

# vision



## Concept

The concept is to create a literal 'urban fabric' by engaging the public to sow wildflowers in a controlled way to create the fabric themselves. The site will be designed in such a way that an initial infrastructure will then allow the public to come and go at will and sow their own part of this unique installation.

The vision for the site has developed as a direct response to the areas rich history in the production of cotton.

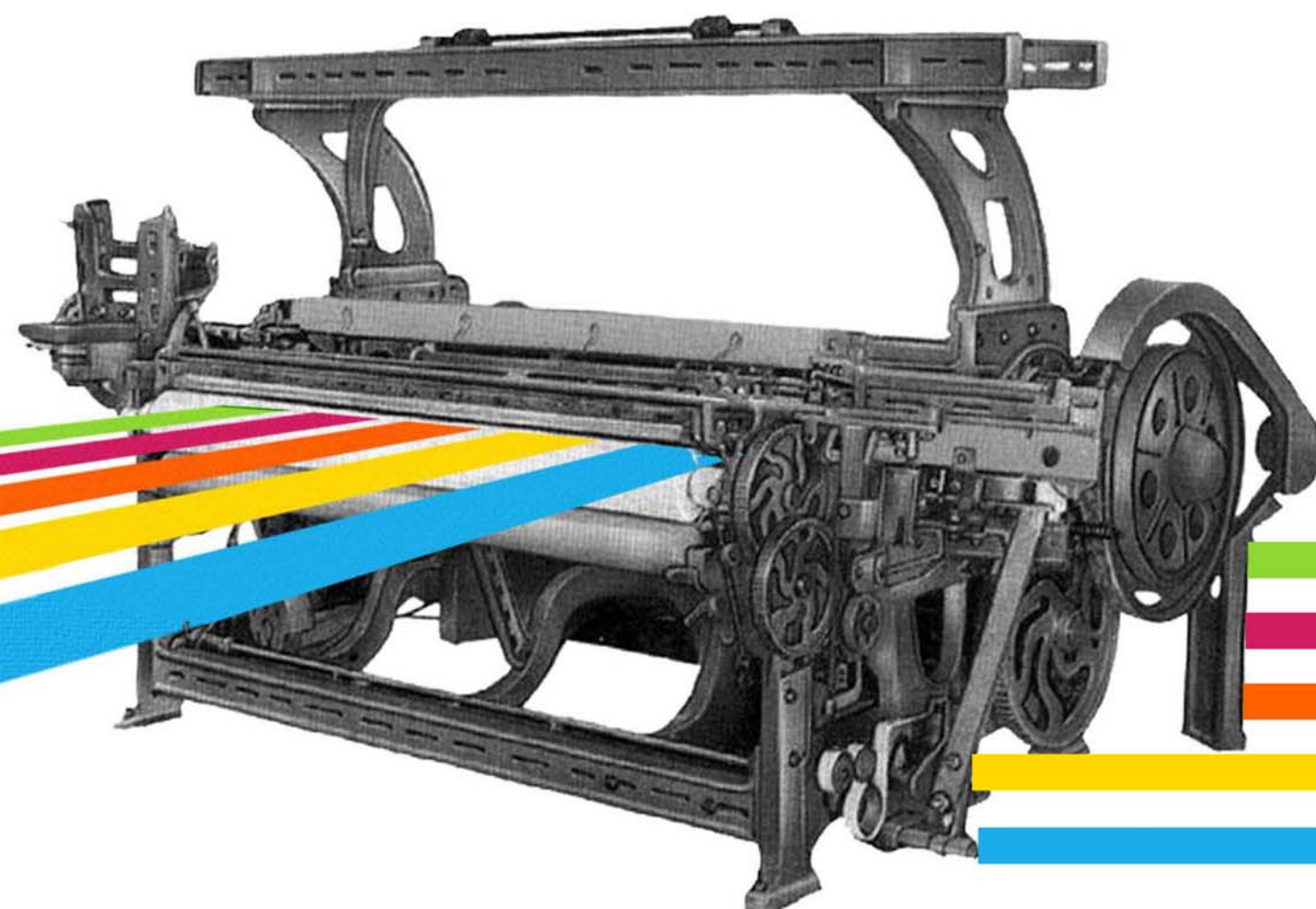
STRATA have used this reference to inform the landscape concept which aims to translate the physical process of making cotton into an exciting and colourful abstract installation.

Weaving is the systematic interlacing of two or more sets of elements usually, but not necessarily, at right angles, to form a coherent structure. No one knows when or where the weaving process actually began, but as far back as there are relics of civilized life, it is thought that weaving was a part of developing civilizations. Weaving has served as a powerful metaphor for life in the art, literature, and mythology of many cultures.

