



Nine Elms on the South Bank – A Place for Culture





Left Mayor's Thames Festival at Battersea Power Station

Right St George's Festival, Vauxhall Pleasure Gardens 2013

Below Riverside Gardens, Nine Elms



We are working to establish the conditions for culture to flourish in this emerging new quarter of central London. We hope you will join us on this journey of creative discovery.



Welcome to Nine Elms on the South Bank

Extraordinary and exciting things are happening at Nine Elms on the South Bank. The area is transforming. We want culture and creativity to be at the heart.

We are embarking on the next chapter in the centuries' long cultural heritage of the area. With grand scale redevelopment comes exciting potential.

We're adding to our existing success stories. We're reinventing the riverside between Lambeth and Chelsea Bridges and creating new public and green spaces, with a new linear park, and the new food quarter at New Covent Garden Market. We're welcoming international embassies and two new town centres at Vauxhall and Battersea Power Station.

Our daily experience and activity are central to the creation of a rich, varied and thriving cultural environment. We are creating a place that welcomes everyone, from around the corner and across the globe. Building on London's international cultural reputation, we will provide opportunities for creative experiences as we redefine an area wide identity.



Battersea Park's thousands of trees mean a variety of birds including kestrels and falcons can be spotted in the area



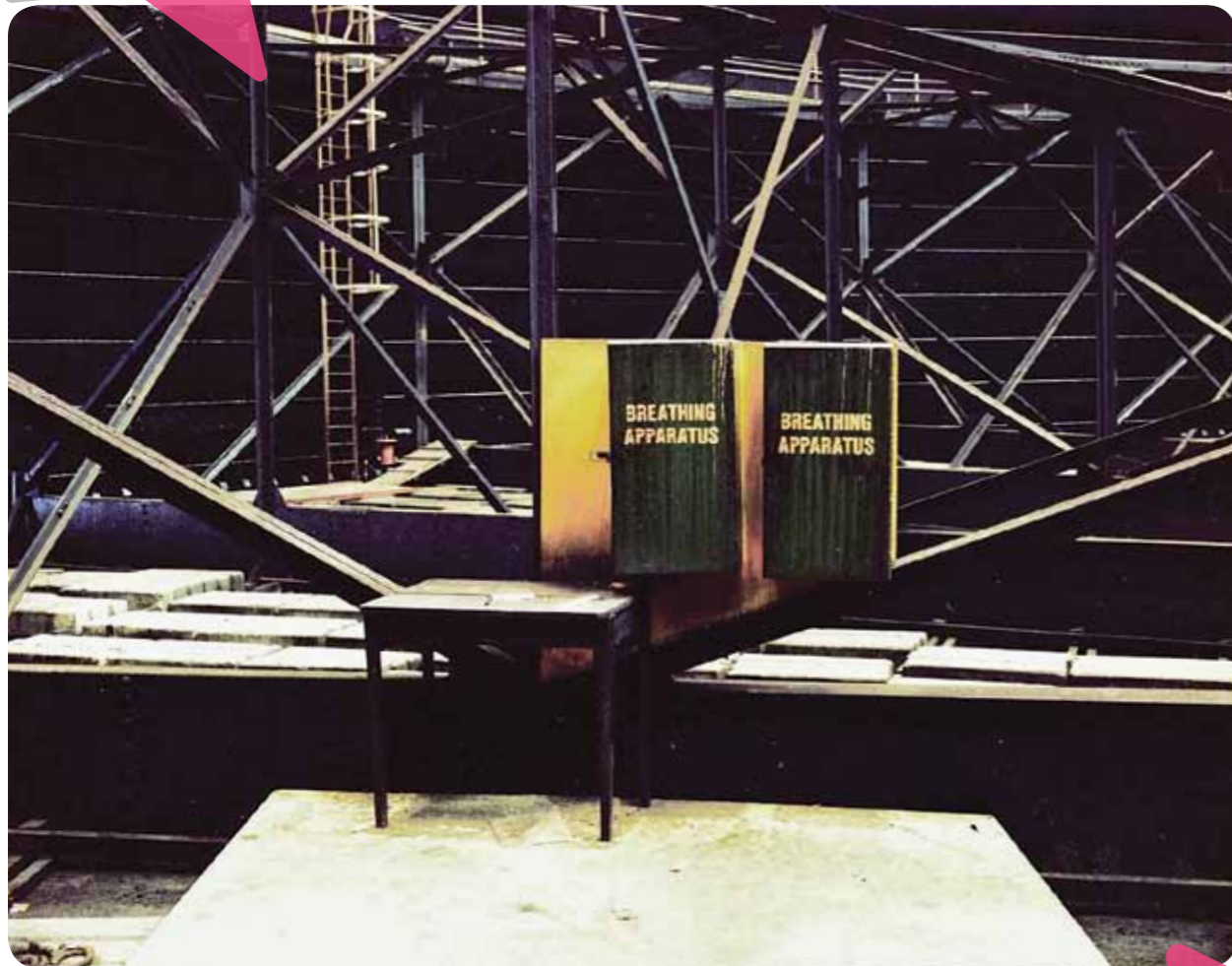
Nine Elms Lane was named c.1645, after a row of elm trees bordering the road

