



Call for entries from architects, designers and artists to improve Culture Mile's pedestrian experience along its North-South route

The City of London Corporation is delighted to announce a call for entries to improve wayfinding, walkability and the pedestrian experience along Culture Mile's 'North-South route' between the Millennium Bridge and Barbican.

The City of London Corporation is seeking an innovative design concept and proposal for the 'Culture Mile North-South Route', between the Millennium Bridge, St Paul's Cathedral, Aldersgate Street and St Martin's-le-Grand, to be included as part of the Culture Mile 2019-2020 public programme.

The City is looking for inspiring designs that will improve the wayfinding, walkability, appearance and vitality of this key thoroughfare, which links the Southbank to the Culture Mile area.

This busy route incorporates entrances to several landmarks, such as St Paul's Cathedral, the Museum of London and the Barbican estate. It includes the Barbican and St Paul's underground stations, which collectively provide over 28 million passenger entrances/exits annually.

We are inviting architects, designers and artists to submit a concept design that will elevate and enhance the look and feel of this area, providing visual cues, increased wayfinding and a deeper sense of connection between St Paul's and Barbican underground stations.

Following the shortlist of entries in July, the winning team will be revealed and commissioned to develop a fully costed, feasible design that can be installed **in a section of the route**, subject to planning permission and other relevant City authorisations. The design will remain in situ between Autumn 2019 and Spring 2020.

Context

Culture Mile is a long-term partnership programme between Barbican, City of London, Guildhall School of Music and Drama, London Symphony Orchestra and The Museum of London.

It aims to transform the City and activate the cultural offering to develop a new home for contemporary culture. The programme is bringing the area to life with imaginative collaborations and exciting events, recent installations to activate the area include Jason Bruges' kinetic installation [Brutalist Tapestry](#), [Joy and Peace](#) and [Colourful Crossings](#).

A key feature of the programme of the activation of the Culture Mile area is to bring to life the history, cultural assets and artistic possibilities of the space through pop-up installations, festivals, outdoor events, artistic programming, concerts and performances. Community participation and enrichment is an underlying feature of these activities.

Guiding the transformation of public realm is the '[Culture Mile Look at Feel Strategy](#)', which sets out key areas for improvement and states the format and direction of travel we intend to move in. Key deliverables identified in the Look and Feel Strategy were:

- 'Form a culture spine' to improve wayfinding and enable audiences to discover and explore
- 'Take the inside out' to activate the outdoor space and City streets
- 'Celebrate the City's history and identity', embracing the rich history of the area and bringing it to life
- 'Be recognisable, be different', the Culture Mile's physical presence is its brand

The route between St Paul's Cathedral and Barbican is known within the Culture Mile framework as the 'North-South route'. Work is underway to improve pedestrian links to and from the Southbank (via Millennium Bridge), St Paul's and the Culture Mile area. It is estimated that 1000-2000 people walk along this route each hour at peak times and over 5 million visitors cross the bridge every year. Public engagement has illustrated that there is a need for improved wayfinding, visual links, intuitive navigation and a sense of culture, engagement and vibrancy along this route.

The route has mixed uses, being a thoroughfare for residents and workers of the City and a walking route for visitors from Tate Modern northwards to St Paul's Cathedral. A key aspect of this project is to improve and increase the journeys made to St Paul's Cathedral northwards towards the Museum of London, Barbican and increase dwell-times in the Culture Mile area.

The streets included in the route provide connection for pedestrian/cycle journeys to Moorgate and Farringdon, which are being regenerated as part of Crossrail works. The route is also in the vicinity of St Bart's Hospital, One New Change, Guildhall School of Music and Drama and sections of the historical London Wall. The combination of landmarks, cultural centres and facilities in the area, combined with the Culture Mile activities, makes this route one of strategic importance.