New Islington is going through a process of change evolving much in the same way as a weave on the loom. The looms basic function is to act as a framework across which threads are stretched for the weaving of the cloth. STRATA has used timber decking as a metaphor for the framing which forms the backbone of the weaving structure. In order to create a warp requires knowledge of the nature of fibres.

A key component of the design ethos was to ensure that the proposal makes space for time and learning by engaging with local people, schools and community groups by allowing people to actively interact with the creation of the weave of the meadow. By handling the seeds increases ones understanding of the structures and increases ones enjoyment of the final textile.

The interaction that locals will have with the implementation of the scheme will instill a sense of ownership and generate a wider interest in the area as a whole as well as being a driver and venue for educational workshops to be implemented throughout the year.



# loom to bloom



## Engagement

We recognise that the process of development is crucial to the long-term sustainability of a project. RMJM and STRATA have a long-standing commitment to community led projects and we see the ongoing input of local groups and their ownership of the project as critical to its long-term success.

As described the conceptual design is one which is interactive and engages people in the planting process - in this way local people and visitors can feel a sense of ownership and will engage with the evolution of the scheme over the course of the year's installation. Time lapse recording of the evolution of the proposals is another key part of the design intent.

We envisage the recording of continuous video footage could be an ongoing community/arts project in itself related to the scheme and the ongoing engagement of local people with the site. A critical part of our aim for the development of the 'Site Life' proposals is therefore to engage with local young people and community groups in the design, delivery and ongoing use of the site.

RMJM and STRATA have a key role in the **'Architecture for Everyone'** Programme - a partnership between the Stephen Lawrence Charitable Trust and architectural firm RMJM. This partnership initiative is a nationwide project which encourages young people from Britain's inner cities to consider a career in architecture and urban planning. We envisage there may be potential to develop links between RMJM, the 'Architecture for Everyone' programme and the delivery of the 'Site Life' proposals.

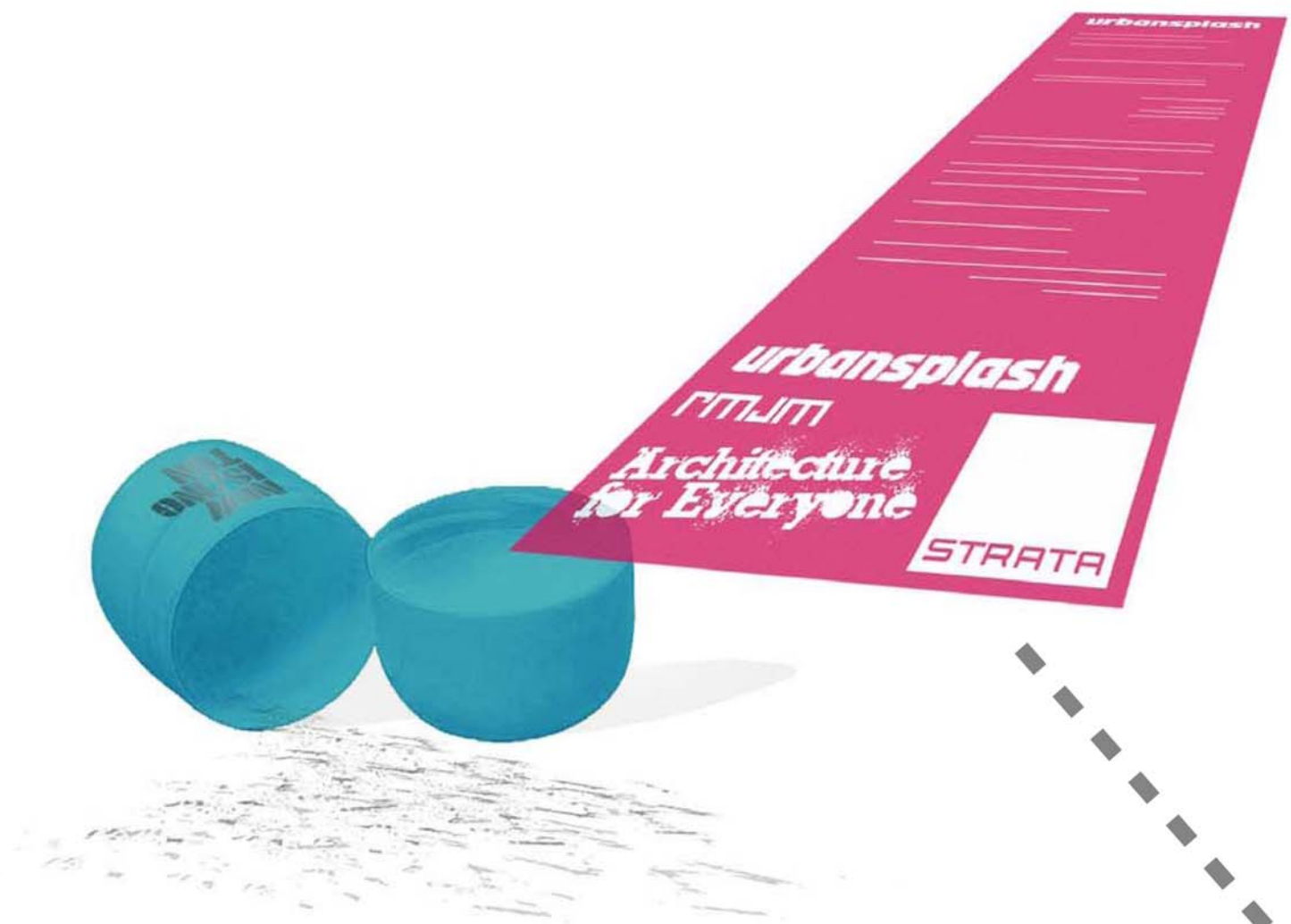
In addition to the interactive method envisaged for the planting installation, we foresee it may also be possible to develop a further programme of activities in relation to the site, in liaison with 'Architecture for Everyone' or through our own community engagement expertise and Corporate Social Responsibility policy which focuses on elements such as community and environment.