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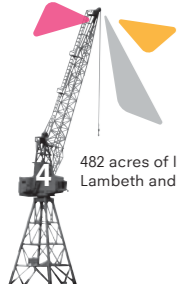
Our cultural past, present and future

London is world famous for cultural institutions, new talent and innovation. Bankside and the South Bank's Cultural Quarter offer world class venues. Next stop west along the river is Nine Elms on the South Bank.

Two hundred years ago the area was home to agriculture and market gardens. The riverfront boomed with trade. When the railway connected Nine Elms to the city, acres of rail sheds, car and gas works appeared. Gilbert Scott's Battersea Power Station has dominated the landscape for over a hundred years and Vauxhall Pleasure Gardens entertained people in their thousands from the 17th to the 19th century.



© Ben Murphy



482 acres of land is being transformed between Lambeth and Chelsea Bridges



© Garden Museum



© Vauxhall One



© Royal College of Art

Far left
Battersea Gasholders, Photographic Commission Series 2013

Above right
Vauxhall Village Presents Winter Screen

Left
Royal College of Art Show 2013

Above Left
Garden Museum

Most visitors to London say culture is why they come. Today, the culture in and around our area is diverse and vibrant.

Vauxhall's thriving galleries and night life and Battersea's creative hub bookend the area. We have two unique museums at Garden Museum and the National Trust's 575 Wandsworth Road. New galleries will soon join the existing contemporary cluster, including Damien Hirst's Newport Street Gallery, and there is a growing outdoor festival and pop up event scene.

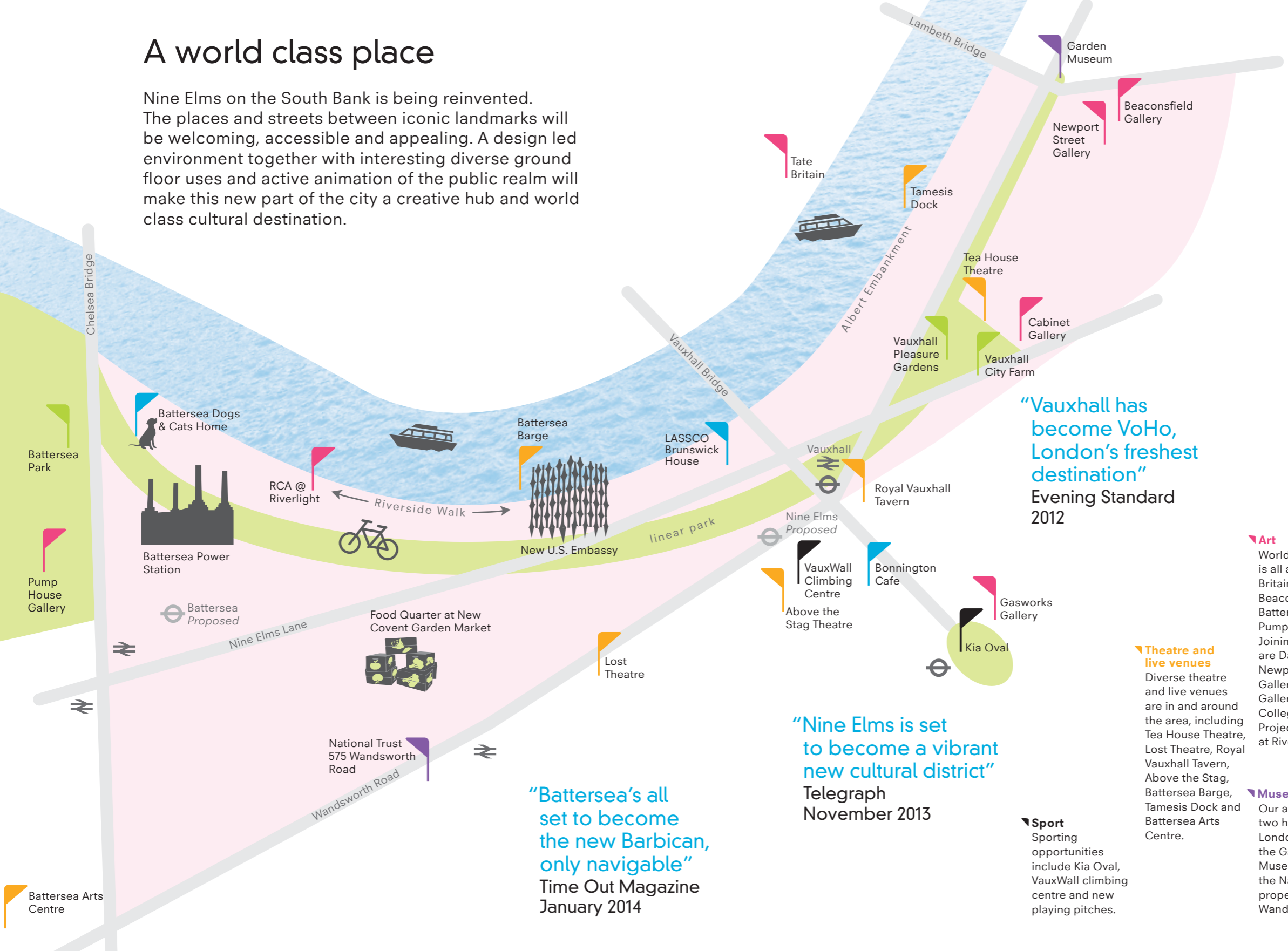
It's fertile ground for growing a broader cultural offer and more defined cultural identity.



