

Appendix 4
Ram Brewery Cultural Strategy

RAM BREWERY CULTURAL STRATEGY

A NEW RIVERSIDE QUARTER

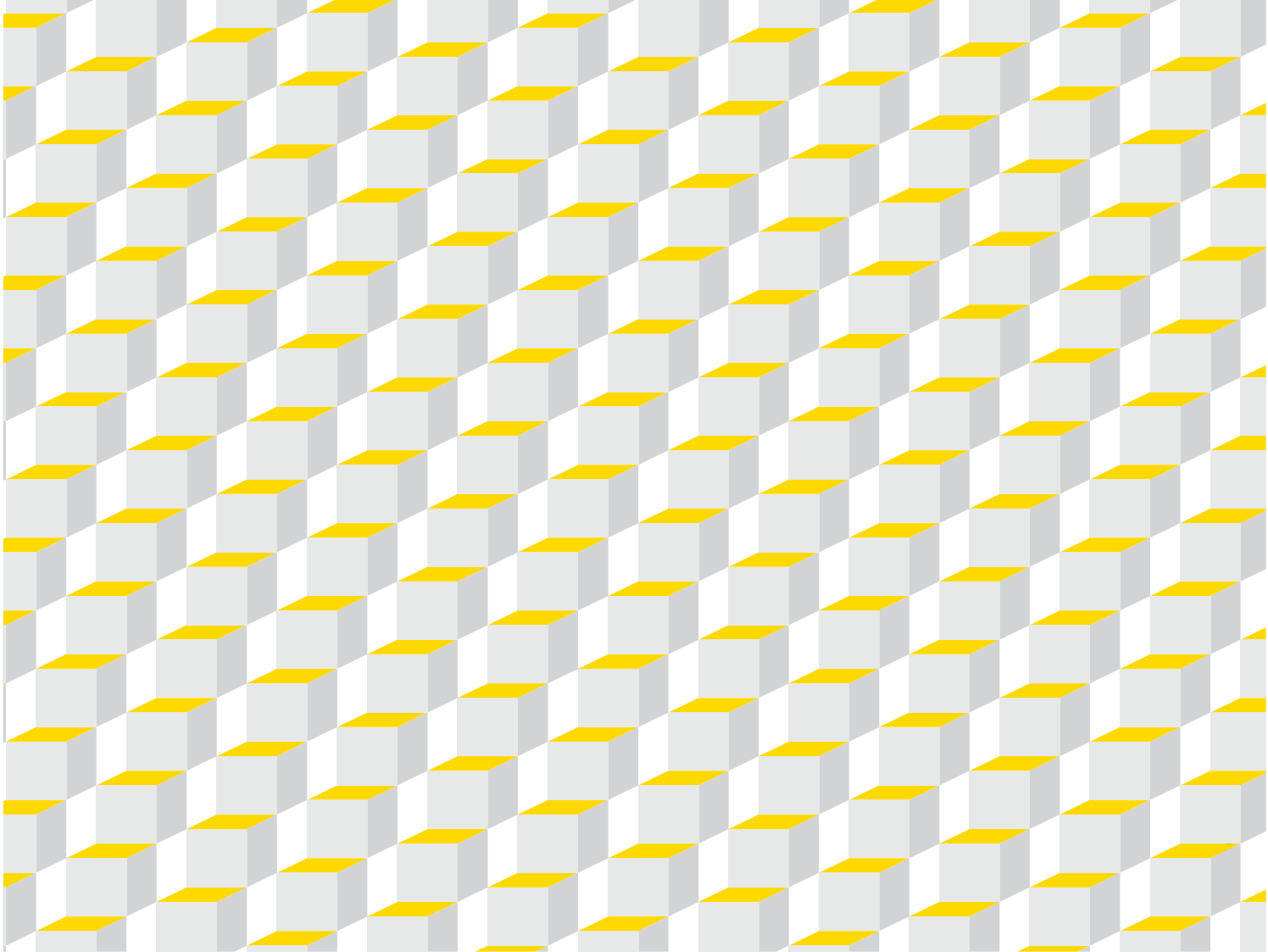
CULTURAL
PLACEMAKING
STRATEGY

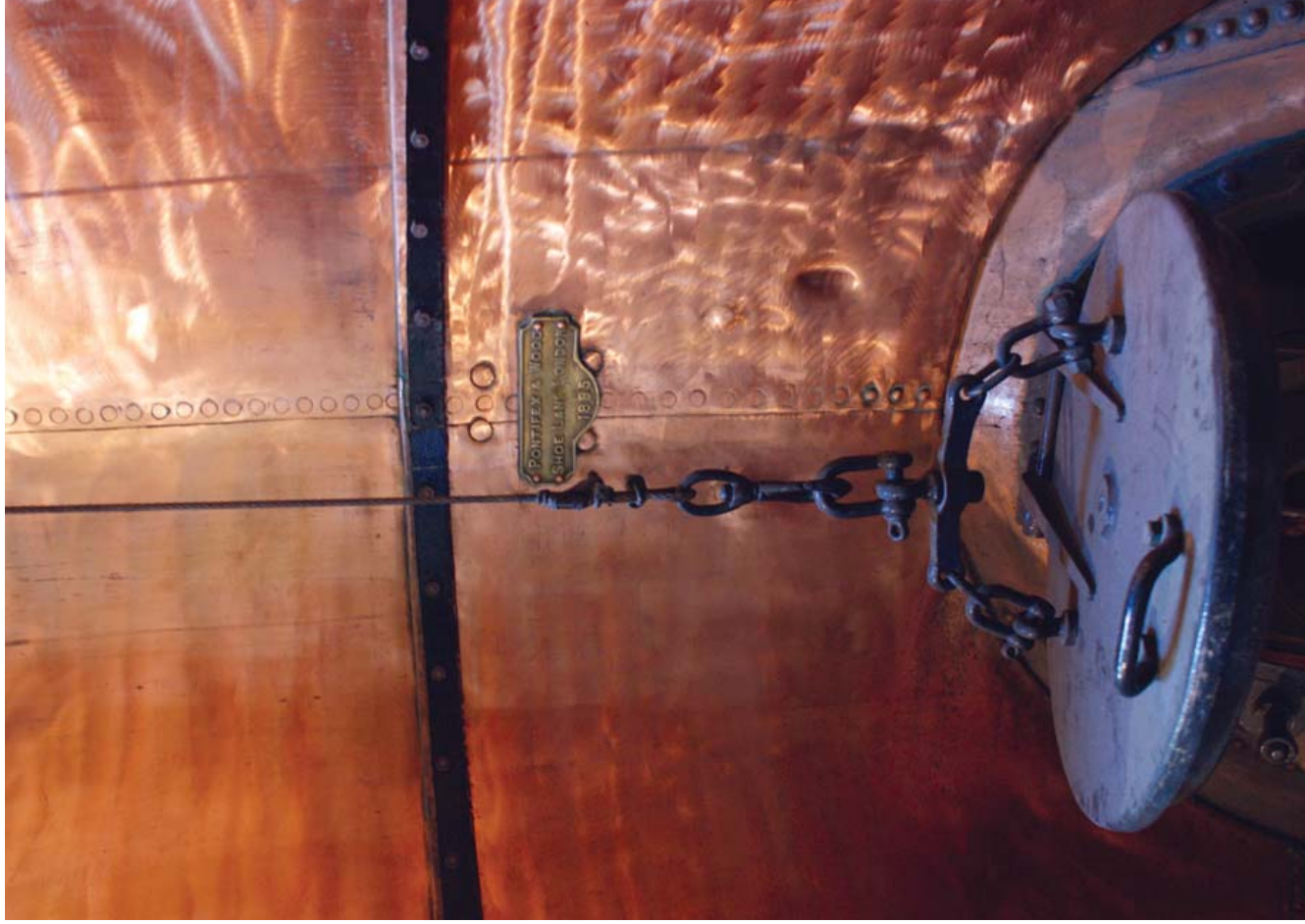
FUTURE\CITY



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EXECUTIVE SUMMARY

Futurecity has developed the Ram Brewery Cultural Strategy on behalf of Minerva (Wandsworth) Ltd. The aim of this strategy is to enhance the development's cultural offer and highlight the potential for embedding cultural partnership and activity in the scheme.

Our approach has been to take a holistic cultural overview of the development and local area to bring to the table a series of proposals, which can form a set of cultural treatments to anchor the development more closely to the hearts and minds of the existing and incoming community.

At Ram Brewery there is the major opportunity to excavate the rich heritage and history already present on the site. But to take this beyond a standard layering of heritage artifacts, there is the opportunity to engage experienced contemporary artists and cultural partners to create engaging, embedded and modern public art that connects people to place in innovative ways. This rich brewing heritage and some of the industries physical legacies will be retained and celebrated in a Brewery Museum and visitor centre, this could be developed in relationship with the Boroughs cultural services offer and other potential cultural partners.

The Ram Brewery site lies at the heart of Wandsworth town centre in South London and has the potential to become the new cultural hub of Wandsworth Borough. Re-invigorating the area, through introducing exemplary public art and cultural partnerships to the development, will attract new and discerning residents to the site. In addition, the public realm has the real potential to have a vibrant and social day and night life for the whole community. By increasing the flow of pedestrians to the retail and commercial offers on the site and factoring in the well-known cultural brands, the development has a real chance of raising the bar in terms of its potential commercial and retail occupiers.

In order to compete successfully as a new, exciting and thriving centre, the Ram Brewery must offer an exciting and unique cultural experience, and harness the very best approaches to both permanent and temporary cultural activity. The Ram Brewery Cultural Strategy is one of connectivity, animation and partnership.

A new study by banking group Lloyds TSB has revealed that Wandsworth is the favourite place to live in England and Wales for aspiring young professionals.

The study found that the borough is hugely popular with people aged 25 to 35 because of its great transport links, close proximity to the West End and the City, its many parks and open spaces and its vibrant mix of Victorian and Edwardian properties as well as its new riverside flats and conversions.

Nitesh Patel, housing economist at Lloyds TSB, said:

“Aspiring young professionals are typically well-qualified and in well-paid jobs. They tend to live in areas that are not far from the city centre, but are also places where they can enjoy open green space and a cafe style environment”

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WANDSWORTH CULTURAL AUDIT

*'A potential treasure trove surrounds
the Ram Brewery Site'*

AUDIT

Integral to initial cultural strategy work, Futurecity has compiled a cultural audit of Wandsworth Borough, researching the wide range of active creative industries, visual and performing arts organisations from major international venues to small-scale enterprises. The audit is always in flux, but the key organisations are listed in the diagram above.

It is important that the Ram Brewery site recognises that the wealth of cultural institutions surrounding and in such close proximity to it are a treasure trove of potential partnership opportunities and champions. This audit highlights those cultural organisations of note, currently present in Wandsworth, which Futurecity believes to be both representative of what Wandsworth currently has as its cultural offer and are of relevance to the future animation of Ram Brewery as a new town centre destination.

Futurecity have met with many of these arts and cultural organisations, exploring how they feel the Ram Brewery development could best provide for and enhance the cultural community for residents and visitors alike. The central outcome of this work was a sense that Wandsworth Borough contains a rich and unexpectedly diverse number of arts and cultural organisations.

