

‘Art as aesthetic dividend in marketing urbanism:
'*What art?*' for '*What city?*' in the wake of the
Mega-Event?

A neon artwork consisting of the words 'KULTUR' and 'KAPITAL' in blue neon tubing, separated by a red neon equals sign. The entire piece is set against a dark, textured background.

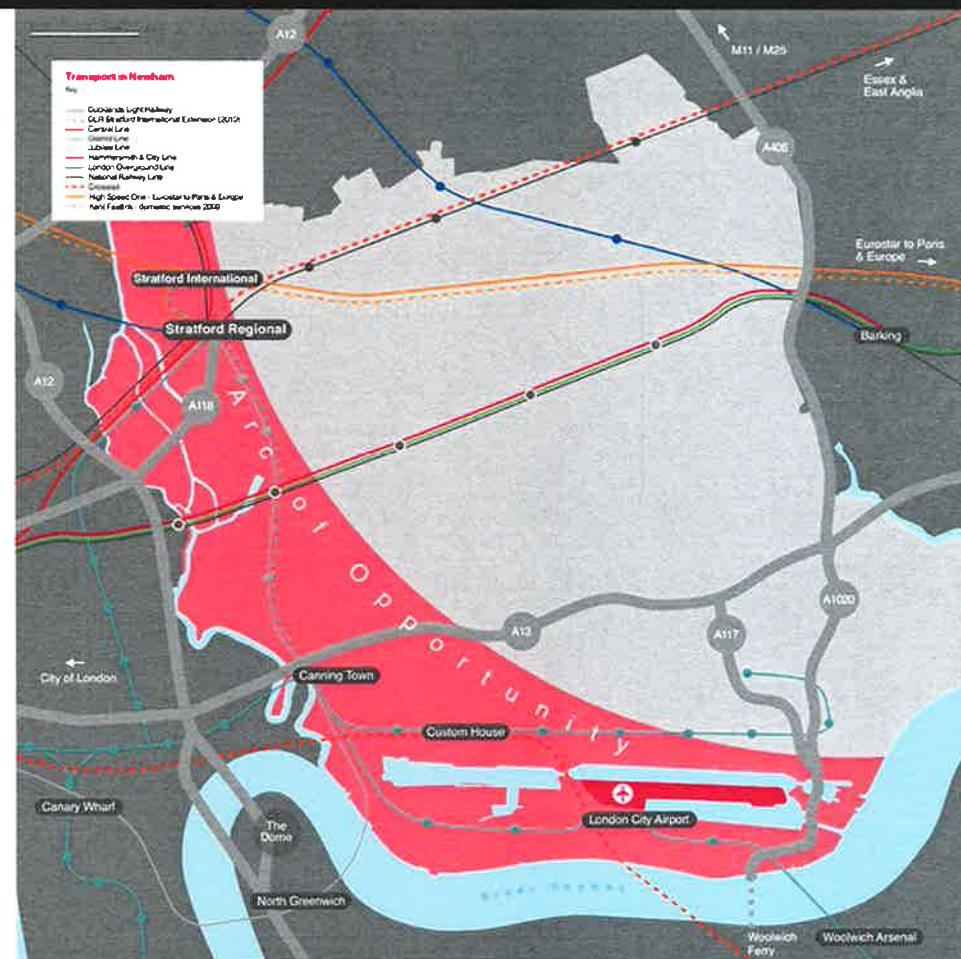
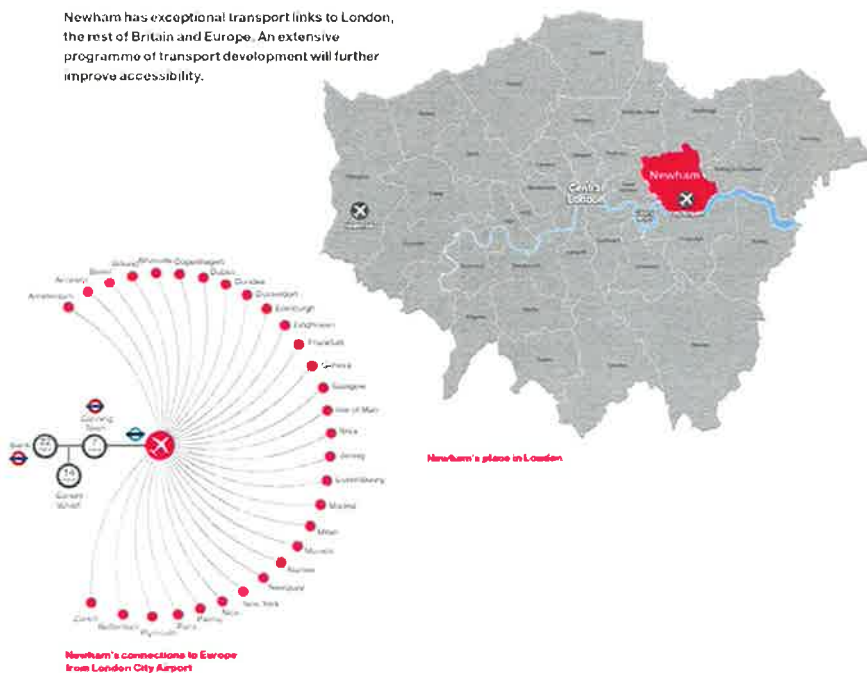
KULTUR = KAPITAL

Alfredo Jaar, Kultur = Kapital, 2012, neon tubing, 800 x 100 cm.