Vauxhall City Farm has been providing a piece of the countryside since 1976

A world class place

Nine Elms on the South Bank is being reinvented. The places and streets between iconic landmarks will be welcoming, accessible and appealing. A design led environment together with interesting diverse ground floor uses and active animation of the public realm will make this new part of the city a creative hub and world class cultural destination.



35 mins walk
Tate Modern

“Vauxhall has become VoHo, London’s freshest destination”
Evening Standard 2012

“Nine Elms is set to become a vibrant new cultural district”
Telegraph November 2013

“Battersea’s all set to become the new Barbican, only navigable”
Time Out Magazine January 2014

Local gems
Our neighbourhood treasures include Battersea Dogs and Cats Home, Vauxhall City Farm and architectural salvage at LASSCO. Plus cafes at Brunswick House, Bonnington Square and Tea House Theatre.

Art
World-class art is all around: Tate Britain, Gasworks, Beaconsfield, Battersea Park’s Pump House. Joining the area are Damien Hirst’s Newport Street Gallery, Cabinet Gallery, and Royal College of Art Project Space at Riverlight.

Horticulture and green spaces
Garden Museum and New Covent Garden Market celebrate horticulture. Vauxhall’s Pleasure Gardens and parks, new linear park, pocket parks and nearby Battersea Park will offer much green space to enjoy.

Theatre and live venues
Diverse theatre and live venues are in and around the area, including Tea House Theatre, Lost Theatre, Royal Vauxhall Tavern, Above the Stag, Battersea Barge, Tamesis Dock and Battersea Arts Centre.

Museums
Our area includes two highly unique London museums: the Garden Museum, and the National Trust property at 575 Wandsworth Road.

Sport
Sporting opportunities include Kia Oval, VauxWall climbing centre and new playing pitches.



© Yale Center for British Art, Paul Mellon Collection

Our Nine Elms cultural themes

Horticulture, gardens and markets

Discovery – along the way

Moving through Nine Elms – new public realm, new routes

Nine Elms on the South Bank is rich with heritage and promise. Distinct themes drive our place making vision: a new world class city quarter with culture integral to its future, and rooted in its unique past.

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Timber sculptures in and around White Hart Dock on the Albert Embankment are reminders of the site's long history



© Guy Bell Photography



© New Covent Garden Flower Market



© Peter Marlow, Magnum

Horticulture, gardens and markets

Nine Elms' early history of windmills and 15th century gardens providing produce for London, is reflected today in the location of New Covent Garden Market. Nine Elms was still characterised by mills, asparagus and lavender, cereal fields and pig farms for some decades after the railway and locomotive works arrived in 1838.

The creation of attractive, interesting and popular outdoor space is central to the transformation and extends a long tradition: Vauxhall Pleasure Gardens (c.1660) was one of London's most important outdoor leisure and entertainment venues, hosting premiere works by Handel, tightrope walkers, hot air balloon ascents, concerts and fireworks.

Far left
Vauxhall Gardens
John S. Muller,
c.1715 – 1792

Above left
Garden Museum

Above right
New Covent Garden
Flower Market

Left
Planting at
Embassy Gardens

With these new green spaces and an international centre for food, we will celebrate our 'horticultural smile'.

