallery

The City of Westminster is also working with the commercial galleries in the West- End to place art works within the public realm. The works will be exhibited on a temporary basis and seek to draw attention to the wealth of creativity in the borough and showcase this important sector. Officers are planning to revive this programme which will require setting up a managing structure and selection panel to help identify potential sites and curate the artworks.





PROPOSED PROJECT

# Ravenet Street

CURRENT PROJECT

# Putney High Street



The Putney High Street Improvement Plan was prepared in response to concerns over air quality along the High Street and the attractiveness of Putney as a local shopping destination. Wandsworth Council identified potential interventions on Putney High Street, which could be implemented with the aim to reduce transport related emissions. The implementation of these interventions is expected to improve air quality and the look and feel of the High Street. Proposals include a green wall at the Odeon Cinema on Putney High Street, the c. £90,000 artwork is programmed for installation in spring 2019 following approval.

This commission was funded by the Mayor's Air Quality Fund.

The Council is in the process of delivering improvements to the pedestrian/cycle underpass, which links Queenstown Road to Ravenet Street in Battersea. Although the underpass provides a convenient link through the area, it was a very dark and unwelcoming environment and in need of better lighting, resurfacing works, removal of guard railing and deep cleaning of the rail arch.

Once the improvements are completed the borough plans to install several pieces of artwork along the walls of the tunnel and potentially a larger image on the entrance to the tunnel.

The total cost of the work is in the region of £30,000, with £10,000 funding provided from the Cross River Partnership and £20,000 from the borough's Local Implementation Plan.





## CURRENT PROJECT

# Culture Mile

**Culture Mile** is the beating heart of London, a place where creativity is fast becoming the most valuable currency. The City of London Corporation together with the Barbican, Guildhall School of Music & Drama, London Symphony Orchestra and the Museum of London, will be bringing the area to life with imaginative collaborations and exciting events.

Public realm projects include:

### Beech Street Transformation

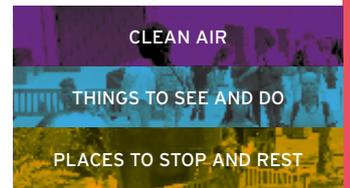
The City of London Corporation aims to transform Beech Street, to make it a more welcoming environment, particularly for pedestrians and cyclists, including new measures to improve air quality, introducing retail units and providing better access to the existing cultural destinations either side of it.

### Moor Lane Pop-up Garden

Designed by Studio Xmpl and built by volunteers from the Friends of City Gardens, the garden is one in a series of pop-ups aimed at improved the quality of air in the City of London.



**Moor Lane  
pop up garden**



**Culture Curve Disguise One**

## Culture Curve: Dynamic Shift

A temporary installation by video artist, Nina Dunn and sound designer, Sebastian Frost. The artwork transformed the curved façade of the Barbican into a responsive, visual, display of colour and movement. It is the confluence of people in the area that creates the artwork itself, with the movement of workers, residents and visitors through Culture Mile triggering the display. The visuals are generated by the rhythmic sounds at five locations in Culture Mile, which demonstrate the constant ebb and flow of activity each evening in Culture Mile.

Events include the 'Smithfield 150', which celebrates the 150th anniversary of Smithfield Markets and will showcase the best of London's vibrant culture and creativity.



**Marawa's  
Majorettes perform  
at Smithfield 150**



COMPLETED PROJECT

## East Dulwich

In Spring 2018, Southwark Council commissioned Emergency Exit Arts and Output Arts to deliver an event for communities in East Dulwich to mark the changing of the seasons from winter to spring. The collaboration between the two companies supported several strands of work including;



- An illuminated procession with lanterns developed through workshops with schools and community groups
- A poem created by Sophia Walker with schools and community groups through workshops
- A film from Output Arts showing participants, workshops and the local area reflecting the recorded poem. This was accompanied by a giant seed pod opening in the crowd, a new soundtrack written by Ben Raine
- An Illuminated Garden including specially commissioned work from local artists

The project engaged local school children through poetry and visual arts and harder to reach groups through the workshop programmes. The parade assembled at the Albrighton Community Centre on 24 March 2018 and was enjoyed by around 350 residents.



COMPLETED PROJECT

# Blackfriars Stories



A programme of new commissions designed to activate the streets and spaces around Blackfriars using local heritage and community involvement, funded by developers working locally. Virtually Blackfriars 2017 was an immersive hunt for pixelated characters from the past based at Platform Southwark and exploring the hidden corners of Blackfriars using a vacuum cleaner, wireless headphones and homemade "hi tech" goggles.