Location of the route

The North-South route comprises several streets (see Appendix 1 Map):

1. The route starts in the South at the Millennium Bridge which connects to the North of the river at Peter's Hill which is owned by City of London Corporation. This area currently boasts four sculptures by Sir Antony Caro and moving towards the Cathedral, Peter's Hill/Sermon Lane has an urban play area with metallic features along the walkway for explorative play. This route is frequently busy with high footfall of visitors, workers and residents using the bridge to cross the river. The ease of access between St Paul's Cathedral and Tate Modern leads to a high number of tourists in this area who move more slowly and pause for photo opportunities. The site of Peter's Hill is currently quite bare, with the Salvation Army HQ and City of London School on either side. It is bounded to the North by Upper Thames Street which has a traffic light junction for crossing. From Summer 2019, the Millennium Bridge will be activated through the Illuminated River project.
2. North of St Peter's Hill is St Paul's Cathedral. This Cathedral is surrounded by gardens which allow access towards Paternoster Square, Panyer Alley, Paternoster Row and Canon Alley. From here the North-South route continues to Cheapside, which has two entrances to St Paul's tube station. The area surrounding St Paul's station is a busy and complicated part of the route. The exits beyond the Cathedral can confuse visitors who are new to the area and may lack the knowledge that they are in the vicinity of the Museum of London and Barbican.

3. Cheapside continues onto St Martin's-le-Grand which is a wide road with merging traffic lanes from Angel Street and Gresham Street. This area requires activation, improved wayfinding, and increased sense of connection for pedestrians between the Museum of London and St Paul's tube station, which is not currently visible.
4. St Martin's-le-Grand extends to the Museum of London Rotunda which connects northwards via Aldersgate Street to Barbican tube station and the Barbican centre. This part of the route includes the entrance to the Museum of London, which directly connects pedestrians to the Barbican via the high-walk. The route along St Martins-le-Grand and Aldersgate Street features little street frontage and is quite inactive. Key locations such as the Museum, Barbican and St Bart's Hospital are not immediately visible, and entrances are unclear, causing visitors to need to access digital wayfinding tools re-orientate themselves and navigate their journey.
5. The North-South route is busy, being highly used by foot passengers, cyclists and vehicles and it can be susceptible to congestion. The North section of the route along St Martin's le Grand is vehicle-heavy which reduces the sense of pedestrian priority.

Desired outcomes

Temporary creative interventions for winter 2019-2020 which improve day and night-time ambiance, intuitive wayfinding, visibility and connection from the Millennium Bridge to the Barbican tube station.

1. Improved walkability: Enhanced day and night-time experience for pedestrians walking along this route – the route along St Martin's-le-Grand and Aldersgate Street, lacks activity and points of interest, despite the vicinity of the Museum of London and Barbican.
2. Ease of navigation: Enhanced wayfinding and navigation along the route – increasing the sense of connection and ability to intuitively way find to the Culture Mile.
3. Connect to the wider cultural offer: Increased awareness of the Culture Mile assets from the Millennium Bridge and St Paul's Cathedral – designs should increase the visibility, identification and awareness of Culture Mile, particularly the Museum of London and Barbican

Brief

The North-South route offers a unique opportunity for public realm enhancement, which enhances the areas assets whilst aligning to the Culture Mile principles.

- The route offers a range of street and walkway locations for temporary installations to be viewed by the public, which improve navigation, build knowledge of cultural assets and provide Culture Mile brand association.
- Designs may include (but are not limited to) semi-permanent enhancements of the following:
 - o Lighting
 - o Decorative features
 - o Installations
- Modular elements that the public can interact with, and which create points of interest may be included in the design

- The entrances and exteriors of Culture Mile attractions (Barbican and Museum of London) may be animated to attract passers-by and promote the exploration of these assets
- Additional dressing elements along walkways could be considered provided they do not damage the existing landscape or impact accessibility
- The design needs to be robust and fit for purpose for an outdoors environment in the public realm and during the winter months, without invigilation or security requirements
- Accessibility should be factored into the design. Plans and installation will be subject to review by the City of London Access Team
- Sustainability should be considered as part of the design and installations process, and for the potential re-use/recycling of materials following deinstallation
- The existing physical structures, sculptures along the route, greening and biodiversity should not be compromised by the construction works and temporary design
- The existing walking/cycling/vehicle routes should not be compromised in any way, they must remain accessible throughout the period
- The delivery of the temporary installation will be subject to consultation with the City of London having the required approvals and permits in place for the installation.

Expressions of interest

Culture Mile and the City Public Realm team are seeking expressions of interest for this project, through the submission of an initial design concept and proposal. Proposals will be reviewed based on their quality and cost (benefits, feasibility, project team experience and appropriate budgeting).

The competition will be judged by a panel that includes:

Clarisse Tavin – Group Manager, City Public Realm, City of London Corporation
 Giles Radford – Highway Manager, Highways Division City of London Corporation
 Melodie Leung – Senior Associate, Zaha Hadid Architects
 Sarah Jane Enson – Senior Manager, City Public Realm, City of London Corporation
 Tim Jones – Culture Mile Manager, City of London Corporation

The winning team will be appointed for detailed design work, project management, manufacture and installation of the project, with third party suppliers to be agreed pending the proposal and delivery needs of the project.