OPPORTUNITIES

There is a clear opportunity to both bring contributions from these organisations and artists into RAM Brewery. The three main avenues for this are:

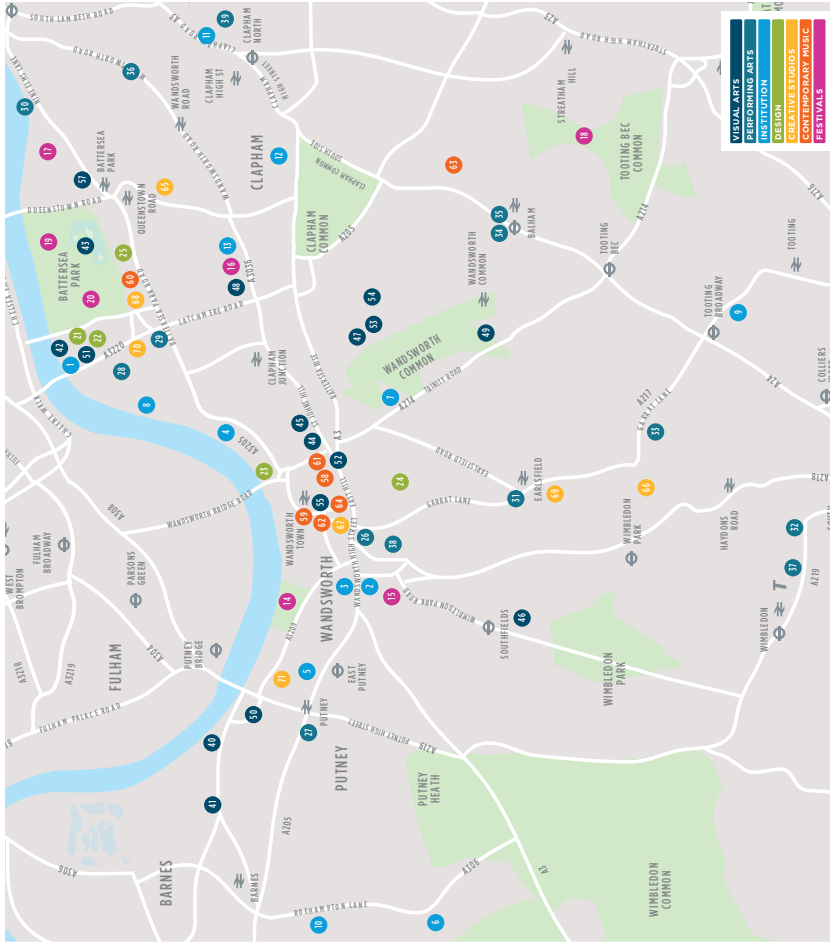
EMBEDDED PUBLIC ART: A 'Lead Artist' commission, embedded public artwork across the public realm drawing on and expressing the unique heritage of the site and local area.

BUILD-UP PROGRAMME & COMMUNITY ENGAGEMENT: Interim event activity during construction and on into the public realm and empty units, animating this new town centre quarter in line with the aspirations for it as a shopping and recreational environment.

CULTURAL PARTNERSHIPS & LOCAL CREATIVE INDUSTRIES: Longer term cultural heritage and creative industry partnerships activating the public realm and working with the envisioned Brewery Museum.

Futurecity believes that through the provision of these initiatives of cultural partnerships and artist inspired public realm space, the Ram Brewery development can provide the glue that Wandsworth town centre needs to enliven and reinvigorate itself.

*Collective Studios Exhibition at
Cato Music, Church Row*



INSTITUTIONS

- 1. Royal College of Art**
www.rca.ac.uk
The Royal College of Art is the world's most influential wholly postgraduate institution with a history of excellence in art and design. Courses are taught by world-renowned artists and practitioners, offering students the unique opportunity to study in an integrated art and design environment.
- 2. Wandsworth Museum**
www.wandsworthmuseum.co.uk
A celebration of Wandsworth's history and heritage. The Wandsworth Museum aims to keep education at the core of its vision and offers multiple children's programs which incorporate exhibition themes and content.
- 3. De Morgan Centre**
www.demorgan.org.uk
A gallery home to an unrivalled collection of work from ceramicist William De Morgan and his wife, painter, Evelyn De Morgan. The collection dates to 1887, the year the two were married.
- 4. Society of British Interior Design**
www.sbid.org
The national representative organisation to the European Council of Interior Design and Architecture.
- 5. Putney School of Art & Design**
www.wandsworth.gov.uk
An art college in Putney offering fine-arts courses in its six specialist studios. Course offerings include book illustration, garden design, web design, of painting and digital photography.
- 6. South Thames College**
www.south-thames.ac.uk
South Thames College offers vocational training, higher education, training for employers and adult learning courses across a variety of fields.
- 7. The Academy of Live and Recorded Arts**
www.alra.co.uk
The Academy of Live and Recorded Arts was the first drama school to offer training across all media, including live theatre, film, TV and radio. They have two locations, one in Wandsworth, London and one in Wigan, Greater Manchester.
- 8. Royal Academy of Dance**
www.rad.ac.uk
The Royal Academy of Dance in Battersea is regarded as one of the world's most influential dance education and training organisations with a rigorous classical ballet examination syllabus. Her Majesty Queen Elizabeth II is a patron of the academy.
- 9. Tooting Library**
www.tootinglibrary.com
Local library in Wandsworth Borough that also offers talks/meeting rooms for hire.
- 10. Roehampton University**
www.roehampton.ac.uk
A campus university in London, the University of Roehampton is comprised of four colleges. The university offers degrees in dance, performing arts, humanities, social sciences, psychology and business.
- 11. Italia Conti: Academy of Theatre Arts**
www.italiaconti-acting.com
A world-renowned centre for actor training offering short courses, a BA (Hons) Acting programme and a foundation course. The career-focused programme has a reputation for excellence.
- 12. Omnibus Clapham Art Centre**
www.omnibus-clapham.org
A community initiative and London's newest multi-arts centre offering a mix of theatre, music, opera, talks, exhibitions and family events. The historic Clapham Library building & the future home to Omnibus Clapham.
- 13. Lavender Hill Studios**
www.lavenderhillstudios.com
Lavender Hill Studios is an art school that trains fine artists within the atelier tradition. The studio offers short courses, evening courses, foundation courses and full and part time courses.

FESTIVALS

- 14. Wandsworth Arts Festival**
www.wandsworthartsfestival.com
The Wandsworth Arts Festival and its accompanying Fringe Festivities, takes place in locations across the Borough. The festival programs traditional theatre as well as interactive art commissions and events.
- 15. The Wandale Valley Festival**
www.wandalevalleyfestival.org.uk
The River Wandale runs through the Borough of Wandsworth, historically providing the community with water and trade. At the festival residents and visitors alike celebrate the Wandale through a variety of activities in the green spaces along the river.
- 16. SW11 Literary Festival**
http://literature.britishcouncil.org/sw11-literary-festival
A community run two-week festival in Furzedown that includes evenings of music, local history talks, films and events hosted at Spout, the local Furzedown community arts centre.
- 17. Chelsea Fringe @ Battersea Power Station**
www.batterseapowerstation.co.uk
The Chelsea Fringe runs in multiple locations across London, one of the most notable being the Battersea Power Station. The Fringe features a mix of public spectacle, horticultural happenings and community celebrations.
- 18. Furzedown Festival**
www.furzedownfestival.com
A community run two-week festival in Furzedown that includes evenings of music, local history talks, films and events hosted at Spout, the local Furzedown community arts centre.
- 19. Affordable Art Fair**
www.affordableartfair.com
The Affordable Art Fair is a bi-annual fair in London offering original pieces from £40. The fair also takes place in other international locations and has a reputation for excellence.
- 20. The Decorative Antiques and Textiles Fair, Battersea**
www.decorativefair.com
The Decorative Antiques and Textiles Fair is a tri-annual yearly specialist festival in Battersea Park. The fair is well-known for painted furniture, Gustavian & Swedish design, 20th century design, lighting and excellent mirrors.

DESIGN

- 21. Vivienne Westwood**
www.viviennewestwood.co.uk
Studio of the internationally-renowned fashion designer, Vivienne Westwood
- 22. Foster + Partners**
www.fosterandpartners.com
One of the most innovative and architecture and integrated design practices in the world. Offices in New York, London, Abu Dhabi, Hong Kong, Sweden and more.
- 23. Depth**
www.depthid.com
Depth offers a range of design services across architecture, interior design, styling and design management. Recent commissions include high-value homes and properties in Belgravia, Wandsworth Common, Bermuda and the Isle of Wight.

PERFORMING ART

- 26. National Opera Studio**
www.nationaloperastudio.org.uk
The National Opera Studio offers a one year masters course for young professional opera singers and repertuirs.
- 27. Putney Arts Theatre**
www.putneyarts.theatre.org.uk
Putney Arts Theatre produces both traditional and contemporary theatrical works from Shakespeare to no-names. The theatre stages 8 mainstage and monologue performances a year.
- 28. Youth Music Theatre UK**
www.youthmusictheatre.org.uk
Youth Music Theatre UK is the UK's music theatre company for young people, supported by Arts Council England and the Department for Education.
- 29. Theatre 503**
theatre503.com
A pub theatre located above Leddymere Pub, Theatre 503 produces groundbreaking theatrical work. Their work ranges from the obscure to the well-known, often working with and premiering plays by new writers.
- 30. Battersea Barge**
www.batterseabarge.com
A legendary floating venue on the River Thames offering high-quality musical, comedy and cabaret entertainment.
- 31. Tara Arts**
tara-arts.com
Tara Arts produces global theatre for a local audience, focusing on fusing East and West. Originally a touring company, Tara Arts quickly found a home in Wandsworth and has a new building in development.
- 32. Polka Theatre**
www.polka-theatre.com
Polka Theatre provides world-class theatre for children aged 0-13 years. Over 100,000 children experience the Polka theatre each year.
- 33. Oily Cart**
www.oilycart.co.uk
Oily Cart is a London based highly interactive theatre for under fives and young people with learning difficulties. They incorporate hydro-theatre, animatronics, video projection, puppets, jacks and trampolines into their productions.
- 34. The Exhibit Cinema Restaurant Bar**
www.theexhibit.co.uk
A boutique cinema in Balham that shows current movies in their twelve two-seater cinema. A popular with the locals, the theatre space is small and intimate and offers a one-of-a-kind viewing experience.
- 35. The Bedford**
www.thebedford.co.uk
A legendary live music and comedy venue in South West London.
- 36. Lost Theatre**
www.losttheatre.com
LOST is a performing arts company dedicated to youth drama training and education. In addition to their educational endeavours, LOST produces multiple festivals, including the One Act Festival, the Five Minute Festival and the Face to Face Festival.
- 37. New Wimbledon Theatre**
www.newwimbledontheatre.com
A still functional grade II listed Edwardian theatre that hosts musicals, dance performances and theatre. It is best known as the home of London pantomime.
- 38. Wandsworth Symphony Orchestra**
www.wandsworthsymphonyorchestra.com
The Wandsworth Symphony Orchestra is comprised of both professional and amateur players. The group performs post-classical era works in and around Wandsworth Borough.

39. Landon Theatre

www.landontheatre.co.uk/press.php/booking-office
A pub theatre committed to producing and housing musical theatre in intimate settings. Theatre goes can enjoy dinner in the downstairs pub before performances.