COMPLETED PROJECT

# Camberwell Trail

Camberwell Art Trail is a project by Leoni Bulcock, that was initiated by Southwark Council's 'Pocket Places' programme in 2016. 'Pocket Places' are spaces in Camberwell that are undergoing, or have undergone, renovation by Southwark Council. Comprising 33 artworks, the trail has been designed to connect these spaces and get people walking and exploring the area.





PEDESTRIANS FROM ALL WALKS OF LIFE

PEOPLE FEEL SAFE

PEOPLE FEEL RELAXED

## CURRENT PROJECT

# Elephant Park



In August 2017, the first phase of Elephant Park (Central London's largest new park in over 70 years) was opened to the Elephant & Castle community, marking a major milestone in the delivery of Lendlease's major mixed-use urban regeneration project.

Open to everyone, with mature trees, play trails, a performance area and plenty of open green space to relax, the new park provides a fantastic new public space and a new green heart for the Elephant & Castle community.

Local residents have been involved in the park since inception, from the early design stages of the park to the dedicated cultural events programme that has been running in the park since it opened.

Since opening, over 40 events have been hosted in the park attracting circa 13,000 visitors. The events programme has aimed to be as diverse as the Elephant & Castle community, with everything from fitness classes and nature workshops, to Shakespeare, live radio shows to Texan tea parties.



## COMPLETED PROJECT

# Carlisle Lane

As a part of Lambeth's Westminster Bridge Road Regeneration Project, Lambeth has worked with local school children on a decorative lighting scheme to make one of Waterloo's rail arches, Carlisle Lane a more attractive place to visit.

The decorative lighting artwork combines historical maps and artefacts to create an abstract time-line through the tunnel that reveals how the area has changed and celebrates the weird and wonderful pursuits of local people in the area past and present



**"Community involvement is at the heart of what we do at Lambeth. It's really important for us to engage with local communities and getting local kids involved in a project like this not only offers them something that is well and truly tangible where they can point and say that they played a key part in making improvements to the area, but also teaches them about the local history area where they live, play and enjoy"**

Councillor Brathwaite, Lambeth



## PROPOSED PROJECT

# Brixton Road Rail Bridge

Lambeth Council and Brixton BID launched a design competition as part of Brixton Design Trail 2017 to commission a design for a new 'gateway feature' at Brixton Road Rail Bridge.

In parallel the Brixton BID, working with Lambeth Council, has developed the Brixton Design Manual, which includes the Brixton Road rail bridge as part of proposals for signage and gateway features in the town centre.

The ambition was for the designs to manifest the positive spirit of Brixton, its people, culture and heritage, now and with a nod to the future. It should be an abstraction of Brixton's essential spirit - a new style for Brixton that moves us on from the mural designs and street art in a way that is fresh, bold, modern, joyful and irreverent.



A judging panel chose the winner as Lambeth based Farouk Agoro and Akil Scafe-Smith whose 'Come in Love, Stay in Peace' submission seeks to provide a welcome message to all those entering and leaving Brixton.

The project is funded through CIL and S106 contributions and the Mayor of London's High Street Fund.

The project links to the wider High Street Fund project to regenerate Electric Avenue market through public realm and market infrastructure improvement works and the 7 Bridges refurbishment project in Loughborough Junction.





## COMPLETED PROJECT

# Black Prince Road and Old Paradise Street Railway Bridges, Vauxhall

The bridge lighting projects were funded through Transport for London's Central London Cycling Grid programme which aims to make route improvements along the cycle network to encourage more use.

The decorative bridge lighting project under the railway bridge at Black Prince Road saw

an upgrade to the existing amenity lighting with decorative lighting designed by Michael Grubb Studios. The red lighting was inspired by the Black Prince's Ruby, which is set above the Cullinan II at the front of the Imperial State Crown.

The project was delivered during the winter of 2017 at a cost of £91,000.

Michael Grubb Studios' concepts for the decorative lighting under the railway bridge at Old Paradise Street were focused on patterns and shapes, with triangles chosen to reflect the shape of the recently opened Newport Street Gallery opposite.

The project was delivered during the spring of 2018 at a cost of £75,000.

The project required a Bridge Asset Project Agreement and 10 year licence from Network Rail.