RMJM also have an Art Commissioning component to the business which is committed to enabling excellent creative outcomes that embrace, support and promote contemporary visual art practice in its widest forms. Many projects we undertake include an education and interpretation programme and we are creative in our approach to this strand of activity - for example, projects can involve art and architecture students or a client's employees, a building's future users or local communities. Having developed the basic conceptual idea for the site at this stage we believe there would be opportunity to further develop the initial ideas with local youngsters and involve them in the actual implementation of the project on site should we be successful. A longer delivery strategy or ongoing programme of engagement and events could be developed through the company's links to such organisations which could include engaging in a series of projects relating to the site that would be delivered over the course of the year, however this would need to be developed throughout the subsequent stage.





# design



## The Seed Capsules

People visiting the site can truly interact with the installation and become a part of the seeding process by purchasing one of these capsules from the entrances to the boardwalks.

The idea is that you would place a small donation into the vending machine to obtain your capsule. In the capsule you will find a small amount of seed and a receipt. The receipt will tell you what you are planting and will also provide a link to a website where you can follow the progress of the project throughout the year.

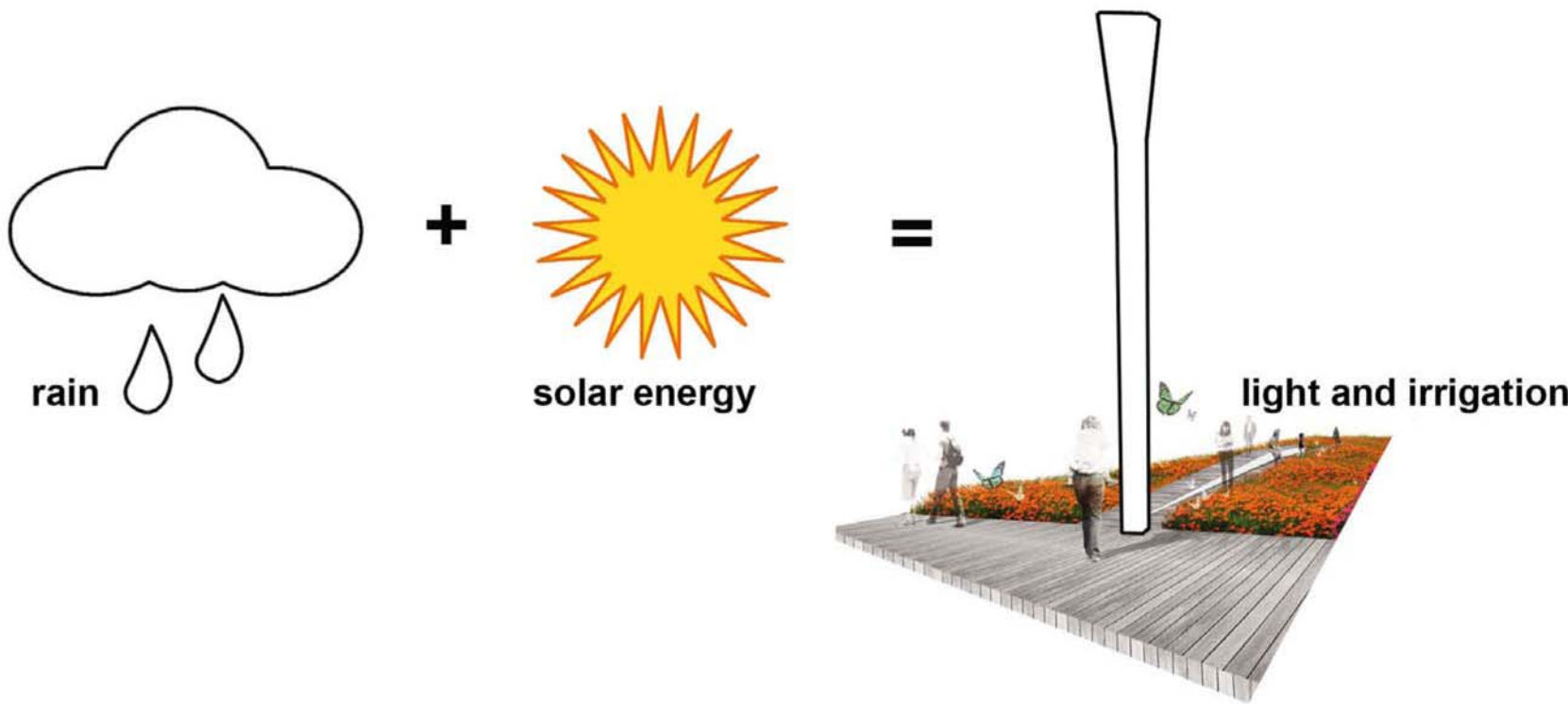
Once you have your seed capsule you enter the site along the corresponding boardwalk, pick a place and throw the seed!