VISUAL ARTS

- 40. Russell Art Gallery**
www.russell-gallery.com
Modern British Art Gallery who specialise in artists such as Mary Fecken OBE RA, Sue Campion, Angela Finlay, Ian Clifton and John Bailey. Primarily a figurative art gallery, they strive to show works by artists who are bringing a fresh interpretation to landscape and figurative art.
- 41. Will's Art Warehouse**
www.wills-art.com
A commercial contemporary art gallery who specialise in selling works from £40-£4,000.
- 42. Albion Gallery**
www.satch-gallery.co.uk/dealers_galleries/Gallery/Albion
Albion Gallery's London's only gallery committed to incorporating a major global program that represents leading international artists from both established and emerging markets.
- 43. Pump House Gallery**
www.pumphousegallery.co.uk
A public contemporary gallery housed in a beautiful grade II Victorian tower located in Battersea Park. The gallery works in partnership with artists and curators to bring contemporary art to Wandsworth through.
- 44. Wyer Gallery**
www.thewyergallery.co.uk
Small contemporary gallery exhibiting works by living artists.
- 45. John Braham Gallery**
www.satch-gallery.co.uk/dealers_galleries/Gallery/77284.html
The John Braham Gallery focuses on exhibiting contemporary figurative and abstract art in a light and airy setting. They exhibit works by international and UK artists.
- 46. The Old Sweet Shop**
www.theoldsweetshop.org
A shop and gallery who exhibit work by local independent artists across a broad spectrum of genres.
- 47. Fos Fine Art**
www.losfineart.com
Fos Fine Art promote emerging and mid-career artists working within the Modern British tradition.
- 48. Battersea Art Centre (BAC)**
www.bac.org.uk
Battersea Arts Centre is committed to inventing the future of theatre. The Guardian described them as Britain's most influential theatre.
- 49. Oliver Contemporary**
www.olivercontemporary.com
A contemporary gallery that brings together new and established artists and sculptors working with the Modern British Tradition. Exhibiting artists include Ingrid Wilkins, Philip Turner, Helen Doneley and Ursula Leach.
- 50. Lucy Road Gallery**
www.lucyroadgallery.co.uk
Lucy Road Gallery is a small commercial gallery and art installation hub. The gallery has a wide selection of paintings and sculpture for purchase.
- 51. Couper Collection**
www.coupercollection.com
The Couper Collection exhibits artwork and installations by London artists Max Couper. All pieces were made onboard a fleet of historic Thames barges over the past two decades.

Wandsworth Museum and
De Morgan Foundation



CONTEMPORARY MUSIC

53. 4ad

www.4ad.com
An independent record label representing an impressive array of artists including Bon Iver and Iron and Wine. 4AD forms part of The Beggar's Group along with Matador, Rough Trade and XL Recordings.

59. Domino Records

www.dominoirecord.com
An independent UK record label who represent the likes of Franz Ferdinand, Four Tet and Hot Chip. Domino Records recently announced a Book Publishing division, The Domino Press.

60. Inland Studios Recording & Production

www.inlandstudios.com
A state of the art small recordings studio near Clapham. Clients include grammy award-winning PJ Morton as well as ITV and Channel 4.

61. The Beggars Group

www.beggars.com
One of the largest independent groups of labels in the world, The Beggars Group consists of 4AD, Matador, Rough Trade and XL Recordings. The Beggars Group works with legendary artists such as Radiohead and David Axelrod while still constantly seeking out and nurturing new talent.

62. Eagle Rock

www.eagle-rock.com
An independent international producer and distributor of music films and programming for Cinema, television, DVD/Blu-ray and Digital Media.

63. Unit 9 Rehearsal Studios

www.unit9rehearsals.com
Rehearsal space in South West London boasting 8 fully equipped rooms for hire.

64. Church Row Studios

www.churchrowstudios.co.uk
A beautiful recording studio set up by Dom Brown, lead guitarist and co-writer with Brian Burian. Church Row is part of the Cato Music complex, who recently took ownership of the building.

CREATIVE STUDIOS

65. Baltessa Studios

www.baltessa-studios.com
Southwest London's largest and most dynamic studio estate hosting companies from media, publishing, television, fashion, public relations, radio and more.

66. Wimbledon Art Studios

www.wimbledonartstudios.co.uk
London's largest creative studio complex, twice a year the studio opens to the public.

67. Collective Studios

www.collectivestudios.co.uk
Opened in 2009 as an initiative for recent graduates, Collective Studios now boasts 20 artists, a beautiful walled garden, exhibition space and a programme of educational workshops.

68. Testbed

www.testbed.com
A vast warehouse space owned and run by architect Will Alsop. Testbed is a creative space for artists, scientists, investors and designers.

69. The Warehouse

www.warehousestudio.co.uk
An immaculate studio space available for film locations, photo shoots and advertising.

70. Lanterns Studios Photography Studios

www.lanternstudios.com
Lantern Studios offers two interior white-walled studio spaces. They work with an impressive book of A-list clients including Boots, Avon, Conle Mack, Cosmopolitan and L'Oréal.

71. Biz Studios/Peter Webster Hire

www.bizstudios.com
Two commercial services based under one roof. Biz Studios offer professional standard rehearsal studios for hire. Peter Webster Hire offers professional backline hire for the music industry.

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National Opera Studio



Cato Music

FOUR PRINCIPLES FOR A CULTURALLY-RICH RAM BREWERY



01

ACTIVE PUBLIC REALM - HEALTHY, VIBRANT, MULTI-LAYERED

- A built environment making physical activity easy.
- Opening up an accessible inviting riverside, improving links at the heart of Wandsworth.
- An overarching site responsive way finding scheme.
- Cycling and walking links throughout, expansion of the London Cycle Hire Scheme.
- A balanced provision of serviced outdoor spaces in which formal and informal events can take place.
- Creative landscapes offering unusual spaces.
- Future options for management and delivery of activity.
- Accessibility for local communities.

02

BUILD-UP USES AND ACTIVITIES - BRINGING FALLOW LAND AND BUILDINGS TO LIFE

- Creating directory of temporary uses – markets, food and drink festivals, exhibitions, community engagement, hoarding etc.
- Co-ordinating activity.
- Creative consultation and engagement.
- Linking past, present and future communities.
- Windows into the regeneration process – blogs, artist residences.

03

HARNESSING STRENGTHS

- Industrial and cultural heritage – key identity and marketing tool to be drawn into meanwhile and public realm artistic activity.
- Geography – Proximity to Nine Elms, Battersea, Clapham, Putney.
- Strong existing Creative Industry on site and immediate vicinity.
- New riverside quarter within the town centre.

04

EMBRACING HERITAGE

- Celebrate the broad ranging heritage of the area through the public realm via creative interpretation, naming, wayfinding and public art commissioning.
- A Brewery Museum & Craft Brewery highlighting the heritage of the immediate site, links to Wandsworth heritage Services, Museum and other heritage organisations.
- Meanwhile opportunities that capitalise on the sites identity and relationships.



EMBEDDED PUBLIC ART

THE RAM BREWERY VISION

The Brewery site presents a unique opportunity to shape Wandsworth Town Centre. The vision is to deliver a high quality mixed use scheme, unlocking a new urban quarter for Wandsworth. The scheme seeks to:

- create an urban village in the centre of Wandsworth
- create vibrant and varied spaces in which people can live, work, shop, eat and relax
- create a shopping experience similar to Marylebone High Street and Duke of York Square
- restore the listed brewery buildings at the southern end of the site and opening them up for public use
- design high-quality residential accommodation to meet the local housing needs
- form a throughway, connecting the north and south sides of the town centre
- create pedestrian permeability north, south, east and west with over 11 pedestrian routes into the scheme
- transform the river to create a riverside walk with crossing points on to the Capital Studios site and opening up new connections across the river and through to the Thames to the north
- A mix of new homes, shops, cafes and restaurants are proposed across the two sites.



THE RAM BREWERY EMBEDDED PUBLIC ART BRIEF

The Embedded Public Art Brief will ask for public art to intelligently consider all of the characteristics set out in the Ram Brewery vision in order to create public art that:

- is truly integrated to the scheme, and goes beyond stand alone sculpture to integrate art into the fabric of the public realm design.
- transforms Ram Brewery into a relaxing, exciting, inspiring destination, a place where people will want to go and repeat visit, to engage with the public realm, and the rich cultural history of the place.
- significantly enhances users enjoyment and engagement with RAM Brewery over the short, medium and long term.

From these aims an embedded public art project would have four key areas of consideration:

ARRIVAL EXPERIENCE

Ram Brewery will be approached by residents and visitors from multiple entry points, the sense of arrival and gateway experience into this new quarter is crucial in establishing identity and quality, the principle connection for consideration being the entrance opposite Southside Shopping Centre and their interrelationship. The Lead Artist will carefully consider the role that public art interventions could play in enhancing both the integration of these points with the wider environment (connectivity), and the language and volume of arrival experience that would be most successful. This work would take into account all of the design teams work on the architecture and public realm: materials, facades, street level landscaping, site lines and physical routes.

WAYFINDING: LEGIBLE PLACES

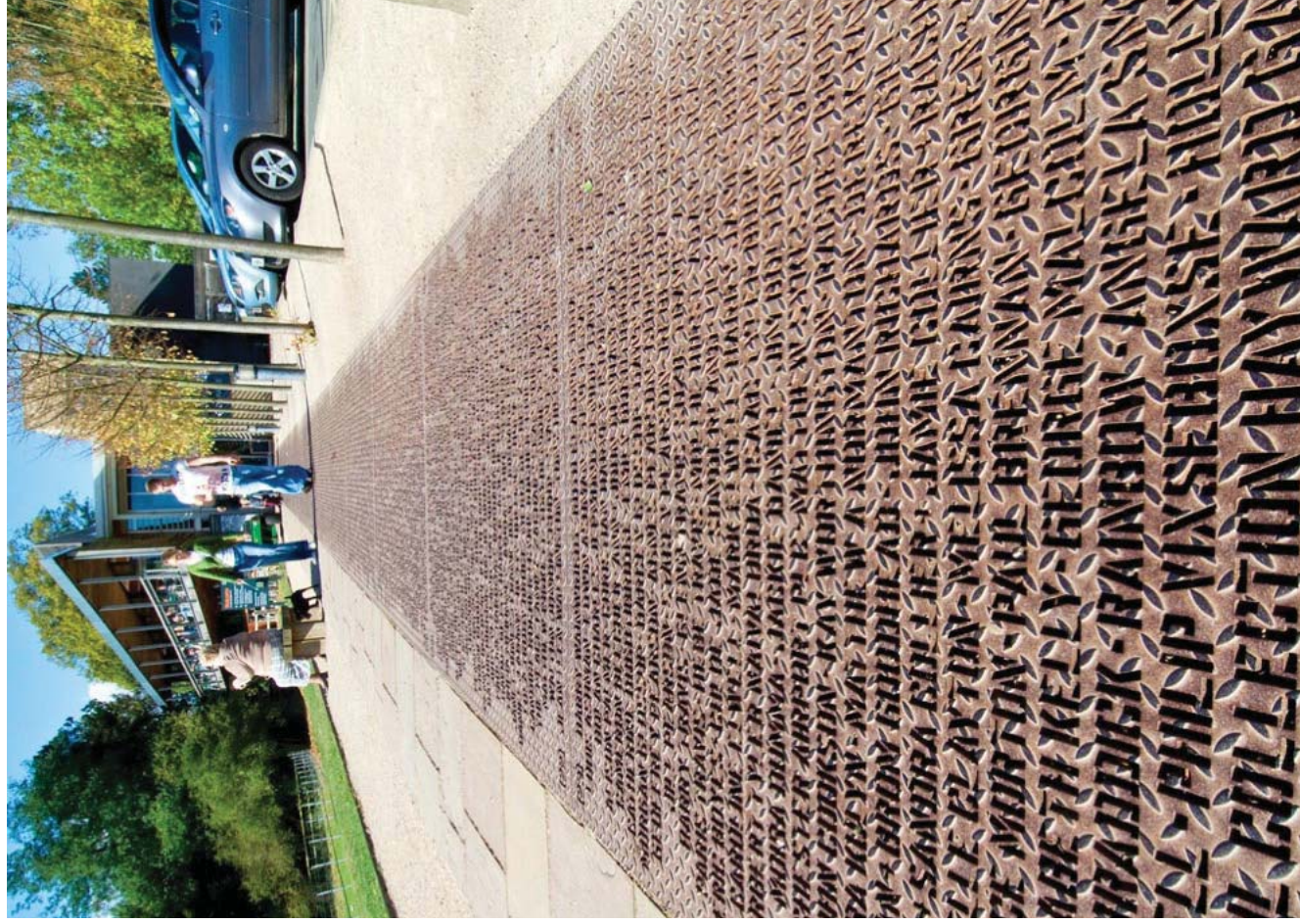
Once within the Ram Brewery, the wayfinding of the scheme can be an intelligent combination of design team and artist collaboration, integrating visual art and text across a range of possible wayfinding tools: destination signage, information and interpretation signage, street furniture, hard and soft landscaping, lighting, and stand alone sculpture. The aim is to encourage that right type of movement and congregation in each of the different character spaces: the river's edge, the market, the retail areas, the residential areas etc.