Now, Vauxhall's 'Promenade of Curiosities' will bring a vibrant public realm design, linking Lambeth's pocket parks to Vauxhall Cross. From here, Nine Elms' linear park, a landscaped, green and car-free pathway, will connect Vauxhall to Battersea Power Station and onto the Thames River Path, opening up pedestrian and cycle routes throughout and into Wandsworth's Battersea Park.

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Locally grown asparagus was sold in "Battersea Bundles"



© Battersea Power Station



© Nine Elms Vauxhall Partnership

Moving through Nine Elms – new public realm, new routes

Nine Elms on the South Bank will be in a state of transformation for some years to come. As well as the new linear park, improvements to the river side and Nine Elms Lane; there will be two new tube stations, a remodelled Vauxhall gyratory, a proposed new pedestrian bridge, and new and improved links through the railway viaducts to the river. Creative way finding and lighting will help to make the area legible and welcoming throughout its transition.

There is a natural spectacle to construction of this scale and with this comes the need to make it a pleasant environment throughout the development journey.

Far left, top Pop up Park – Battersea Power Station

Far left White Rabbit walk through Nine Elms

Above 3D model, Nine Elms on the South Bank

Left Vauxhall Village Presents Winter Screen

Discovery – along the way

We will bring the area to life before and after development. Interim sites offer fantastic opportunities for meanwhile use, experimentation and unique experiences. When these echo the area's past and herald future changes, temporary activities become part of the unfolding new identity and intrigue visitors and residents.



© White Rabbit

Cultural activity will assist with the perception change needed: this is a place changing for the better, to benefit current and new communities.

© Vauxhall One



A fashionable pursuit 100 years ago – today cycling is essential to our plan



Our cultural road map

Setting the scene



Work Together

Collaborate with partners and communities to develop our cultural identity

Link with international, UK, London and local cultural programmes

Activate the Public Realm

Add to the area's vibrancy with events, public art, performance, community activity and pop up projects

YES

Cultural Anchors

Extend London's diverse high profile provision to Nine Elms on the South Bank

Support cultural organisations locating to the area



Tell our story

This is the last piece of the South Bank jigsaw. We have a bold cultural vision and aspiration and want to share this

Characterful cups of tea are on offer throughout Nine Elms on the South Bank, notably at Tea House Theatre, Brunswick House and Bonnington Cafe

Case studies



© Owen Richards

Innovative Creative Workspace

New and affordable models of creative workspace are changing how creative and digital practitioners and business operate.

Kings Place in Kings Cross, is a music, art and food hub, with conference, event and office space. At Craft Central, Clerkenwell, designers and makers work, collaborate and do business.

Marketing, media, fashion, artists and designers network at Shoreditch's Tea Building, with Pizza East and Shoreditch House, a private members club.

Above
OPEN, London, 2010

Battersea was famous for its lavender fields. This is the origin of the road name Lavender Hill

Case studies



Urban Orchard

Designed by Wayward Plants for The Architecture Foundation, the temporary garden regenerated a disused site in Bankside. Local residents and visitors to the London Festival of Architecture contributed and exchanged hundreds of plants from their homes, creating an ever evolving garden built by the community.

© Mike Massaro

Above
The Union Street Urban Orchard, 2010

Left
'The Sultan's Elephant' by Royal de Luxe, produced in London in 2006 by Artichoke

© Sophie Laslett



Artichoke

The Sultan's Elephant was the biggest piece of free theatre ever seen in London, set against the city's magnificent landmarks. French theatrical magicians Royal de Luxe had already toured their elephant across Europe, but had never before performed in the UK.

The Business of Culture

Investment in culture adds economic, cultural and social value; supports local business and draws inward investment and footfall.

We will attract new business looking not just for a building, but a real sense of place.

This 15 to 20 year programme of cultural strategy development will not arrive with one big bang. We will cultivate, support and reinforce a cultural place making agenda, to put Nine Elms on the South Bank on London and UK's cultural map.

Nine Elms on the South Bank skyline, looking west

The Mayor's Cultural Strategy – 2012 and beyond

"London is an acknowledged centre for arts and culture and commercial creative industries, all of which make a vital contribution to London's economy. Not only is the sector a major employer and economic generator, with a turnover of over £18bn, it also plays an important role in terms of boosting the visitor economy and ensuring London's position as a global capital for creativity and commerce. However, maintaining this position requires sustained investment and support."

– Boris Johnson, Mayor of London



In 1861 the female 'Blondin' Mme Genevieve attempted to cross the Thames at Battersea on a tightrope

About Us

The Nine Elms Vauxhall Partnership is driving the transformation of this central London district. Co-chaired by the leaders of Wandsworth and Lambeth Councils, it includes the area's main developers and landowners, the Mayor of London, Transport for London and the Greater London Authority and works closely with Vauxhall One Business Improvement District.

www.nineelmslondon.com



Nine Elms
On the South Bank