## Feature Column with LED Lighting and Water Pump

The columns offer a 'gateway' feature to the entrance of each boardwalk and the intention is that these are illuminated at night with a corresponding colour to the planted strips that they represent.

There is potential for 'arts funding' or sponsorship for this particular part of the design or even an opportunity for local manufacturers to showcase their products.

A funnel at the top of the column would collect rainwater which could then be pumped from the base by the public to create a misting effect over the entrances to the boardwalks

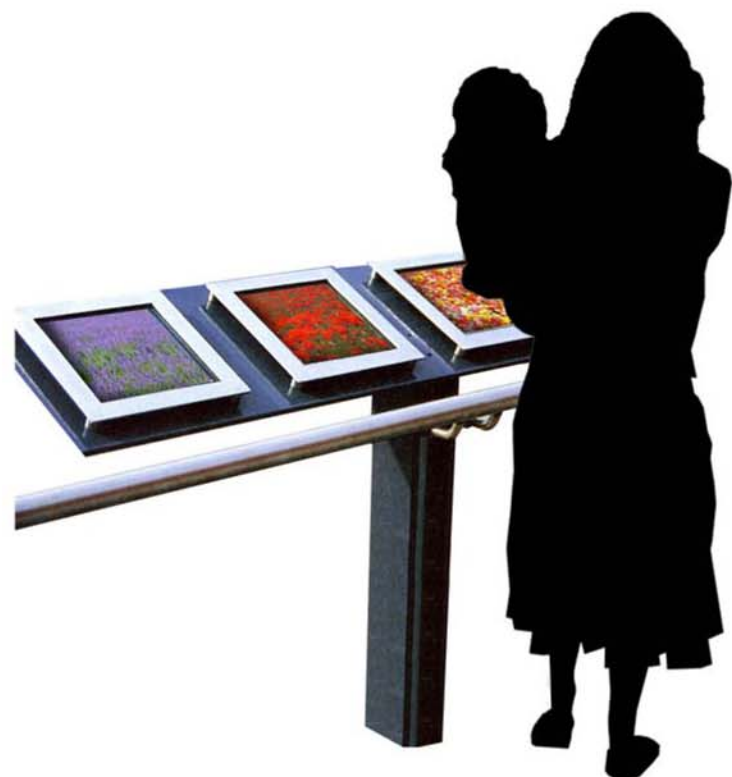


## Information Boards

The boards will provide information about the projects inception and the people who are involved in it but will also provide opportunities to document activities and initiatives that have helped the project grow throughout the year.

They also offer opportunities to educate people about the species of flora that have been planted and even the fauna that they attract.

To supplement this information basic instructions can be provided at the entrances to the boardwalks.



## Planting

We propose to use Cornfield mixtures which are composed of annual species that will flower in the first summer after sowing and for this reason they are useful where a colourful result is required in a short time.

Cornfield mixtures work on most soil types and, unlike meadow mixtures, do well on fertile soils. Contrasting soils and different sowing dates will however produce different results and no two sowings are ever the same. Autumn sowings produce a mass of flowers in June with corn cockle, poppy and cornflower most abundant. Spring sowings favour corn chamomile and corn marigold, producing a later and extended flowering period.

