



City Arts Initiative Application Form

APPLICANT DETAILS

Contact Name:	Lydia Allain Chapman	Date:	13 February 2023
Company/ Organisation:	London Festival of Architecture	Email:	Lydia.allainchapman@nla.london
Address:	31 Great Sutton Street, Clerkenwell, London EC1V 0NA	Tel No:	02076364044
		Mobile No:	07399481077
		Preferred day time contact:	

PROPOSAL DETAILS

Title of proposal	Urban Playground
Is the proposal being submitted on behalf of others? If so who or what company?	No, but worth noting that this project is being developed by EC BID and McCloy + Muchemwa.
<p>Brief description of the proposal</p> <p><i>Please refer to any supporting documentation as needed and ensure a visual representation is included as part of this submission</i></p>	<p>Following the success of a number of projects with Primera BIDs in the City of London over the past five years, the London Festival of Architecture (LFA) and the Eastern Cluster BID have decided to develop the project by commission an 'urban playground' installation design by McCloy + Muchemwa to be in place throughout the LFA festival in June 2022.</p> <p>Though not a playground in the traditional sense, the aim of the project is to shift the perceptions of public space within the City, bringing in an element of unexpected interaction and inviting people to interact with one another and their surroundings in new ways.</p> <p><u>McCloy + Muchemwa</u> is the design and architecture studio of Steve McCloy and Bongani Muchemwa. With their roots in Africa and now London-based, the studio's work demonstrates an inventive exploration into design thinking. Having recently been named in the Architects' Journal 40 Under 40, their work is founded on a deep respect for the artistic process, for us each project should be as bespoke as it is innovative, responding to architecture, interiors, objects and landscapes.</p> <p><u>Please note that the appendices attached alongside this application showcases the programme for the delivery of this project and not a finalised design. The LFA team will be working very closely McCloy + Muchemwa to make sure all the designs are safe and appropriate to be displayed in public realm. We will be working with Highways and Public Realm teams to refine the final arrangement and obtain all requested permissions including hoarding license, and any other permits if required. We will also be discussing next steps with the Public Realm team and organising a follow up site visit with City Highways shortly.</u></p>
<p>Brief description of the artistic merits of the proposal</p> <p><i>Please refer to any supporting documentation as needed</i></p>	<p>Inspired by wooden children's toys which contain multiple elements which slot together, the design for this installation starts with a block, from which the various shapes are 'carved' from. The pieces created from the block make up the modular installation, each with a unique shape that creates the opportunity for seating, play or wonder.</p> <p>The urban playground will have a 'trail of breadcrumbs' approach to the design which lead visitors to the City on a journey, encountering intriguing sculptural elements.</p> <p>By looking at design in the City of London from an unusual perspective – that of a child's – there is the opportunity to bring in a more playful or even contemplative atmosphere to the spaces in the Eastern Cluster which can engage families, visitor and city-workers alike.</p> <p>Once de-installed, the pieces of the block(s) can be put back together and stored conveniently.</p>
<p>Does the proposal have funding and/or sponsorship?</p> <p><i>Please give details, including how</i></p>	Funding has been confirmed with the EC BID.

<i>funding will be sought if not yet in place</i>	
When is the proposal for and how long will it be on site?	To coincide with London Festival of Architecture, we are proposing the installation in late May and the installations be up the whole of summer 2022 (deinstall at the end of August).

<p>Where is the proposal to be sited and why was this location chosen?</p>	<p>Two connecting sites have been identified for this installation:</p> <ul style="list-style-type: none"> • Fen Court (City Highways) • Fenchurch Avenue (private land) <p>A slightly underutilised route from Fenchurch Street, these sites have adequate space for such an installation which will provide spaces for office workers to dwell on their lunchbreaks and an offer for leisure and playtime families and young people visiting the City over weekends.</p> <p>An initial site visit has taken place with City Highways, and further visit with the design team will be arranged to gain their approval.</p> <p>The proposed arrangement is indicative and individual elements can be arranged slightly differently if needed.</p>
<p>What are the dimensions of the piece, including its weight if applicable? Are there any structural requirements?</p>	<p>This installation will be made up of a number of ‘blocks’ of various sizes which will be constructed from timber boxes and clad with softer materials: cork and vinyl.</p> <p>The blocks will be free-standing without the need for ground fixings and will be sensitively placed around the existing site features, avoiding services access on paving. The design will also take into account of the site conditions, any slopes and mitigate climbing.</p> <p>The weight of the blocks will be such that they can be delivered to site on palette trucks and then weighted (if required and depending on size) to ensure they cannot be moved easily. There will be a clearance of 1.5m around each element in order to allow easy access through the sites.</p> <p>The height of the elements will be limited to minimise the risk of injury from falling.</p> <p>The drawings and the risk assessment documents will be checked by City Highways. On delivery, each installation will be checked to ensure it is safe for public use.</p> <p>At the point of deinstallation (responsibility of McCloy + Muchemwa), the installations will become the property of McCloy + Muchemwa. London Festival of Architecture will work with the design team and EC BID to secure a permanent location for the installation after the deinstall.</p>
<p>Is the proposal part of a series and/or related to something else in the City, or is it a one off?</p>	<p>The proposal will be a part of a wider set of activities and events across the City of London as the City will be one of seven London Festival of Architecture (LFA) destinations this June.</p>
<p>What are the maintenance requirements for the proposal and how are these to be funded?</p>	<p>Maintenance of the installation will be the responsibility of EC BID.</p>

Does the proposal have any special requirements?	No
--	----

Please provide any other comments that you think might be useful:

The London Festival of Architecture celebrates London as a global hub of architectural experimentation, practice and debate. The festival returns to the capital from 1-30 June 2023 with a lively and diverse programme of public events across London exploring the theme 'In Common'. The London Festival of Architecture began in 2004 and has since grown to become Europe's biggest annual architecture festival. The festival attracts a vast public audience – 800,000 people in 2019 – and a global media audience of millions. The vast majority of events are free and are staged by a core festival programming team working alongside architecture and design practices and practitioners, leading cultural and academic institutions, artists and many others. In 2017 the London Festival of Architecture was named by Mayor of London Sadiq Khan as one of his design advocate organisations and is working alongside the Mayor's team to champion architecture, provide expertise and guidance, and help to make London a better city.

Please note that all information and images provided on your application (excepting contact details) may be published and accessible from the City Corporation's website prior to approval or rejection of the application. **Recommendations of the City Arts Initiative are submitted to the City Corporation's Culture, Heritage and Libraries Committee for ratification. As part of our legal obligations as a public body, that report (with imagery) is uploaded to our website at least one week prior to the committee meeting. The report is then discussed in public session which may or may not be attended by the media.**

Please email the completed form to publicart@cityoflondon.gov.uk along with any supporting documentation.