RESTING / MOMENT EXPERIENCES

Within the scheme, and as part of the wayfinding, there are key moment spaces where resting and congregation will be more encouraged. Such areas include the 'market' area, and certain points along the river. The Lead Artist will engage with the design teams initial ideas for these spaces and explore the potential for public art to enhance these environments, and create more successful spaces that will strengthen peoples desire to use them as intended.

ENGAGING WITH THE SITES CULTURE, HISTORY AND ECOLOGY

The crucial element to the whole embedded public art brief is the extent to which the public art can greatly add to residents and visitors connection to this new place. Public art can bring a new place to life, through instilling the gravitas of a place's history and culture in many ways that are at once genuine, emotive, playful, informative and sensitive. The skill of the appointed Lead Artist will be in drawing out the most engaging aspects of the site's history, culture and ecology, and transforming these with design team support into wonderful moments of engagement for all the schemes different new users. Taking the solid foundation of the design team's work on public realm materials and design, the artist will add the layer of icing that delivers the moments of wonder, intrigue and joy that stay with people from their experience of a new place.



“Richer, deeper, more sophisticated, more productive, more plural and more playful and joyful relationships with communities of all kinds; relationships that resist the impositions and patronising one-way conversations of the past and instead foreground partnership, negotiation and genuine dialogue in the making of art and public space of the very highest quality and meaning.”

Peter Jenkinson OBE, The Promised Land 2008

THE RAM BREWERY LEAD ARTIST

WHAT IS A LEAD ARTIST?

A Lead Artist is an experienced and multi skilled artist whose brief is to work collaboratively with the design team to interrogate their design and develop a set of proposals for integrating art into the scheme. While the design team may have already gone some way to drafting their own ideas as to where art could go, it is important that there is open dialogue between artists and design team to ensure that visions and imaginations are allowed to flourish and be tested. It is often an artist's role to come up with the inspirational and unexpected, and at the same time ensure a collaborative and supportive relationship with the design team. The Lead Artist's ideas may range from very subtle changes of materials or finishes or colours, to wider strategic projects of creating and embedding visual designs into elements of the public realm, or creating key moments of public art significance such as sculptures or bespoke furniture.

The proposals will without doubt be invested with a meaning unique to that development, and the outcomes will be truly site-specific. The key aspect of the Lead Artist role is that they will create a singular or multiple set of public art proposals, a complete embedded package, in collaboration with the design team, that will either be delivered by the Lead Artist alone, jointly with the design team, and/or through the appointment of additional artists with particular art form expertise. For instance, the Lead Artists may be skilled in working with text and two dimensional imagery, but not three dimensional sculpture, for which another artist would be commissioned to undertake those specific areas of work. In essence the Lead Artist is both the public art visionary and the maker of public art.

On appointment, and as part of their collaboration with the design team, the Lead Artist would engage in further

detailed research into the context of the site, focusing on specific areas, ecologies and histories. The Lead Artist will seek out and engage with potential audiences and local residents, often in unexpected ways, finding communities overlooked in the broader consultation that accompanied Ram Brewery's pre-planning process.

We anticipate Lead Artists building “richer, deeper, more sophisticated, more productive, more plural and more playful and joyful relationships with communities of all kinds; relationships that resist the impositions and patronising one-way conversations of the past and instead foreground partnership, negotiation and genuine dialogue in the making of art and public space of the very highest quality and meaning”

Peter Jenkinson OBE, The Promised Land 2008

A Lead Artist appointed at the earliest opportunity in a development process will immerse themselves into the detail designed process at the most appropriate time and work effectively to bring forward public art proposals that are relevant, sustainable and characterful. It is important to note that the Lead Artist process is very flexible. Often design team masterplans may be somewhat progressed, and so a Lead Artist's brief can respond to this and set clear parameters for their work to develop proposals. The benefits of a Lead Artist approach are:

ECONOMIC – the public art proposals are implemented largely within the capital programme and integrated in a robust and clearly negotiated way.

PEOPLE FOCUSED – processes result in work which engages people and encourages local community to ‘take ownership’ of the projects. The final outcome will be respected and contribute to a real sense of place.



PRINCIPLES FOR ENGAGING THE RAM BREWERY LEAD ARTIST

Below are key factors in a successful lead artist project, these guides for engagement should be established with the developer and the design team in advance of a commissioning a Lead Artist:

- The intention and remit for the Lead Artist as a member of the team must be established from the outset
- The whole team must be aware of this and wish to support the collaboration; they must understand it is an important part of the client's ambition for the project and not a whim that they can be talked out of later
- The criteria for the Lead Artist's selection, and how it is managed is vital to a successful project. People must be able and willing to work together; the design team must be actively involved in the selection process
- The Lead Artist must have sufficient status in the team to have authority
- The project manager must be sympathetic to the collaborative process and have an understanding of the intentions behind it
- The degree of control the Lead Artist has in the design and implementation of their work must be established at the outset and agreed with the artist
- Overall responsibility for the approved public art proposals will remain with the client and the design team who are responsible for delivering the scheme safely, on cost and to programme
- The budget for the project must be sufficient to fund adequate time for the both the artist and the design team to establish some mutual understanding and trust and for them to get to know one another and each other's work

EMBEDDED PUBLIC ART MENU

In dialogue with Patel Taylor and EPR architects, the Lead Artist will address the brief with a set of initial embedded public art tools or sites. A carefully considered combination of these will be developed up through design team collaboration to produce a holistic proposal that flows through the scheme as appropriate. The important aspect of this work is that embedded public art can be delivered by dovetailing currently agreed budgets for the public realm build with small additions for public art influence. For example, an agreed budget for a bridge can be converted into a budget for a public artist to influence that bridge, through a modest budget increase to cover artist's fees and any bespoke additions to the fabrication. The palate of materials and fabrication techniques already agreed for the bridge can control the latter of these.



CASE STUDY: KEW BRIDGE ROAD - HERITAGE TEXT TRAIL

The Heritage Text Trail is a collaborative artwork by award winning poet Alice Oswald, renowned designer Harry Pearce of Pentagram and specialist fabricators Millimetre. Alice was commissioned to develop a place specific poem that would link the heritage of Kew Bridge with the lives of contemporary residents.

The Self Playing Instrument of Water is a new poem by Alice Oswald written and designed especially for Kew Bridge West. Composed of ten rhyming couplets, the poem is woven into the landscape as a ribbon of corten steel, 160m long. It marks the edge of a historic filter bed and establishes a

new footpath, running east to west through the scheme. The circular structure of *The Self Playing Instrument of Water* is inspired by the looped systems found within the Steam Museum and Musical Museum, at either end of the path; as with water filtration, or mechanised music boxes, the end of the poem propels the reader back to the beginning. The poem unfolds with a walking rhythm and pedestrians may also discover a hidden message, unravelled by reading the words in reverse.

The poem is rendered in Double Pica Antique, an historic typeface from the early industrial movement. Sourced and re-drawn by Pentagram, the use of this very first 'slab-serif' font creates a visual link with the era of steam-power. The text is applied to the corten steel in copper, using an industrial technique adapted by Millimetre for use in the art world. In time, the materials will weather; the copper will develop a verdigris finish as the corten steel develops its signature rusty hue.



CASE STUDY: LONDON FIELDWORKS

In 2008, the artist group, London Fieldworks, completed a project called Super Kingdom: Mussolini Bird House, in Kings Wood, Kent. A series of site-specific

interventions within the ancient woodland environment of Kings Wood, Challock in SE Kent 2008 included the construction of show homes for animals. The show homes were available for animal occupancy and also functioned as a film set for a new video and animation work. This type of commission ties in with the site's aim to reinvigorate the riverside ecology of the Wandle.



HARD LANDSCAPING

Here the Lead Artist collaborates with the design and construction on key elements of hard landscaping. The proposal for RAM Brewery is for a focus on:

- Considering the key routes along the River Wandle and across the scheme

story of the breweries use of the river, as well as guiding them to a particular destination.

- Exploring how some of the key moment spaces across the scheme can be defined and shaped by embedded visual art, texture or colour changes that can enhance their function as attractive and engaging spaces.

SOFT LANDSCAPING

The Lead Artist can bring integrated thinking to the way in which the soft landscaping can be part of public art integration. The possible creation of wildlife habitats for existing wildlife and to attract native species. This might support certain types of activity in the public realm, such as community engagement projects that strengthen new residents sense of ownership of public realm, and a connection to supporting biodiversity.

- Embedding visual and/or text based art into the hard surfacing

- Engaging strongly with the brewery's historical significance and town centre character

- Addressing the public art's function as indirect signage and route marking as well as narrative storytelling. For example, embedded polished metal work might mark the route of the breweries horse carts, or take users on a



ARCHITECTURE

The external skin, cladding, glazing and design of a building can be treated as a public art intervention transforming the building into a key iconic point within the scheme. Such a commission can take into account external features such as the cladding treatment, relief works or the use of tone and pattern. A temporary artwork or super graphic can utilize the windows and facades through the application of graphics or as a projection surface. Any work developed with the architecture would still need to present a calm backdrop to significant heritage views around the site.

PUBLIC REALM FURNITURE

Integrating public art into public realm furniture solutions offers a more visually interesting alternative to the traditional palette of urban street furniture, while being no less functional. We define street furniture as being any physical three-dimensional elements that are sited in the public realm:

- Seating
- Tables
- Water feature
- Gates and fencing
- Bollards
- Signage
- Play equipment
- Cycle racks
- Temporary architecture / Market Stalls

Within the RAM Brewery scheme, Futurecity propose particular attention is given by the Lead Artist and the design team to the public realm seating and lighting as indicated Patel Taylor's Landscape Design Strategy.

PUBLIC REALM LIGHTING

The use of lighting in new development areas can provide a wide range of place-making opportunities. It can accentuate routeways and entranceways, provide atmospheric lighting, creating a sense of warmth and vibrancy, illuminate buildings, infrastructure, landscape and the public realm and provide drama and focus, safety and animation. At RAM Brewery there may be a few keys areas where the Lead Artist can contribute a layer of thinking to enhance current lighting proposals. These could include lighting that:

- Animates the river Wandle & Water feature
- Aids wayfinding
- Animates the public realm squares and enhance spaces designed for 'market' and other experiences
- Introduces colour / temperature
- Links internal and external spaces

BRIDGES

The lead artist will work with the design team to consider the opportunities for collaborative design of the bridges. The Lead Artist would explore the relationship to the Wandle, its history and importance to the site, the work may be an extension of the wayfinding experience but it may have a more fundamental impact on the design of the bridges themselves.



DELIVERY PROCESS

A Lead Artist programme will be distinct because of its clear curatorial vision and establish professional procurement and selection mechanisms that ensure the very best artist(s) are appointed to work at Ram Brewery. As stated above, the Lead Artist commission will be established with a clear understanding from the wider design team that the concept work is delivered through collaboration, dialogue and consultation, bringing forward a set of supported embedded public art proposals.