After flowering, cornfield annuals produce abundant seed and if left uncut the plants ultimately die with the autumn frosts.

## Species List

### Centaurea cyanus – Cornflower

Type - cornfield annual  
Seeds per gram - 200  
Origin - Hertfordshire



### Chrysanthemum segetum - (Glebionis segetum) – Corn Marigold

Type - cornfield annual  
Seeds per gram - 600  
Origin - Cornwall



### Agrostemma githago – Corn Cockle

Type - cornfield annual  
Seeds per gram - 60  
Origin - Oxfordshire



### Papaver rhoeas – Common Poppy

Type - cornfield annual  
Seeds per gram - 5000  
Origin - Somerset



### Anthemis arvensis – Corn Chamomile

Type - cornfield annual  
Seeds per gram - 4000  
Origin - Berkshire



### Bupleurum rotundifolium – Thorow-wax

Type - cornfield annual  
Seeds per gram - 375  
Origin - Hertfordshire



### Myosotis arvensis – Field Forget-me-not

Type - cornfield annual  
Seeds per gram - 1000  
Origin - Berkshire





# implementation & documentation

## Funding

In addition to supporting our community initiatives, a further strand of RMJM's Art Commissioning includes the investigation of opportunities for fund raising and funding applications. RMJM Art Commissioning has extensive experience in fundraising, with a wide variety of funding bodies including arts councils, local government, trusts, foundations and private sector sponsors.

We have been looking at ways in which the aspirations / vision of the art / way finding / signage / interpretation and landscape can be used as a vehicle to enhance the site and experience of the users.

Initial ideas regarding some possible funding streams available are as follows:

- ENTRUST
- Young Roots
- Awards for All (good for Education and Community Engagement);
- Legacy Trust UK
- Esmee Fairbairn Foundation
- Baring Foundation

We would also seek to investigate private sector sponsorship; Art projects have a very good track record in generating public/private funding partnerships. Reaching large-scale or national organisations that have specific arts sponsorship budgets may prove difficult without an initial budget allocation for specialist sponsorship consultants, but smaller or local companies may be approached, particularly for sponsorship-in-kind in the form of materials or services.

We envisage that key elements of the proposals may be delivered via such fundraising e.g.

- Art as wayfinding, signage and interpretation; such as on site signage and information boards
- Art as functional elements; such as seating, lighting or the vertical irrigation towers which could be sculptural pieces

## Press and Publicity

Uniquely RMJM Art Commissioning has specialist press and publicity staff who can raise the profile of our arts projects nationally and internationally. Focused, structured programmes of talks, events and media relations can be developed to support our work.

We have investigated several supplier sources and believe that key components of our scheme can be delivered through donation in return for the advertising opportunity as we envisage the high profile nature and publicity via the architectural, local and national press and website profiles within RMJM and Urban Splash.

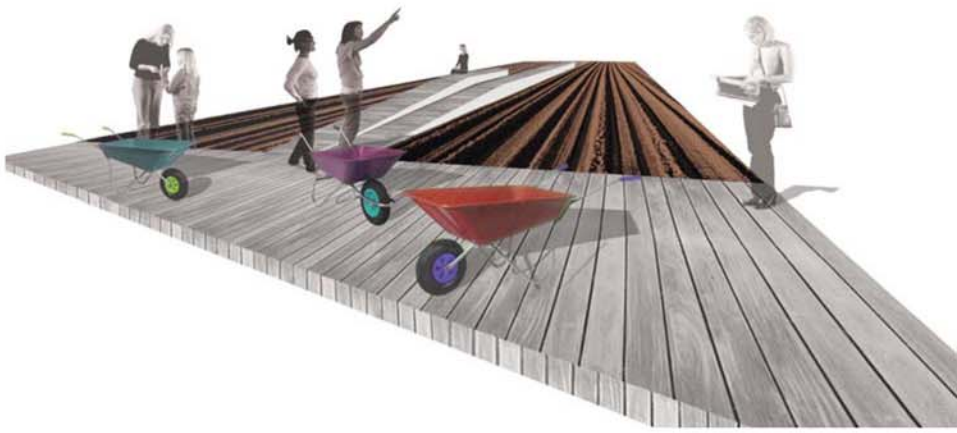


## Documentation

An important part of this project is the documentation of the installation. We propose that this will be done in a number of ways.

Firstly the project will be documented throughout its life span with a time lapse camera or webcam positioned in a suitably elevated position from the Chips building. This will allow people who have participated in the project to follow its growth by following a link on the New Islington Website where a page will explain and document its progress.

