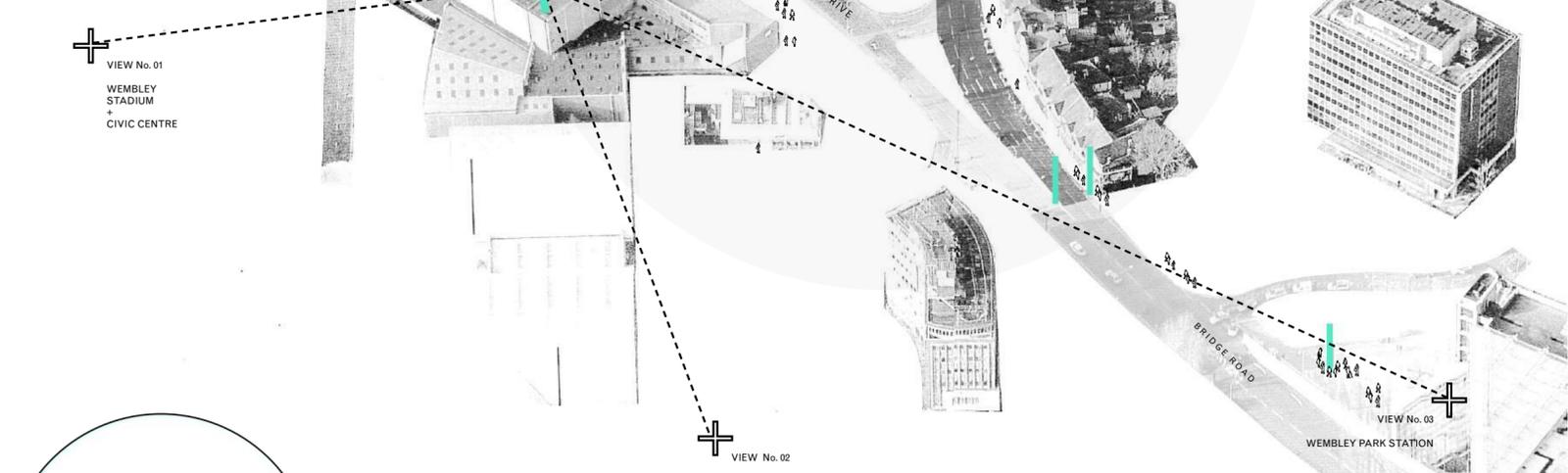
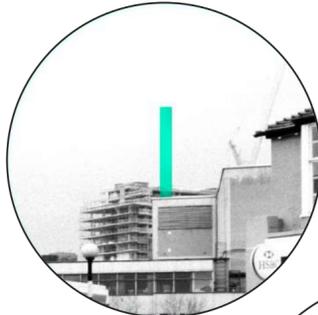
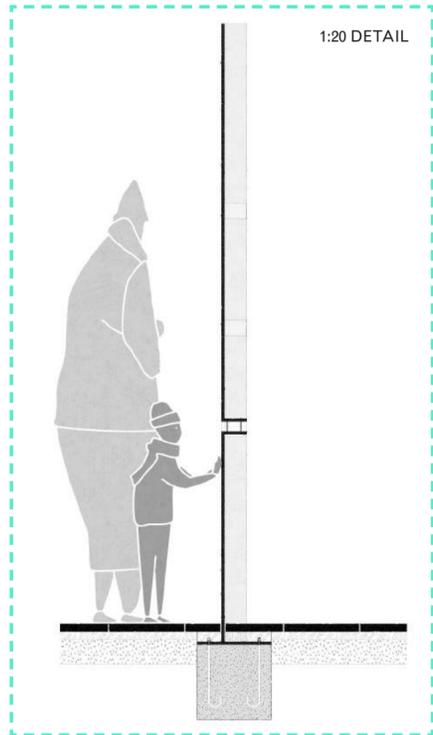


Finishing the Folly



In 93 steps you can

- Go for a pint
- Eat from Lahore to Rome
- Rome to Beijing
- Beijing to Istanbul
- Istanbul to Tennessee
- Tennessee to Wembley
- Get a haircut
- Buy some flowers
- Plan a party
- Ask advice from the pharmacist
- Buy some milk
- Get your nails painted
- Book your next holiday
- Buy DIY supplies
- Organise your finances
- Pick up a bottle of wine
- Print your CV
- Get your mum a card
- Seek legal advice
- Buy a house
- Go the bank
- Dry clean that coat
- And find a folly

The proposal is a series of way finding columns that respond to the visual disconnect between key pedestrian routes and Wembley Park Drive high street. Through observing the high street at different times and conditions, from match days at Wembley Stadium, weekend trade and multiple occasions during weekdays from lunch to early evening - a spatial strategy was developed that best answers the aims identified in the brief.

The unified language of columns enable a visitor to identify the high street through the repetition of the distinctive geometric form. Visible from afar, the aesthetically unified rooftop beacon and street level columns draw attention to the under-utilised high street. The rooftop column will be constructed as a permanent cold air inflatable; lit up at night to act both as a landmark as well as compliment Jan Kattein Architects new lighting proposal. The way finding column's will be constructed using standardised Parallel Flange Channels (PFC) powdered coated in a pantone colour selected specifically for this project. This use of a low cost material in a unique way creates a strategy that is achievable within budget and gives scope for future expansion. The durability of the powder coated steel and its ease of installation makes for a cost effective project. We propose procuring the PFC from the Wembley based Britfil Steel Fab steel manufacturer.

The positioning of the columns in the public realm addresses an absence of threshold to Wembley Park Drive. In a similar manner to how a market entrance sign defines the market boundary, the columns assert the sense that the visitor has arrived at a destination. Perhaps most importantly the columns carry text listing the multitude of

shops and services available on the high street. We feel that place making is as much about place revealing; letting people know what Wembley Park Drive can offer to them.

In addition to their functional purpose the columns deliver an engaging and whimsical message based on the historic Watkins Folly. Never completed the tower leaves a rich legacy of ambition and creativity to Wembley Park. Revealing this history each column has a viewing aperture in which an etched acrylic plate superimposes one of the 68 proposals from the 1890 competition in the contemporary landscape.

Pupils from local primary schools will be invited to draw a tower for Wembley Park Drive. The selected drawings will also be viewed through the columns revealing the pupils visions of Wembley Park Drive with the pupils names, age and material choice written on to the side of the column. Local shops will be encouraged to display other student entrants in their shop windows as a way of celebrating the new columns and shop front improvements. A final third aperture would look towards the next column along the route to the high street; a visual dot-to-dot embedding a sense of place.

This board is the start of a conversation and further engagement with the design team and the wide range of stakeholders of Wembley Park Drive including the shopkeepers, shoppers and Brent council.