The Lead Artist would be appointed in the design stage of Phase One taking full advantage of working effectively within the design team to embed their works and maximize outcomes and budgets. They would develop their overall concept for the site with the design team cognisant of the phased nature of the development before going on to deliver the phase one only elements of the work.

DEVELOPING THE LEAD ARTIST'S BRIEFING PACK

Futurecity will create the Artist's Briefing Pack with input from the client and design team. The pack will contain all the following relevant material from which invited artists can develop an outline proposal for their approach and initial ideas as a Lead Artist:

- Overview, aims and objectives of the commission
- Ram Brewery 5 Cultural Principles
- RAM Brewery scheme resources: Masterplans, design code, technical considerations
- RAM Brewery context resources: History, Geography, Planning, Biodiversity etc.
- Budget
- Proposal development process (inc. delivery team structure, relationships, timetable)
- Artist selection process
- Key contacts

LEAD ARTIST SHORTLISTING

Futurecity will draw up a long list of artists that it considers suitable and appropriate for a Lead Artist commission. Futurecity will initiate this process and invite the design team to make further suggestions to be brought to a first meeting. The long list should be representative of a diversity of practice and approaches have a track record of working in the public realm and be able to engage at a consultative level with design teams and local residents. Futurecity would manage a shortlisting meeting at which the profiles and practices of the artists would be presented and discussed with an invited 'public art steering group' (client, design team and invited stakeholders/experts). An agreed shortlist of artists would be invited to respond to the Lead Artist's Briefing Pack with outline proposals for their role as Lead Artist.

LEAD ARTIST SELECTION

The public art steering group meets to select a Lead Artist. Shortlisted artists will present their practice and response to the Lead Artist's Briefing Pack to the steering group.

The steering group will agree a set of criteria for selection discussion, using the following as a starting point:

PRACTICE: Relevance to strategy themes
Quality of work

EXPERIENCE: Public art
Participatory practice
& Community Engagement
Working with design teams
Medium to Large-scale projects

LEAD ARTIST APPOINTMENT

The selected Lead Artist will be contracted directly by Minerva (Wandsworth) Ltd to undertake the Lead Artist brief issued. The Lead Artist's contract will be drawn up to encompass key stages in the development of the public art:

- Proposal development with design team and stakeholders
- Submission of detailed proposals
- Implementation – fabrication
- Implementation – installation

The Lead Artist will then undertake an initial period of proposal development in line with an agreed timetable.

PUBLIC ART PROPOSAL DEVELOPMENT - DESIGN TEAM COLLABORATION

Following appointment, the Lead Artist will work quickly and closely with the design team to interrogate the current masterplan and develop specific areas for public art intervention and resources. To a greater extent these will focus on permanent physical interventions across the Embedded public art menu, but will include thinking around the meanwhile opportunities

PUBLIC ART PROPOSAL DEVELOPMENT - STAKEHOLDER / COMMUNITY ENGAGEMENT

Accompanying and feeding into the work with the design team, the Lead Artist will engage with Ram Brewery's history, culture, biodiversity etc. The artist will engage with any key stakeholder or community groups as necessary to ensure authentic and sustainable ideas are developed.

PROPOSAL SUBMISSION

A set of public art proposals will emerge from the two parallel stages outlined above. Where possible, the proposals will be fully integrated into the schemes design and delivery, with a detailed document setting out the public art's focus, form, delivery and proposed implementation with the development phasing. The proposal document will cover both embedded physical public art and any temporary or meanwhile projects (section 5.0).

BUILD-UP PROGRAMME & COMMUNITY ENGAGEMENT

“The city as we imagine it, the soft city of illusion, myth, aspiration, is as real, maybe more real, than the hard city one can locate in maps and statistics, in monographs on urban sociology and demography and architecture.”

— Jonathan Raban, ‘Soft City’



The very best innovation in culture and leisure, combining food, drink, theatre, live arts, film, sound, performance, and visual art create immersive participative cultural events and activities that replace the old models of the authoritative map and guide. Artists are at the forefront of these new ways of us seeing and experiencing the city that connect people to each other and to place.

An overarching objective of the Cultural Strategy is to establish Ram Brewery as an authentic place, with a strong unique cultural character that contributes to Wandsworth's diverse offer. The existing site offers a rich source through which to do this in dialogue with residents and creative organisations from the locality.

Being cognisant of the Health and Safety implications of the current gasholder close to the site we have developed a series of proposals that would not attract large scale audiences, they are planned to at any one time stay below the numbers already planned for in terms occupancy and shopping. Until the gasholder is decommissioned the annual Wandsworth Arts Festival could be managed by hosting events on the opposite side of the site.

There are real opportunities to use the site to deliver the aspirational food, drink and culture vision during the phasing of the development over the duration of the project, building the cultural character and story for its permanent use.

Within the public realm surrounding the site, artists can create and support amazing environments and temporary events, engaging people with the place and what it promises to become. These can help fuel an anticipation campaign for the scheme ... building local interest and intrigue. Hoarding displays, pop-up shops, café's, exhibitions and events can animate a previously hostile environment and put back an engaging human scale of activity into a place.

HOARDINGS

Interim use of development sites can be a valuable tool for engaging with local communities and developing a sense of place.

A temporary hoardings project could be changed over the years, as the character of the each development stage starts to develop. Artwork would be developed through partnering with local cultural organisations such as the Wandsworth Museum, the De Morgan Foundation, The Royal College of Art, local communities and schools to explore the history, heritage and identity of the site and area.



CASE STUDY: 1 GRAFTON STREET, MAYFAIR, LONDON

Futurecity was appointed by developer Hines to curate an embedded art and architecture collaboration on their 1 Grafton Street site in Mayfair. As part of this project Futurecity brokered a relationship with the Royal Academy Schools to promote students' work on the hoarding wrap around the building during the site's construction phase. The wrap formed an urban gallery in the Mayfair street. Entitled 'One Spirit Showcase', it was an effective sponsorship by the client of a local centre of excellence, aligning quality brands and supporting local cultural activity. It demonstrated the possibilities of combining art and culture with even the preliminary stages of a development in order to create something authentic and engaging for the local area.



CASE STUDY: 'VILLAGE PEOPLE' - TEMPORARY HOARDINGS PROJECT

Futurecity was appointed to deliver a cultural strategy for Network Housing Group in 2008 on the Stockwell Park and Robsart Village site in Lambeth. The Village People temporary hoarding project was the first public artwork to be installed on the site as part of this. Futurecity developed the project in collaboration with the existing local residents.

Acclaimed contemporary illustrator Robert Dowse drew portraits of many local residents, capturing the genuine characters across the neighbourhood. The illustrations were enlarged and printed as an integral part of the complete hoarding design around the construction sites.

The Village People project celebrated the key part played by residents in bringing about this new, vibrant and positive change for the area. Thomas Dowse's illustrations captured human emotion through his sensitive and honest approach to depicting current society in real environments. Futurecity wanted the residents to be able to recognise themselves and their neighbours as part of a process of them feeling a greater sense of ownership of the local area and its regeneration.

This project was completed in October 2008 and was very well received by the residents as well as Network Housing and Community Housing Trust. It marked the launch of the wider cultural strategy for the estate and generated a positive feeling amongst the community towards the forthcoming regeneration of the area.



CREATING THE VILLAGE HIGH STREET & MARKET SQUARE

A key element of this cultural strategy is seeing the Ram Brewery as a public realm cultural hub for the area, which would work to draw footfall through the new village streets and function as a prominent cultural beacon representing the quality of the development and attracting a high standard of new residents and visitors alike. Key to this is the potential partnership between a distinguished cultural organisation and the Ram Brewery development. This partnership would run alongside associated elements including enhanced public realm with artist designed interventions, improved connectivity through wayfinding and enhanced recognition through cultural branding.

An interim programme that activates the site during the development phases will help to start building the cultural character of Ram Brewery from the outset. A well considered and curated market programme will start animating the site, building its profile and identity by providing a range of experiences and opportunities that attract first time and regular shoppers, whilst developing the lifestyle appeal to draw potential retailers and residents to the scheme.

Incorporating this into the overall cultural programme during the development period of the Ram Brewery site would raise the profile of the development and create a PR story, which would associate Minerva and The Ram with creativity and innovation, setting the scene for Ram

brewery as a key destination for quality food, drink and retail leisure experiences.

Markets could initially be hosted pre-development to the front of the site, in the yard area opposite Southside Shopping Centre. Once the demolition and construction starts the disused elements of the old estate could be utilized before redevelopment of the building plots begins in a given phase. This approach would be consistent with the vision and ambition of the Wandsworth Town Centre Partnership.

The first Market would be an opportunity for a special inaugural event to launch the markets. In the locality a series of one off events such as The Fabulous Feast on St Johns Hill and The Old York Party Street Party which also features small local musician stages, have proved highly successful in engaging and connecting small independent retailers with the wider local community.

In their book *Cities for a Small Country*, Richard Rogers and Anne Power explore ideas as to what makes a vibrant, happy city: "Combining physical attraction with the excitement of activity seems the recipe for success".

"This helps people to connect up in an informal, often random way. A sense of community, of shared interest, grows in functioning public spaces where streets, shops, cafes and public institutions help to weave together our private worlds."

Building on the interest and support of events like the local street food festivals, a series of specialist markets programmed across the Fridays or weekends would draw

in a wider range of shoppers and shopping experiences. This would start to build, interest and anticipation for the long-term offer on the Rams Brewery site.

Pivotal to the markets would be the presence of artisan food, craft beer and pop up cafes. In terms of Beer this has seen an enormous renaissance of interest and Spitalfields Market has interwoven its offer with festivals, design studios, galleries, arts & crafts businesses, and artists' studios. It is supported by large numbers of independent, creative businesses with a strong sense of place and

style, who use the arts to create a symbiotic link between the customer, the business and the area.

These markets are delivered through specialist trader organisations such as 'Fifi's Contemporary Markets (FCM)' an innovative 'shopping events' company who specialise in fashion fairs, contemporary craft markets and artisan food markets. Ram Brewery could create its offer based around a core of artisan food and drink market traders supported by crafts, artists and music through vintage markets, design & makers markets and music markets.

“This helps people to connect up in an informal, often random way. A sense of community, of shared interest, grows in functioning public spaces where streets, shops, cafes and public institutions help to weave together our private worlds.”



CASE STUDY: FABULOUS FEAST & OPEN KITCHEN DAY AT ST JOHNS HILL, WANDSWORTH

Inaugurated in 2012 Fabulous Feast on St John's Hill, is a week when hundreds of hungry diners enjoy the food offerings at local restaurants and cafes for a special set price. A weeklong celebration of all things to eat & drink, the feast takes place in mid May, with the big 'Open Kitchen' event taking place on the Saturday.

During the week long "feast" each participating venue offers a special £15 menu. This could have been

a main dish and a glass of wine, a three course tasting menu or 2 cocktails and a sharing plate – each menu was different and offered the opportunity for the venue to showcase their speciality or signature dish, giving diners the chance to try something new (for less than it would usually cost). The menus were all displayed on the street website: StJohnsHill.co.uk before the Fabulous Feast began.

On the "Open Kitchen" Saturday, the street was lined with live food & drink activities such as cookery demos, interactive classes and tutored tastings. There were also a variety of food & drink stalls, including delicious ready-to-eat items such as handmade pizza, locally brewed ales and plenty of baked good, provided by the traders of St John's Hill and visiting members of London's renowned street food community



CASE STUDY: POP UP VINTAGE FAIRS LONDON

Maxine Stonehill launched Pop Up Vintage Fairs London in March 2011. Born and bred in London with a strong love of vintage, she was inspired to start her own fairs and the first Pop Up Vintage Fair opened in Hampstead in 2011. They have continued to thrive in London ever since, popping up in a range of locations from Islington to East London.

