



25 October 2017

Spacehub wins Culture Mile’s design competition

A design competition to identify spaces or opportunities with Culture Mile ‘to bring the inside out’ has been won by Spacehub, the City of London Corporation has announced today.

Spacehub’s winning proposal for the competition, which was driven by the need to improve wayfinding and encourage people who work, live in, and visit the City to make the most of open spaces in the Square Mile is called *Beacons, Interventions, Connections*. Spacehub will develop an installation for Culture Mile over the coming months as part of Culture Mile Pop Ups.

Spacehub’s entry has three elements: Beacons, Interventions and Connections. ‘Beacons’ would be placed at cultural institutions and key viewpoints to guide audiences through Culture Mile. At each of these points, ‘Interventions’ bring activities and events out into the public realm. ‘Connections’ improve pedestrian links and help in negotiating the complex streetscape of the area, drawing visitors towards the City’s cultural establishments.

Rosie Sargen from Spacehub commented: “We are thrilled to have won Culture Mile’s design competition and look forward to working closely with the City of London Corporation on creating a pop up installation. This is a rare and exciting opportunity to contribute to the transformation of an area which is so vital to our cultural landscape – by bringing the arts outside into the public realm and making them accessible to all.”

In the coming months, there will be a new public realm strategy for Culture Mile, designed by Fluid who specialise in architecture, urbanism and participation, setting out how to create a series of connected places, forming a world-renowned destination that relishes its contrasts and places culture at its heart.

A public consultation on the strategy is expected to take place later this year. One of the emerging themes in the strategy is ‘bringing the inside outside.’ Entrants were asked to focus on innovative design, and architectural or structural changes that could be implemented within Culture Mile to create an impact on the area’s existing built environment. They were also asked to propose site-specific ideas, based on the area and the cultural activity that takes place there. In particular, designers were asked to produce imaginative, speculative responses.

There was a high standard of entries and six were shortlisted as follows:

- Spacehub, ‘Beacons, Interventions, Connections’. - Winner
- The Bakerloos: ‘Barbicanisms’ - Highly Commended
- Hawkins Brown: ‘Culture Cloud’ - Highly Commended
- Mutt: ‘Smithfield: Jamboree!’ - Shortlisted
- Pilbrow and Partners: ‘The Eye of the Needle’ - Shortlisted
- 99 Studio: ‘Musical Chairs’ - Shortlisted

The entries were judged by a panel of industry experts and Culture Mile representatives, including Carolyn Dwyer, Director of Built Environment, City of London Corporation; Peter Murray, Chairman, New London Architecture; Christina Norton, Director, Fluid and David Spence, Director of Transformation, Museum of London. They will be displayed on culturemile.london over the next few weeks. The shortlisted entries will

be exhibited in Culture Mile and the winner, Spacehub, will develop an installation for the area over the coming months as part of Culture Mile Pop Ups.

Plans for Culture Mile were announced in July and will see the area stretching from Farringdon to Moorgate improved through better wayfinding and signage, new green spaces, lighting, public information, and art installations. To signal the first steps in the animation and transformation of the area, Culture Mile Pop Ups featured a range of temporary installations, events and workshops this summer and included:

- *Joy and Peace* artwork by Morag Myerscough and Luke Morgan at Silk Street and Smithfield Rotunda Garden;
- Shadowing lighting installations from Playable City and Chomko & Rosier positioned across Culture Mile;
- The first of a series of photographic commissions on hoardings at the new Museum of London site in West Smithfield. The hoardings designed by KK Outlet features photographs by Vicky Grout, a leading photographer of the London grime scene, of Londoners who work around the Smithfield area.
- a community garden on Moor Lane created and run by volunteers as part of the City's Low Emission Neighbourhood.

Additional exciting Culture Mile activity is planned for the coming year, to facilitate more artistic, Public Realm and Low Emission Neighbourhood initiatives in the area, designed to improve the visitor experience.

The City of London Corporation invests over £100m every year in heritage and cultural activities of all kinds. It is the UK's largest funder of cultural activities after the government, the BBC, and Heritage Lottery Fund. It is also developing Culture Mile between Farringdon and Moorgate – a multi-million pound investment which will create a new cultural and creative destination for London over the next 10 to 15 years. This includes £110m funding to support the Museum of London's move to West Smithfield and £2.5m to support the detailed business case for the proposed Centre for Music.

Notes to Editors

More on each of the proposals shortlisted:

The Bakerloos: 'Barbicanisms' - Highly Commended

The Barbican is the identity-establishing protagonist of Culture Mile – the estate imposes itself inescapably on its surroundings. Iconic snippets of the interior worlds – following the idea of bringing the 'inside out' – serve as mobile, multifunctional incubators: what about a living room concert along Beech Street, playing from a mobile penthouse loggia raft? What about turning a Lauderdale Tower balcony into a theatre stage, or taking an outdoor cooking class in a displaced Barbican kitchen in Speed Garden? The Barbicanisms orchestrate the existing, but underused public spaces of Culture Mile in novel ways, reintroducing the domestic scale into the urban.

Hawkins Brown: 'Culture Cloud'-Highly Commended

A travelling temporary installation, Hawkins Brown's 'Culture Cloud' could be inflated at key locations and along new routes linking the venues of Culture Mile. The Culture Cloud could then be used as an informal performance space that promotes pop-up activities and cultural events. It would be a multi-use portable pavilion that acts as a wayfinding tool through its joyful colour and recognisable shape.

Mutt: 'Smithfield: Jamboree!' -Shortlisted

The Smithfield Jamboree is in town! The Bartholomew Fair was Britain's largest annual jamboree from its inception in 1133 to its final curtain in 1855. MUTT's proposal looked at reinstating the fair to its original site at Smithfield Market, suggesting an alternative future for the space, as a vibrant culinary quarter in Culture Mile.

Pilbrow and Partners: The Eye of the Needle-Shortlisted

Pilbrow & Partners together with Space Syntax proposed 'The Eye of the Needle', a new pedestrian route through Culture Mile. Twelve slender steel masts would mark the route, like needles in a map. Distinctive in form – tapering triangular polished obelisks that sparkle in the day and glow softly at night – the masts would be eye-catching landmarks in their own right, as well as helping to highlight hidden gems, interesting architecture, historical sites and cultural activities within Culture Mile. Going through one of the City's

richest historical, cultural and social districts, the route is an opportunity to increase accessibility of the public areas of the Barbican and interconnects three public spaces: The Barbican Piazza, St Giles Cripplegate, and the green space surrounding the Roman Walls and the Worshipful Company of Barbers.

99 Studio: 'Musical Chairs'-Shortlisted

A play on the name of a great party game we all enjoy, this project uses existing and proposed street furniture to create instruments. There are a variety of designs that offer the public the opportunity to make music. Therefore, allowing them to add to the soundtrack of London. Each piece of furniture will allow anyone and everyone to make the sound of a musical instrument and experience what it might be like to be a music student from the Guildhall School, or play with the London Symphony Orchestra at the Barbican.

About Culture Mile

Culture Mile is a corner of London's working capital, 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, are leading the animation of the whole neighbourhood with imaginative collaborations and events. Culture Mile brings commerce and culture together in a wealth of creativity. Known meets unknown. Ancient and modern collide as the streets are activated by exhibitions, gigs, pop-ups and events. So whether you're with family, friends or flying solo, there's something for everyone. And thanks to Crossrail's new Elizabeth Line connections at Farringdon and Moorgate, the area is more connected than ever. Join us today where two thousand years of history collide with the world's best culture. www.culturemile.london

barbican

**GUILD
HALL
SCHOOL**



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