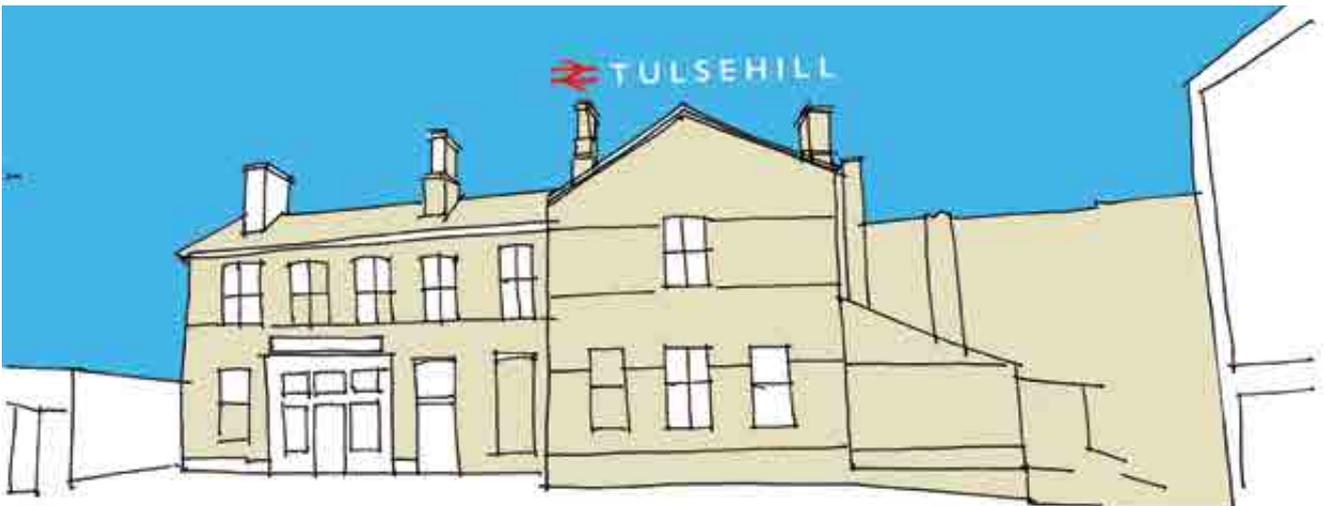
## CURRENT PROJECT

# Tulse Hill Streetworks

Year 9 pupils from the Elmgreen School have helped shape environmental improvements at a well used alley-way at Tulse Hill station with the borough and Landolt Brown Architects, as part of a wider Streetworks project for Norwood Road.

In addition to improving the public realm the Streetworks project seeks to help build capacity and confidence within the local community.

Transport for London funded the initial design work. The capital works are funded through Thameslink Govia station and environs improvement programme and are slated for commencement on site in late 2018.



# Resources

## **Cross River Partnership (CRP)**

<https://www.crossriverpartnership.org/>

[https://crossriverpartnership.org/media/2018/07/WT\\_Final\\_electronic\\_pages.pdf](https://crossriverpartnership.org/media/2018/07/WT_Final_electronic_pages.pdf)

<https://crossriverpartnership.org/media/2018/07/Healthy-Greening.pdf>

[https://crossriverpartnership.org/media/2018/07/WT\\_Final\\_electronic\\_pages.pdf](https://crossriverpartnership.org/media/2018/07/WT_Final_electronic_pages.pdf)

## **Central London Regional Transport Partnership (CLSRTP)**

<https://crossriverpartnership.org/projects/central-london-sub-regional-transport-partnership/>

## **Draft Culture Strategy**

<https://www.london.gov.uk/get-involved/have-your-say-draft-culture-strategy-london>

<https://www.london.gov.uk/what-we-do/arts-and-culture/current-culture-projects>

## **Healthy Streets**

<https://tfl.gov.uk/corporate/about-tfl/how-we-work/planning-for-the-future/healthy-streets>

## **Creative Health: The Arts for Health and Wellbeing Report (2017), the All-Party Parliamentary Group on Arts, Health and Wellbeing**

<http://www.artshealthandwellbeing.org.uk/appg-inquiry/>

## **The Connection Between Art, Healing, and Public Health: A Review of Current Literature H. L. Stuckey and J. Nobel 2009**

© American Public Health Association 2010

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2804629/>

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**Cross River Partnership**

5 Strand

London WC2N 5HR

T. **020 7641 2198**

W. [www.crossriverpartnership.org](http://www.crossriverpartnership.org)

Twitter: [@CrossRiverPship](https://twitter.com/CrossRiverPship)

E. [crp@crossriverpartnership.org](mailto:crp@crossriverpartnership.org)

**Out** Design