Please send a PDF expression of interest to SarahJane.Enson@cityoflondon.gov.uk by 5pm on Friday 19 July 2019, and include the following information:

- Full name and contact details of the team
- Short description of the project team (including third-party suppliers if appropriate)
- Examples of previous work you feel is relevant to this project
- A short paragraph on what interests you about this project (max. 300 words)
- Your proposed vision and design approach for this project (max. 600 words)
- Initial concept design sketches and visuals that support your proposal
- A project budget estimate – including fees, design, materials, manufacture, installation and deinstallation (**total budget is £40,000-£60,000**)

Programme

Date	Activity
19 July	Deadline for submissions
w/c 22 July	City of London and Culture Mile project team review submissions
29/30 July	Shortlisted submissions attend interviews and present proposal
w/c 5 August	Appointment of winning team, initial meeting and proposal feedback to all submission teams
August-September	Detailed and technical design. Stakeholder and supplier engagement.
October	Planning application submission and other permits/approvals sought
October-November	Production and manufacture of design elements Agree construction phase plan and RAMS for installation
November	Installation period - to be agreed
Late Spring 2020	Deinstallation period - to be agreed
Summer 2020	Post installation review and de-brief to be programmed

About Culture Mile

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

The **Culture Mile Network** is an extensive network of organisations in and around the area which are playing a critical role in realising the ambitions of Culture Mile, alongside the five core partners. See www.culturemile.london/who-we-are/ for the latest members.

About the City of London Corporation

The City of London Corporation is the governing body of the Square Mile dedicated to a vibrant and thriving City, supporting a diverse and sustainable London within a globally-successful UK.
www.cityoflondon.gov.uk

About Guildhall School of Music & Drama

Guildhall School is a vibrant, international community of young musicians, actors and production artists in the heart of the City of London. Ranked as one of the top ten performing arts institutions in the world (QS World University Rankings 2019), and recently awarded top conservatoire in the Complete University Guide Music League Table 2020, the School is a global leader of creative and professional practice which promotes innovation, experiment and research, with over 1,000 students in higher education, drawn from nearly 60 countries around the world. Guildhall School is also the UK's leading provider of specialist music training at the under-18 level with nearly 2,500 students in Junior Guildhall and the Centre for Young Musicians, as well as a joint Creative Learning division with the Barbican which seeks to create inspiring arts experiences for all.

About the London Symphony Orchestra

The LSO was established in 1904 and has a unique ethos. As a musical collective, it is built on artistic ownership and partnership. With an inimitable signature sound, the LSO's mission is to bring the greatest music to the greatest number of people. The LSO has been the only Resident Orchestra at the Barbican Centre in the City of London since it opened in 1982, giving 70 symphonic concerts there every year. The Orchestra works with a family of artists that includes some of the world's greatest conductors – Sir Simon Rattle as Music Director, Gianandrea Noseda and François-Xavier Roth as Principal Guest Conductors, and Michael Tilson Thomas as Conductor Laureate. Through LSO Discovery, it is a pioneer of music education, offering musical experiences to 60,000 people every year and over 100 live events at its music education centre LSO St Luke's on Old Street. With the formation of its own record label LSO Live in 1999 the LSO pioneered a revolution in recording live orchestral music. The LSO strives to embrace new digital technologies – having successfully moved into digital film, Blu-Ray Audio, downloads, streaming and virtual reality – and it continues to innovate with platforms such as LSO Play, a web-based video player that allows people to observe the Orchestra from different angles. The LSO is also a highly successful creative enterprise, with 80% of all funding self-generated. www.lso.co.uk

About The Museum of London

The Museum of London tells the ever-changing story of this great world city and its people, from 450,000 BC to the present day. Our galleries, exhibitions, displays and activities seek to inspire a passion for London and provide a sense of the vibrancy that makes the city such a unique place.

The museum is open daily 10am – 6pm and is FREE to all, and you can explore the Museum of London with collections online – home to 90,000 objects with more being added.

www.museumoflondon.org.uk.

barbican


**GUILD
HALL
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LSO



Appendix 1: Map of area and North-South route

Route for enhancement 

Culture Mile area 