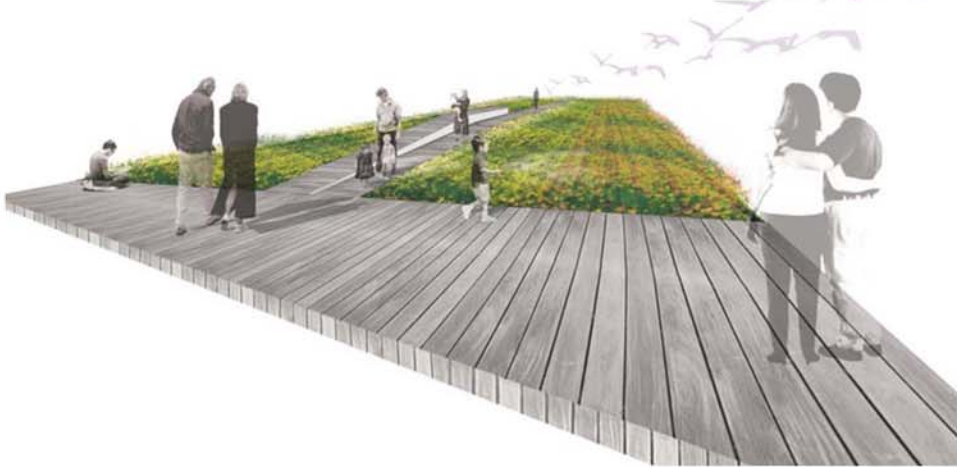
Secondly, we proposed that the activities and implementation by local groups is documented on the information boards on the main deck. This should build up a picture of what has happened to achieve the project as well as documenting the actual species used and the fauna that it attracts.



Winter - The sites infrastructure is constructed for opening in January 2011, local community groups and schools are involved in the initial seeding of the site **+0**



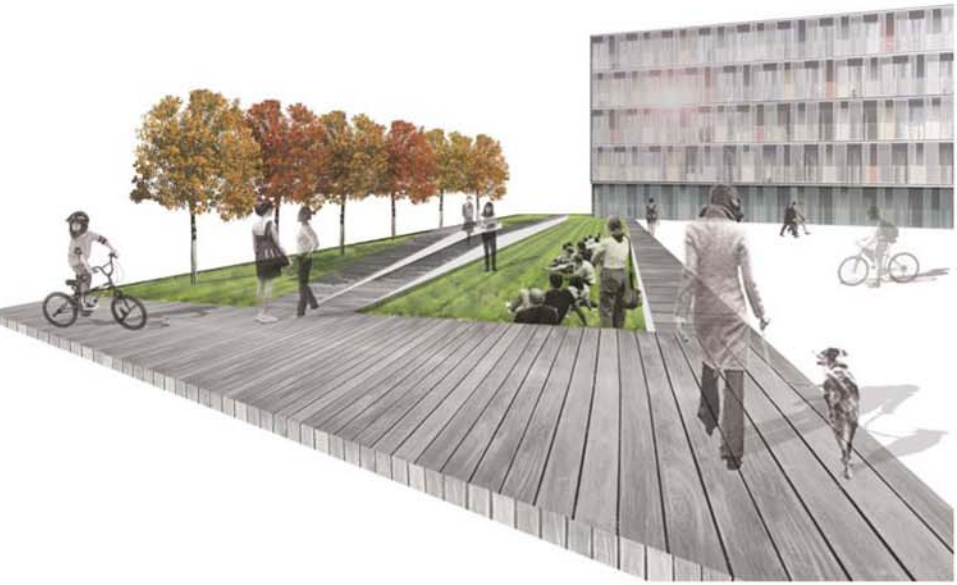
Spring – Germination begins and the public continues to seed the site using the seed capsules purchased from the vending machine at the entrances to the board walks **+3**



Early Summer- The first signs of colour in the planted strips appears. The site begins to attract fauna which is documented on the information boards along the main deck **+5**



Late Summer – The site is in full bloom and covers the site in bold strips of colour **+8**



Legacy – Certain elements of the scheme could remain to form new connections. Other elements are recycled and used elsewhere. The plants will have set seed across the wider area and will germinate in the following growing season **+12**