Pop Up Vintage Fairs' traders say that the popularity of the fairs has grown as a result of the personal service provided to traders by the team, taking care of all their needs and making sure they have the best experience when selling at any of the events.

The Sunday fairs offer a complete vintage experience with live vintage-style singers, a pop-up tearoom and vintage beauty parlour, all tailored to ensure visitors enjoy a fun and authentic day out.

Following the success of Sunday fairs in Islington and Hampstead, Pop Up Vintage Fairs have now joined forces with Old Spitalfields Market. Every third and fourth Saturday of each month, throughout the year, a Pop Up Vintage area appears, within the bustling Saturday market-place.

All the fairs are choc-a-bloc full of handpicked, genuine vintage traders who offer a wide range of genuine vintage goods. From ladies & menswear, both designer and affordable, to a stunning array of vintage jewellery, fashion accessories, haberdashery, retro furnishings, homeware, vintage posters, antique maps, collectables, curiosities and more, all from the 1920's – 1980's.

CASE STUDY: CRAFT BEER RISING

Craft Beer Rising are taking over an area of Whole Foods Market in Kensington High Street in June for a series of beer events with special brewer evenings and a pop-up pub. Partnering with "Whole Foods Market" and their flagship store for a ten-day celebration of craft beer. As part of the event they are transforming the shop front windows into a pub seating 30 people serving a variety of cask/keg beers.

The pop up pub will also be used to host a series of beer and food tasting evenings staged by six different breweries and featuring guest speakers, Ben McFarland and Melissa Cole. The Breweries involved are; Harbour Brewing Company, London Fields Brewery, Otley Brewing Company, Beavertown Brewery, Brewers & Union and Hogs Back Brewery.



CASE STUDY: BOROUGH MARKET

Borough Market has existed in some form for nearly 1000 years, it has evolved to become a huge asset to the local area and its reputation amongst food lovers is almost unsurpassed. Tim Lang, professor of food policy at City University London and a trustee of the charitable trust that oversees the Market, “Twenty years ago it was a small London wholesale market in decline – a relic of its time,” he says. Wholesale markets across the country were losing trade as the supermarkets streamlined their supply chains and changed how they sourced their food. As independent food shops began to close, unable to compete with the supermarkets, wholesale markets were left with their businesses decimated and their numbers diminishing.

“Borough Market was turned around, and the physical space and location were used to create new

retail opportunities for primary food producers,” says Tim. “It led the renaissance in authentic foods, where primary producers sold their food on the basis of its quality, not its cheapness, and it created a proximity between primary producers and the consumer.”

But they are not standing still, there is, Tim says, a desire to develop local, sustainable sources of produce even further, and to change our national diet so that we eat less processed food and more fruit and vegetables. As more questions arise as to the real costs of food production, and what constitutes true value, is it possible for Borough Market to show people a new way to live and eat, cook and socialise?

Tim believes it is. The first step has been the transformation of Three Crown Square into an ingredients market. By providing a coherent space for shoppers to buy their produce, the Market will be adding convenience and structure to its long list of other qualities – the vibrancy of the surroundings, the interaction, and the nutritional, culinary and ethical worth of the food.



POP UP DINING

The interest in food and gastronomy in London has exploded over the last twenty years with the wholehearted absorbance of cuisine from different international diaspora. It is not just in the kitchen that this explosion has been happening, but also in the dining room. In London, you can dine in a traditional Parisian brasserie with white tablecloths and silverware, or at a Bombay beach café with stools and walls built out of rolled-up newspapers. The environment you are in, what you are sitting on, and what you are eating with has become as an important signifier in the dining experience as the food itself.

London has a history of diverse cuisines. The city gained its first Indian restaurant in 1809 and its first Chinese restaurant in 1908. By 1997 there were 32 vegetarian restaurants. The capital now has an outstanding range and quality of places to eat. It has 53 restaurants with Michelin Stars and over 6000 dining options. Nearly 150 new restaurants open each year. New to the food agenda are the major food festivals, such as Jamie Oliver's Big Feastival, which attract large crowds. Taste, a four-day London Festival featuring more than 40 world-class chefs and restaurants was attended by 50,000 visitors. A permanent attraction, Borough Market, receives nearly 5 million visitors each year to sample its foods and buy meat, vegetables and cheese.

London is also a place for food innovation and experimentation. Pop up restaurants, like the Minotaur, under the arches at Waterloo Station, mix food, art and performance and attract top chefs. Ram Brewery could capitalize on this approach and develop a series of pop up restaurants with guest chefs.

CASE STUDY:

THE ART OF DINING TRADE SECRETS - IN THE MERCHANTS HOUSE

Uncovering the world of Captain John Harle, a local merchant with imports from around the 18th century globe. Taking place in Rainham Hall, a beautiful National Trust Georgian house, this pop up will involve an exceptional mix of design, food and entertainment, on the theme of river trade and the secret world of stolen treasures. Guests will have drink on the usually unseen top floor with local merchant and owner of the house Captain John Harle who will be railing stories of his time at sea and revealing the stolen and imported goods served with each course. All for which guests pay £55 each for 5 interactive courses, the amazing venue and welcome drink.

Set designer Alice Hodge designs bespoke arrangements for weddings, parties, theatre productions and photo shoots. Chef Ellen Parr spent her formative years working at Moro and you can taste the Middle Eastern and Spanish influences in her food.



WANDSWORTH ARTS FESTIVAL AND FRINGE

The Wandsworth Arts Festival is an annual festival run by the Council's arts team, who curate a number of key art commissions over two weeks and three weekends in May. There is also an exciting Fringe programme supported this year by an independent producer and featuring forty events. The festival as a whole has grown enormously since it began twelve years ago, winning supplementary funding from Arts Council England to support the last two years. The Festival audience is a mix of local people, organisations and cultural tourists. The diversity of the audience and the eclectic nature of the activities on offer contribute greatly to its unique atmosphere.

The newly installed Hub at the Wandsworth Arts Festival 2013 provided a focus for the festival community; a central point from which to promote and signpost the wider programme of activity of the borough-wide programme. The Hub was situated on the banks of the river Wandle, serving both as an information point and a venue in its own right. The Hub was a temporary structure conceived as a giant 'cabinet of curiosities', around and in which events and activities took place. The structure was adorned with items pulled from the river during the Wandle Trust's monthly river clean-ups. By using items from the river, the cabinet told the story of decline of the Wandle and other London tributaries - from vital assets of industry, to a dumping ground and ecological challenge.

The site of the Festival Hub - 'The Wandle Triangle' - is an underused paved area in Wandsworth Town. It is a site which will become increasingly important when the adjacent Ram's Brewery complex undergoes significant redevelopment in the next few years. Strategically therefore, this commission signalled the broader changes to come in the area.

The Festival Hub programme provided an excellent opportunity to diversify the cultural offer of the area during the day and night. It was designed to cater for different tastes, ages and cultures with artisan crafts, activities for children, theatre, opera, live music, spoken word, comedy and much more. Many Wandsworth residents exhibited work, and the unusual venue attracted artists and producers from further afield.

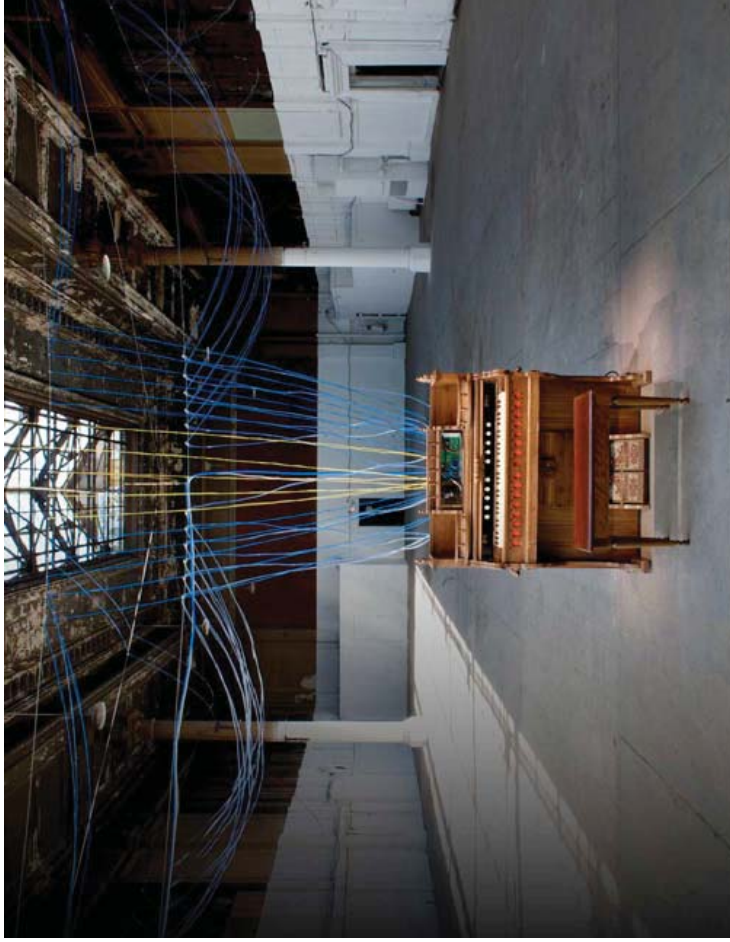
The programme aimed to stretch the possibilities of the space. One of the highlights, Unorthodox, was a site-responsive night-time event: a mixture of physical theatre, creative lighting design and a specially curated programme of films, projections and interactive installations. The activity made a connection between the Triangle and the Ram's Brewery site, raising its profile and igniting an association between the two spaces.

Other programme highlights included inter-generational spoken word collaborations, child-friendly screen-printing workshops, Malian kora performances, a six piece star group, an eight piece brass band, and cross-generational line-ups of rap, folk, comedy, magic, opera and more.

The site also played host to commerce with a pop-up bar, some ticketed events and food stalls. It was an exciting way to showcase how businesses and the arts can work collaboratively.

The Hub sought to reintroduce the site to the public and explore possibilities for use, inviting passers-by to reconsider their engagement with public space. Strategically, it signalled changes to come in the area and advocated for the role of art in place-making and the public realm.

The key objectives of the Hub project, as set out by Wandsworth Council, were:



- To respond to the location and the river, through narrative and visual reference, to its history and local activities around it.
- To explore and highlight future possibilities for the site, and Wandsworth Arts Festival and Fringe
- To facilitate the use of the space for events and activities.
- To provide and lead appropriate and meaningful engagement opportunities for students and/or other volunteers
- To work with the existing characteristics and features of the site to maximise its natural audience capacity and seating options.
- To make improvements to the existing landscape eg. overgrown bushes and trees.

Although this was the Hub's first year, there was a great amount of enthusiasm for it and more interest in its programme than there were slots available; testament to the borough's year-round cultural activity. The project's production involved the engagement of many different stakeholders, including the fire service, police, local councillors, council licensing and events teams, many local business owners and Arts Council England. Southside shopping centre and the team at Ram's Brewery were extremely supportive, offering in-kind support in the form of site cleaning, security, storage and power.

The Environment Agency, who own the site, fully supported the proposal, as did Wandsworth Council's Planning Officers. Senior Planner, Dave Clark, described the project as an opportunity to 'create a tradition' of animation and activity in the area.

Temporary activity does not have to have a temporary impact. Imaginative place-making experiments like those Hub will linger in the minds and perceptions of those who have experienced them. The Festival Hub presents a fertile space in which the public can play, test out ideas and take time to pause. With engagement from the council and other key stakeholders, these experiments can shape the future of the area and create a thriving and authentic destination for Wandsworth.