Work Item	Area/Length	Cost per m <sup>2</sup> / m	Source of Funding	Total Cost
<b>SURFACE PREPARATION BY MACHINE</b>				
Rip up subsoil using sub soiling machine to a depth of 250mm below topsoil at 1.20m centres in light to medium soils; rotovate to 200mm deep in two passes; cultivate with chain harrow; roll lightly; clear stones over 50mm	5427.371m2	£9.00 / per 100m2	Local Contractor	£488.46
<b>HARD LANDSCAPE WORKS</b>				
Type 1 granular fill base, compacted by machine to 150mm thick	1160.000m2	£7.77 / per m2	Local Contractor	£9,013.20
Ecodek ; Reversible Deck 25mm x 138mm Board; Grooved/Ribbed 3mm joints; laid onto blinded base. Softwood joists to receive decking boards; joists @400mm centres; Southern Yellow Pine 50 x 150mm Joist 50 x 50mm Support Batten	1160.000m2	£81.37 / per m2	Eco deck' buy back scheme supply and return. Timber deck installed at discounted cost and recycled by Eco deck upon completion of the project	£40,000.00
<b>SOFT LANDSCAPE WORKS</b>				
Wildflower / Cornfield Grass seed, sowed in two directions at a rate of 5g / m2 inclusive of labour.	3224.600m2	£0.305 / per m2	Local plant nurseries / British seed suppliers. Initial supply with 'pay back' resulting from pod sales / business sponsorship in return for advertising.	£983.50
<b>STREET FURNITURE</b>				
Galvanized steel barrier with integral information panels; 1.0m high	52 L/m	£90.00 L/m	Potential 'arts' funding / sponsorship / manufacturer supply as 'showcase' for products.	£4,680.00
Recessed uplighting; 266mm diameter; die-cast aluminium and s/steel top and toughened safety glass; 20/35 w; complete with installation sleeve	70 No	£148.25 per unit	Potential 'arts' funding / sponsorship / manufacturer supply as 'showcase' for products.	£10,377.50
Mild steel solar powered LED lighting / feature column with water pump	70 No	£3,000 per unit	Potential 'arts' funding / sponsorship / manufacturer supply as 'showcase' for products.	£21,000.00
				<b>£86,542.66</b>

## Cost Table

Adjacent is a table of costs associated with the delivery of the proposals. In addition to review sources of funding, we have made initial enquiries to gauge the likely involvement/sponsorship and supply of key elements. In summary we envisage the proposals can be delivered through public and private sector fundraising, volunteering, sponsorship and donation.

- Donation of seeding – local plant nurseries/British seed suppliers
- Supply of walkways – 'Eco deck' buy back scheme/ supply and return
- Lighting/Signage/Interpretation – potential 'arts' funding/ sponsorship/ manufacturer supply as 'showcase' for products
- Seed 'pods' – initial supply with 'pay back' resulting from pod sales/ business sponsorship in return for advertising
- Labour – RMJM volunteer leave/ local business sponsorship/ tie in with Local Education & training initiatives/ Social Enterprise partnerships