EMBEDDED MEDIA & SOUND WALKS

For more than a decade, scientists have promised a world of devices and services that infuse the landscape of our daily lives with experiences that are designed to fit the needs of the situation. Beyond the laboratories, computing and communication technology has created a world in which people carry small, powerful, wireless computers and phones that are connected to the internet almost all of the time, from almost anywhere.

From gaming to outdoor displays, performance to public transport, pervasive media is delivered into the

fabric of everyday life, tuned to the context at the moment of delivery. It sits at the emerging intersection of mobile computers, media technology, networks and sensors and offers significant opportunities for new types of digital media content and services, especially those linked to an awareness of place and location.

Artists are responding to our desire to be more connected with places we live in and visit, and are using the concept of sound walks and pervasive media to combine the latest and simplest technology with rich creative content drawn from the site. Artists are currently using pervasive media to take the audio guide and our experience of public space into the 21st century and bring with it the allure of theatre and performance and the intimacy of personalising audio experiences in particular places.

The rich heritage of the RAM site offers a back drop from which to bring the drama and heyday of the RAM Brewery to life in a layered pervasive media project that could be accessed via peoples own personal media devices. Such a project could integrate cultural and historical information with marketing information of forthcoming events and activities and other offers emerging from the RAM scheme.

SUMMARY

By bringing people onto the site at an early stage, a Build-Up Cultural Programme could:

- Build audiences for each creative programme to be produced at Ram Brewery
- Develop relationships with the local community and local creative organisations
- Introduce Ram Brewery to the media spotlight and build anticipation for its completion
- Make it an exciting and vibrant place to be, encouraging potential new residents to relocate

A Build-Up Cultural Programme could contain the following menu of opportunities:

- 1 Hoardings
- 2 Market Launch Event
- 3 Artisan Food & Drink Market
- 4 Vintage Market
- 5 Pop up Cafes & Restaurants
- 6 Supporting the Wandsworth Arts Festival & Fringe
- 7 Embedded media and sound walks
- 8 Design & Makers Market (see section 6)
- 9 Vinyl & CD Music Market (see section 6)
- 10 Temporary Exhibition Space (see section 6)

CASE STUDY: NOTOURS

NoTours is a project that enables people to experience a place through sound. NoTours adds sounds to a physical place so that when you go to that place, you can listen to them in that environment on your own earphones.

NoTours uses a smart phone software application that detects your physical location (via GPS) and plays your audios exactly in the place where you are. Stories, sounds, atmospheres can be conveyed to bring the past to life in a 'new' place.

Every place, as every inhabited space, is loaded with a meaning, with a "historical and cultural identity" that has been made out of an individual or collective presence in that place. The sounds of our past have become interesting material relevant to the artistic creation, the anthropology, philosophy, architecture, urbanism, ecology, history, and psychology.. In this context NoTours proposes and strategy for understanding how much the sound is informing us about a that place and for elaborating new ways of knowledge and expression for the ear, avoiding the silence and the usual frontality of the vision, always with the intention of creating new possible sensible cartographies of the place that surrounds us.

Through a commissioned media art project like NoTours, RAM Brewery could create an incredible sound walk experience of the Brewery and surrounding public realm, bringing to life the history and culture of the area. Such a project also offers up the potential to create feedback and 2-way dialogue between RAM's residents, visitors and other stakeholders, by offering comment forums, spaces to share ones own stories and memories, or share ideas for possible future events and activities. All of this could be managed through an integrated marketing and public engagement strategy, built on the back on an initial arts commission for the pervasive media experience of RAM Brewery.

CULTURAL PARTNERSHIPS & LOCAL CREATIVE INDUSTRIES



London is synonymous with the creative industries. They are our third highest business sector, employing over half a million people. In London more than one in five new jobs is in the creative industries. London is home to a world-beating culture and arts scene, the world's fourth largest advertising sector, the third largest music market, and an acknowledged global centre for fashion. Culture and creativity are big business.

Planning a cultural and creative industries strategy into a development scheme from inception (what Futurecity call "cultural masterplanning") leads to better places that improve the quality of lives of residents, tenants and visitors. But there are hard economic reasons why cultural masterplanning makes sense. It offers three exceptional means of adding value to new built developments:

- Culture and creativity instil a distinctive communicable identity and a sense of place
- A vibrant cultural realm adds a premium that attracts residents, business tenants and visitors
- Communication through culture creates alliances, a feeling of ownership and draws in local populations and stakeholders

The Department for Culture Media and Sport has defined the creative industries as "those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual

property." The field includes food production, advertising, architecture, art and antique markets, crafts, design, fashion, film, video and photography, software, computer games and electronic publishing, music, visual and performing arts, publishing, television and radio.

The Cultural Audit in section 2 has the cultural heritage of the Brewery at it's heart and goes on to describe the rich veins of contemporary visual art in the area, from galleries such as Wills Warehouse to more locally ArtEco Gallery, the large Wimbleton art studios and already on the Ram Brewery site Collective Studios.

Other principle creative industries surrounding Ram Brewery are from the music and performing arts sectors, from classical opera to the some of the biggest contemporary recording artists in the world. There is a zeitgeist around the Ram Brewery sight that incorporates the Beggars Group and their international music labels, Domino records, Cato Music and Eagle Rock, as a result local pubs, cafes and restaurants have enjoyed the patronage of artists from Brian May, Muse to Mumford and Sons. To find such a concentration of high quality creative industries in one area is a resource and jewel not to be squandered or ignored.

A well curated range of build-up activities could engage with a range of these partners to collaborate on delivering artist and makers markets, temporary exhibitions, music markets (vinyl) and (CD) and small scale music events linked to these markets (street entertainment). The more permanent cultural partnership outcome will be the Brewery Museum and Craft Brewery, which will sit at the cultural heart of the Ram Brewery site.



CASE STUDY: HACKNEY HOUSE: A RECENT POP-UP EVENT

Hackney House was a 1,000 sq m pop-up venue in Shoreditch High Street created by Hackney Council and the Government's UK Trade and Investment body, and was backed by local organisations including City University and the Tech City Investment Organisation (which aims to attract investors to the Silicon Roundabout area). It was also supported by private sponsorship.

The House was open for the two weeks of the 2012 Olympic Games (inspired in part by the national houses, such as Casa Brazil or the Swiss House, that pop up during each Olympic Games). Hackney House was designed to showcase the cultural and economic strengths of its area.

Daytime sessions focused on themed topics such as the success of the creative digital economy, how to develop as an entrepreneur, the regeneration of the borough, the growing design and fashion industry of the area and Hackney's tourist and culture attractions. Speakers included representatives of local creative

businesses as well as leaders of public-sector bodies such as Jules Pipe, the mayor of Hackney.

The evening entertainment programme drew on local creative talents, including such names as Paloma Faith, The Guillemots, Brass Roots and, on the final night, Little Boots. There was also an opera night and a circus.

Carl Welham, the business investment manager at Hackney council, said: 'Hackney House was a first for Hackney and a great opportunity to showcase our creative talents to the world. We had over 12,000 investors, business people, artists and creative-industry practitioners through the door networking, assessing investment and business-development opportunities and seeing how and why Hackney is a great place to do business.'

Hackney House thus achieved a number of things:

- It was a showcase for Hackney talent.
- It reached a much wider audience than conventional inward-investment initiatives.
- It combined business and entertainment, thus being true to the spirit of contemporary Hackney.
- It offered a chance to assess investment and business-development opportunities, and to network.



CASE STUDY: BOLD TENDENCIES AND FRANKS CAFE, PECKHAM

Bold Tendencies is a non-profit summertime sculpture project dedicated to showcasing new art by international artists. Held on the top four floors of a disused multi-storey car park in Peckham, South London with spectacular views across the city, Bold Tendencies' objective is to showcase new large-scale artworks by international artists, engage the local community and support the education of children, young people and students. Bold Tendencies is committed to supporting the vision of artists and actively engaging audiences.

Founded in 2007, Bold Tendencies has welcomed over 45,000 visitors in 2010 (30,000 in 2009). Bold Tendencies is free to visit and has welcomed audiences from local residents to international tourists. Press feedback has been universally positive, and leading figures from the art world have offered their praise.

The annual summer project gives to the selected artists the rare opportunity to explore the boundaries of sculpture in relation to unconventional surroundings, for example our 'brutalist cathedral' coupled with the breath taking London skyline. This environment

encourages the artist to reconfigure their practice outside the conventional 'white cube'. White walls, artificial lights and delicate grey floors are here substituted by unpredictable weather conditions, hostile architecture, variable sunlight, an overwhelming panorama and metaphysical urban voids.

Bold Tendencies is delivered by the local Peckham based Hannah Barry Gallery which appoints a Curatorial Council to commission annual installations. The popular Frank's Cafe & Campari Bar designed by Practice Architecture (Paloma Gormley & Lettice Drake) occupies a temporary building alongside the sculptures on the roof.

Bold Tendencies illustrates how the arts can deliver a diverse international programme to an interim site and how an event programme can target different audiences by day and night. This project also highlights the opportunity that may be presented by the unused buildings on site such as the stables; this might be designed as a blank canvas for installations or appropriate event uses in collaboration with local artist studios or galleries.

Such is the growing demand for pop ups there are now companies and organisations that can offer a range of support and guidance to those wishing to host and those wanting to deliver such as the Empty Shops Network www.artismakers.com/emptyshops and Pop Up Space www.popupspace.com.



SHORT TERM UNIT ANIMATION

As a new cultural heart for Wandsworth, RAM Brewery could host a short-term flexi-spaces for creative industry use to showcase exemplary creative practices and local businesses. It could complement the village high street (see 6.2) presenting a series of basic-fit spaces positioned throughout the retail offer in which to locate temporary creative initiatives. In essence, a flexible pop-up approach across Ram Brewery.

The Ram Brewery estate-management team and invited curators would work to nurture and showcase young and emerging creative talent and allow it to evolve to meet local, community and resident needs. Ram Brewery already has a thriving and successful example in Collective Studios who run working spaces and exhibition spaces.

A series of pop-up spaces in existing pre-development and post development spaces, could be used to house the creative industries, pop-up galleries, studios, and an artisan and arts-and-crafts offer. The Ram Culture programme would provide a set of low-cost but attractive exhibition spaces to help animate the Brewery Square, village high street and public spaces. The programme

would develop organically with individual spaces operating separately and as a connected curated set. They could be operated and owned by Minerva (Wandsworth) Ltd. and programmed to respond to outside commercial and cultural opportunities.

Through the programme, people will make things; in workshops and studios, in kitchens and the virtual world, artists, designers and craftspeople will have to be 'discovered'. The spaces will showcase specific skills or high-end production values such as jewellery, fashion and craft workshops. The initiative will eventually provide opportunities for established culture brands to showcase and premiere products and designs.

Futurecity as cultural programmer would ensure a commitment to quality and authenticity, an important part of establishing a 'local' identity offering a range of spaces to designers, artists, brands and creators. The programme will be linked to independent projects, festivals and shows and cultural organisations in the wider context of South London. As a curated fringe offer that is outside the main fairs, the area will have an independent life, driven by a mixture of design production, arts, crafts, food, community and entertainment.



CASE STUDY: COLLECTIVE STUDIOS

Collective Studios opened in 2009 as a new initiative set up by recent graduates. It was originally a joint venture developed by the National Federation of Artist Studio Providers (NFASP), ACAVA, Workspace and a group of Central St Martins graduates. The model is such that ACAVA project-manages the complex, having trained its studio managers in management, fund-raising and community engagement.