# loom to bloom

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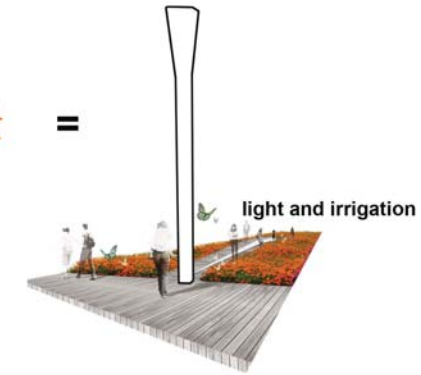
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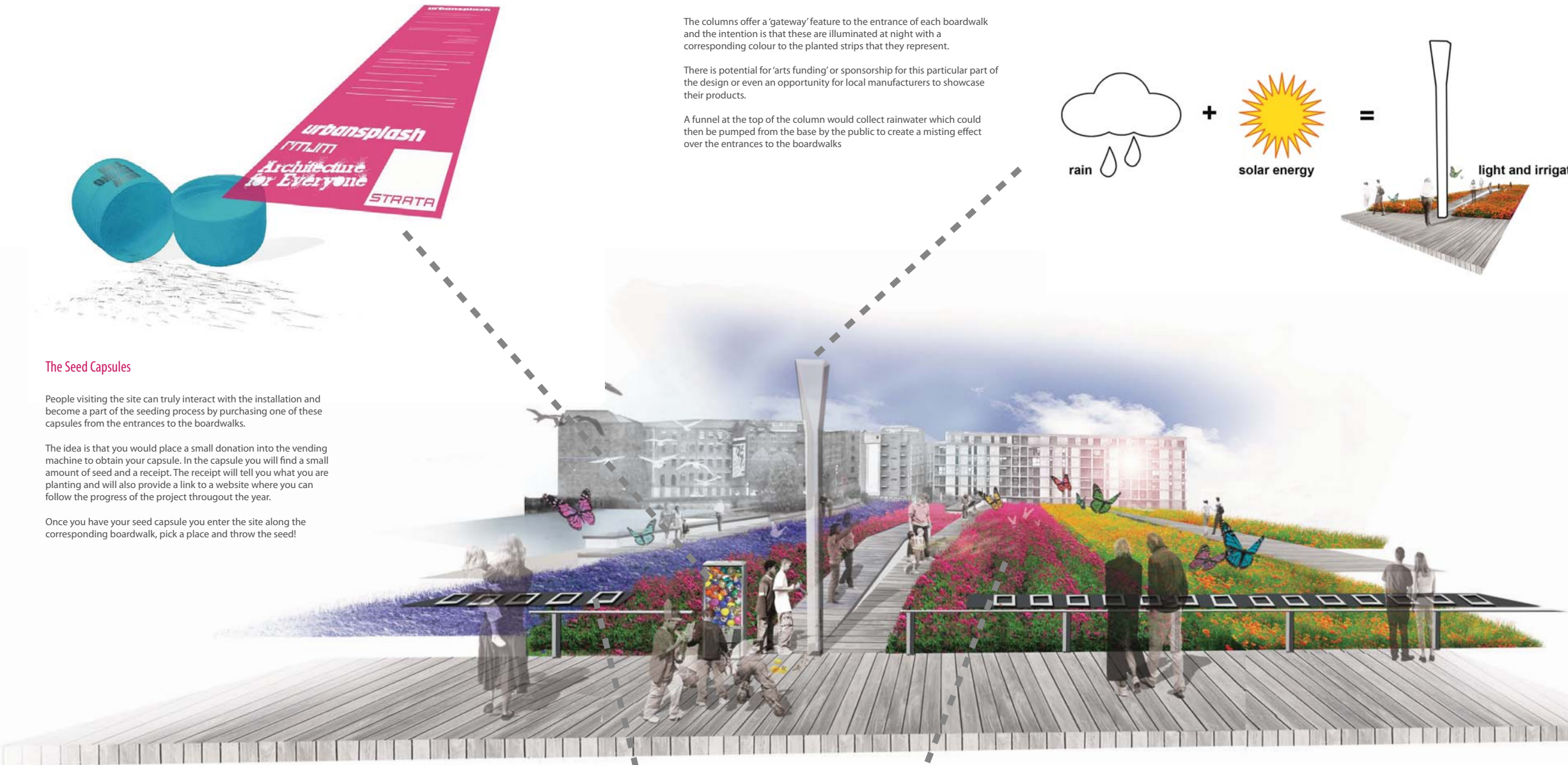
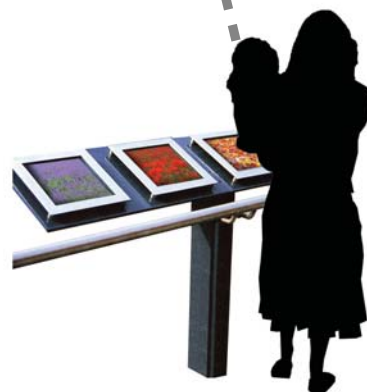
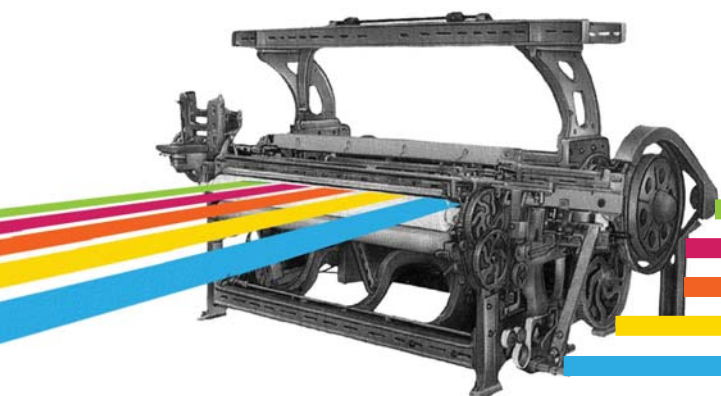
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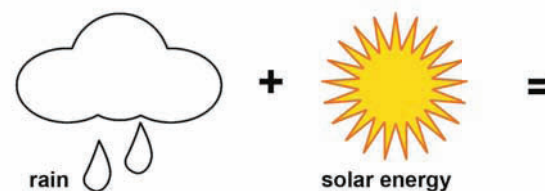
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# loom to bloom



Feature Column with LED Lighting and Water Pump  
- tapping into nature's resources



Cornflower species for instant colour



The Seed Capsules - Get involved in the process by purchasing one from the vending machines!



Information Boards evolve to document the progress and the community groups that have been involved



Documentation - Timelapse cameras film the process that can be followed on a designated part of the New Islington web-site

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