Established in 2009, initially the collective was housed on Broomhill Road, however due to the development of this space, in 2010 Collective Studios moved over to 7-9 Church Row – a previously empty listed Georgian building which the artists have completely transformed. All of the artists have been involved in nurturing the space and its various events, regardless of whether they've been with the complex for four years or three months. Twenty-five artists currently work in the studios, practising disciplines ranging from painting to film to kinetic sculpture.

Upon opening, Collective studios immediately engaged with the local community; a strong relationship which has continued throughout the past four years: the artists leading projects such as Wandsworth Arts Festival, The Big Draw at Broomhill road and recently at Wandsworth

Museum, and taking part in the annual Shimmy in Wandsworth park.

Many of the studio's events take place in-house, in the winter hosting open studio evenings and in the summer utilising the garden space with projects such as Catflap Films. This season of outdoor screenings showcased films from artists inside and outside of Collective Studios, offering video artists the chance to have their work shown and critiqued.

Both currently, and under a previous title of Wandsworth Arts Village, Collective Studios has actively run an artist-led gallery space; this is now housed in CATO mansions, again engaging with local businesses. The current gallery offers a free space to any artist or group of artists looking to exhibit, whilst it gives CATO an interesting venue to shoot music videos and to hold meetings and events.

Collective Studios is very much part of the Wandsworth community, however its projects have branched out further afield – for example organising exhibitions in locations such as Dolphin Square, Pimlico.

Artists working in the studios benefit from its mutual support network, holding group crits and group shows on a regular basis; many of the artists are thriving, having been nominated for awards such as the BP Portrait Award and Jerwood Prize, and exhibiting on the notable Vyner Street and for dealers such as Saatchi. This summer the gallery space will be holding regular exhibitions in CATO Mansions, and Catflap Films will be returning to the garden.



A PERMANENT CULTURAL HEART - BREWERY MUSEUM & CRAFT BREWERY

The Young's brewery heritage buildings make up the cultural hub of the new Ram development, surrounding a central open square and highlighting the heritage of the site by continuing to display the old steam engine, copper vats and other parts of the workings of the original old brewery. The original ambition was to create a craft brewery and a separate Brewery Museum however we believe there is real value in exploring the idea of a much more vital living museum approach, combining both these aspects into one entity - a museum about brewing that produces beer. We believe this would form an interesting approach for a heritage lottery application to establish and support this in its early years.

There is the National Brewery Centre in Burton-upon-Trent in Staffordshire that was the old Bass site, this is a large scale heritage centre with steam trains, shire horses, working brewing machinery and large scale micro brewing, it also hosts large-scale events and beer festivals.

This scale cannot be duplicated on this site but a different more intimate approach that sets it apart and acts as a real focus for London Brewing presents a feasible way forward.

There is no brewing museum in London and a living museum that incorporates a craft brewery and possibly associated working pub, selling beers created from historic recipes and other London craft beers, with well curated displays on the history of London brewing, could be just the answer for the growing numbers of international beer tourists.

Within these buildings there may also be the potential to organise temporary and permanent exhibitions. Such a space could support a broad range of cultural activities and presentations, partnering with local museums, colleges and galleries to promote local talent and artefacts.

To this end initial discussions have taken place with John Hatch, Helen Osborn (the Youngs Archivist & curator of original museum) and Wandsworth Heritage & Archive Services who were all very excited and interested in exploring the possible opportunities to create a strong visitor attraction.

CASE STUDY: ROYAL COLLEGE OF ART

The Royal College of Art is an internationally renowned community of artists, designers and academics and the only postgraduate university of art and design in the world. It opened in 1837 and gained a Royal Charter in 1967. Crucially, it has a major new site in Battersea which could partner with Ram Brewery to programme exhibitions and other 'pop-up' activities in the Brewery and public realm

As a major national and international cultural organisation the Royal College of Art is dedicated to discovering new ways of working with businesses and by developing partnerships with leading art, design, cultural and educational institutions. The Royal College of Art is a world leader in developing creative talent across all the visual art and design disciplines. All of these could contribute to a rich variety of exhibitions and showcases of the very best in new talent:

- | Animation | Architecture | Ceramics & Glass
- | Communication Art & Design | Conservation
- | Critical and Historical Studies | Curating
- | Contemporary | Art | Design Interactions | Design Products | Drawing Studio | Fashion
- | Menswear | Fashion Womenswear | Goldsmithing, Silversmithing | Metalwork & Jewellery | History of Design | Industrial Design Engineering | Painting | Photography | Printmaking | Sculpture | Textiles | Vehicle Design

CASE STUDY: ZONA TORTONA, MILAN

The Zona Tortona district of Milan has developed a reputation for being a centre of creative activity. This activity has taken root in a post-industrial neighbourhood of a city with a strong creative reputation. Zona Tortona is not an official administrative designation in the city: it is a branding device placed on an area close to the Porta Genova railway station.

The neighbourhood, which lies south-west of Milan's city centre, is an old industrial district where many important international and Italian companies such as Ansaldo, Bisleri, General Electric, Osram, Nestlé and Riva Calzoni set up factories around the station. Smaller industries also settled in the area, with artisans setting up numerous workshops.

However by the 1980s the area had become a quiet, semi-abandoned neighbourhood and was considered to be very 'out of the way'. This transformation of use needed pioneers. The first notable creative-business project was born in 1983 where two photographers, Flavio Lucchini and Fabrizio Ferri, created fashion photography studios in a disused bicycle factory.

Over the following years the Tortona District became a draw for other photographers' studios (Photo Studio Orsi opened in via Tortona in 1985), tailors' shops (Brancato established his theatre-dressmaking department in the former Bisleri factory), restoration laboratories (Formica opened its restoration lab in the former Bisleri factory), and of various small-scale workshops. Over time the Zona Tortona, as it later became known, started to attract other creative businesses, including designers and advertising agencies.

By 1990, the Milano Municipality acquired a large ex-industrial space in Tortona, in which they used public money to convert and site the stage laboratories of Teatro alla Scala and rehearsal rooms. In the second half of the 1990s, Alessandro Crivelli implemented a less organic, more concrete 'cultural-mix model' by hosting various activities linked to design, art, communication and fashion in the dismantled factories and by creating an artists' village, including advertising studios, inside the former Schlumberger precision-instruments factory.

The street life of the Zona Tortona is an important part of the buzz and the area is noted for its street art, its 'alternative' shops and its lively nightlife. Public investment from the city of Milan has helped define the neighbourhood, as well as providing clever branding for Milan's existing strengths in fashion, design and furniture. There is a wide entertainment and retail offer. A quick overview of some of these will give an idea of the texture of the area:

NANA'S THRIFT STORE: Vintage items and clothing and innovative new brands. A key feature is the 'Art Wall' inside the shop: a space that is dedicated to new young artists.

HOME DELICATE RESTAURANT & HOMEMADE DELICATE FOOD DELIVERY: This is not an ordinary restaurant but a space that can be rented for all occasions. The chef prefers products that are part of the 'Slow Food' movement: lesser-known genuine products that are disappearing from the country but are promoted and protected by Slow Food association.

ROJO ART SPACE: 200 cubic metres of exhibition space for art and art projects set up by KALPANY, a market leader in events organisation. The project is home to the international contemporary-art circle ROJO. It is not only an exhibition space but can also be used for events and happenings.

“It’s packed with quirky, high-quality independent shops, but the high street offers more than just retail. The bars, cafés and restaurants make it a meeting place, while cultural and community centres encourage learning and enterprise. The character of the high street changes from the relaxed, homely bustle of an urban village through the creative buzz of the boutique high street to the refined elegance of the city square.”

Marylebone High Street, Time Out London in 2011

CREATIVE INDUSTRIES & A REIMAGINED RETAIL EXPERIENCE

The success of the retail experience is vital to the area’s economic future. It will be a place to meet, negotiate, contribute, transact and share. We will offer a radical approach to the notion of the village high street, incorporating a programme of unexpected interventions, experiences and cultural led retail initiatives.

The new village at the heart of Wandsworth should provide a social, economic and community asset for all, offering another perspective and contemplating the high street offer close by. This alternative offer to the historic view of the traditional high street as a linear set of retail spaces, explores the idea of an ‘Artisan Boulevard’ and linear gallery that showcases a range of uses. Zona Tortona in Milan (see case study) provides an example of a necklace of spaces managed in such a way as to offer curated locations for businesses, brands and individuals.

Ram Brewery could encourage partnerships with emerging, independent and established businesses including a range of partners such as universities, community organisations and creative industries, interspersed with other uses whether civic, community, cultural, education, sport or leisure oriented.

Artists and creative industries lead the way in generating local vibrancy as well as new approaches to space use. A concentrated cluster of artist work/

showcase spaces, or an ‘Artisan Boulevard’, could help to market the site to businesses and residents attracted by the vibrant, creative ambience.

Ground-floor studios and workshops could complement retail units. Such spaces could be designed for painters, dancers, sculptors, musicians and photographers, as well as ‘designer-makers’ such as jewellers, silversmiths, goldsmiths, furniture makers, fashion designers, bespoke tailors, ceramicists and small-scale printing and publishing firms.

Creative-in-dusty spaces can be open to the street, putting the artists and artisans at the heart of the public life of the high street. Units can utilise wi-fi, enabling the high street to become an open office. The Boulevard could draw people to Ram Brewery, boosting footfall for the on-site cultural facilities, restaurants, cafés and shops, thus creating a genuine place for residents and the local community.

The following description of Marylebone High Street appeared in Time Out London in 2011 and gives an idea of what Ram Brewery could look to provide;

‘It’s packed with quirky, high-quality independent shops, but the high street offers more than just retail. The bars, cafés and restaurants make it a meeting place, while cultural and community centres encourage learning and enterprise. The character of the high street changes from the relaxed, homely bustle of an urban village through the creative buzz of the boutique high street to the refined elegance of the city square.’



ABOUT FUTURECITY

People. Culture. Place.

The burgeoning interest by world cities in culture, commerce and regeneration demands a new approach to placemaking beyond conventional masterplanning. Futurecity is the UK's leading culture and placemaking consultancy, working in our urban centres, evolving culture and placemaking strategies into deliverable outcomes.

Futurecity believe that culture should be embedded in planning for new developments from the outset, in line with government strategies on sustainable communities and the rise of the knowledge and creative economies. Futurecity's culture and placemaking strategies promote the use of arts and culture to provide authentic and memorable places.

Futurecity has developed 'creative district' culture and placemaking strategies for the Earls Court redevelopment scheme (Hammersmith & Fulham and the Royal Borough of Kensington & Chelsea), Vauxhall Nine Elms & Battersea Opportunity Area (Wandsworth & Lambeth), Convoys Wharf for Hutchison Whampoa in Deptford (Lewisham), Wood Wharf (Canary Wharf Group), the City Arts Initiative (City of London), Vision

Wembley (Brent) and a ground breaking placemaking vision document for the Royal Borough of Kensington & Chelsea. Futurecity have worked extensively in Cambridge and other cities around the UK and have recently begun work on 'CreArt' (an EEC funded cultural programme) promoting cultural exchange between 12 European cities.

Futurecity are producers and curators involved in numerous public realm arts and culture projects including the Crossrail arts programme for 8 new stations, a major new sculpture by Richard Wilson RA for Heathrow T2 in Autumn 2013 and over a 100 cross-disciplinary projects involving artists and other disciplines.

Futurecity ideas on the public realm and the rise of the creative district can be seen at www.futurecity.co.uk and the Futurecity blog. Futurecity have also produced a cultural master-planning toolkit, which provides place-making and cultural advice, and is currently being promoted through the RIBA CPD programme.

APPENDIX II CREDITS

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DESIGN

www.imagistlondon.com
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