...you are connected to the world

Newham has exceptional transport links to London, the rest of Britain and Europe. An extensive programme of transport development will further improve accessibility.





convergence

(kuhn-ver-juhns) n:

Within 20 years the communities who host the 2012 Games will have the same social and economic chances as their neighbours across London

Strategic Regeneration Framework

**An Olympic legacy
for the host boroughs**



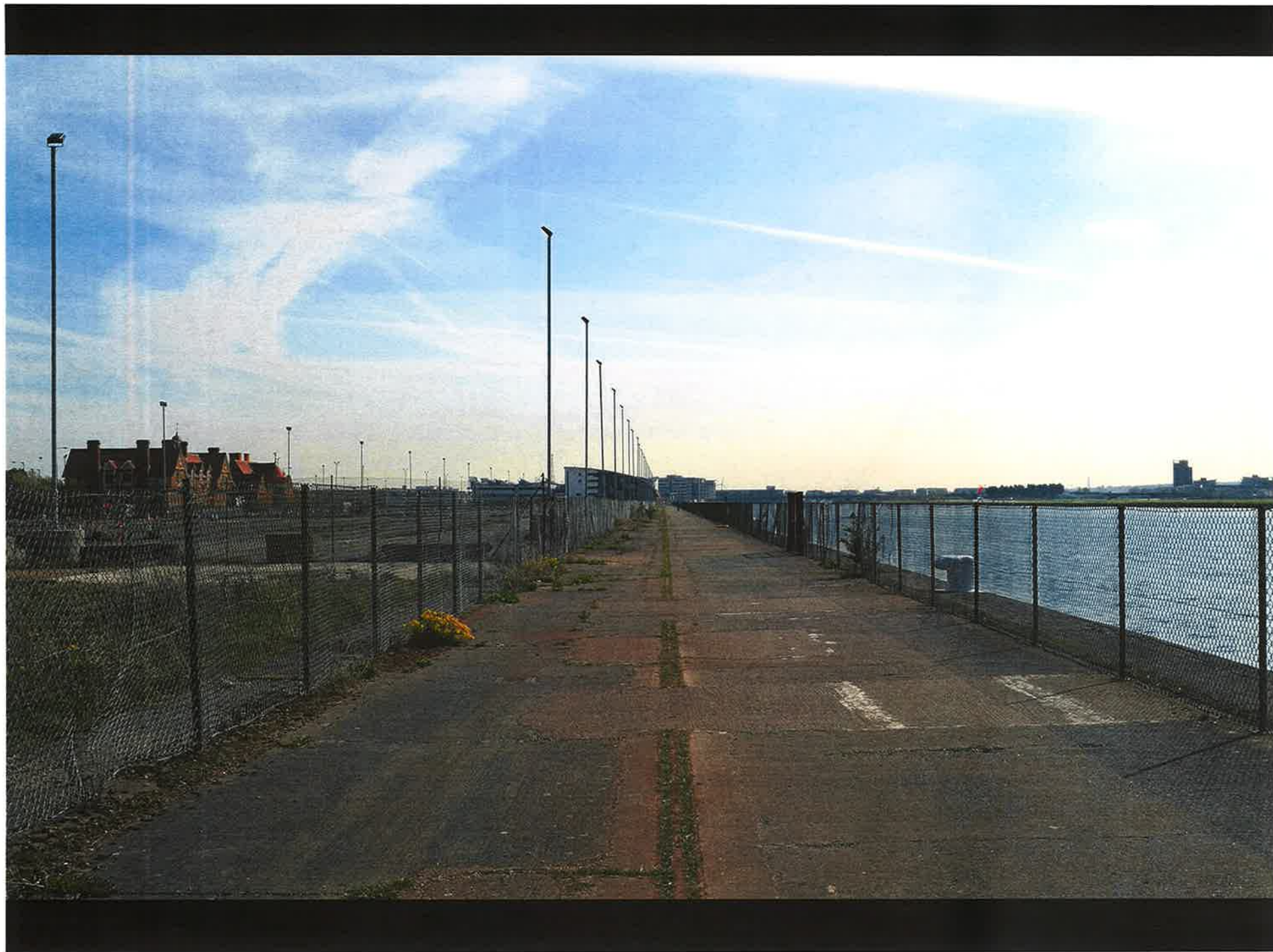
'The Joseph Rowntree Trust (2011) summarises these concerns well: the coalition's regeneration strategy 'favour(s) more prosperous growth areas at the expense of more deprived places. This risks increasing the gap between deprived and affluent communities and also risks creating a spiral of decline in certain deprived areas'.

Lees L., Melhuish C. 'Arts-led regeneration in the UK: The rhetoric and the evidence on urban social inclusion', 2013

'One of the paradoxical impacts of the Olympics on its host cities is to make them more like themselves and consequently less like each other. London is no exception to this rule. The 2012 Games confirmed the shift in the city's centre from West to East whilst at the same time highlighting the social divisions which that geography has traditionally mapped'

Cohen, P. 'On the wrong side of the Track: East London and the Post-Olympics, 2013.

LONDON CITY ISLAND - CANNING TOWN
(BALLYMORE)





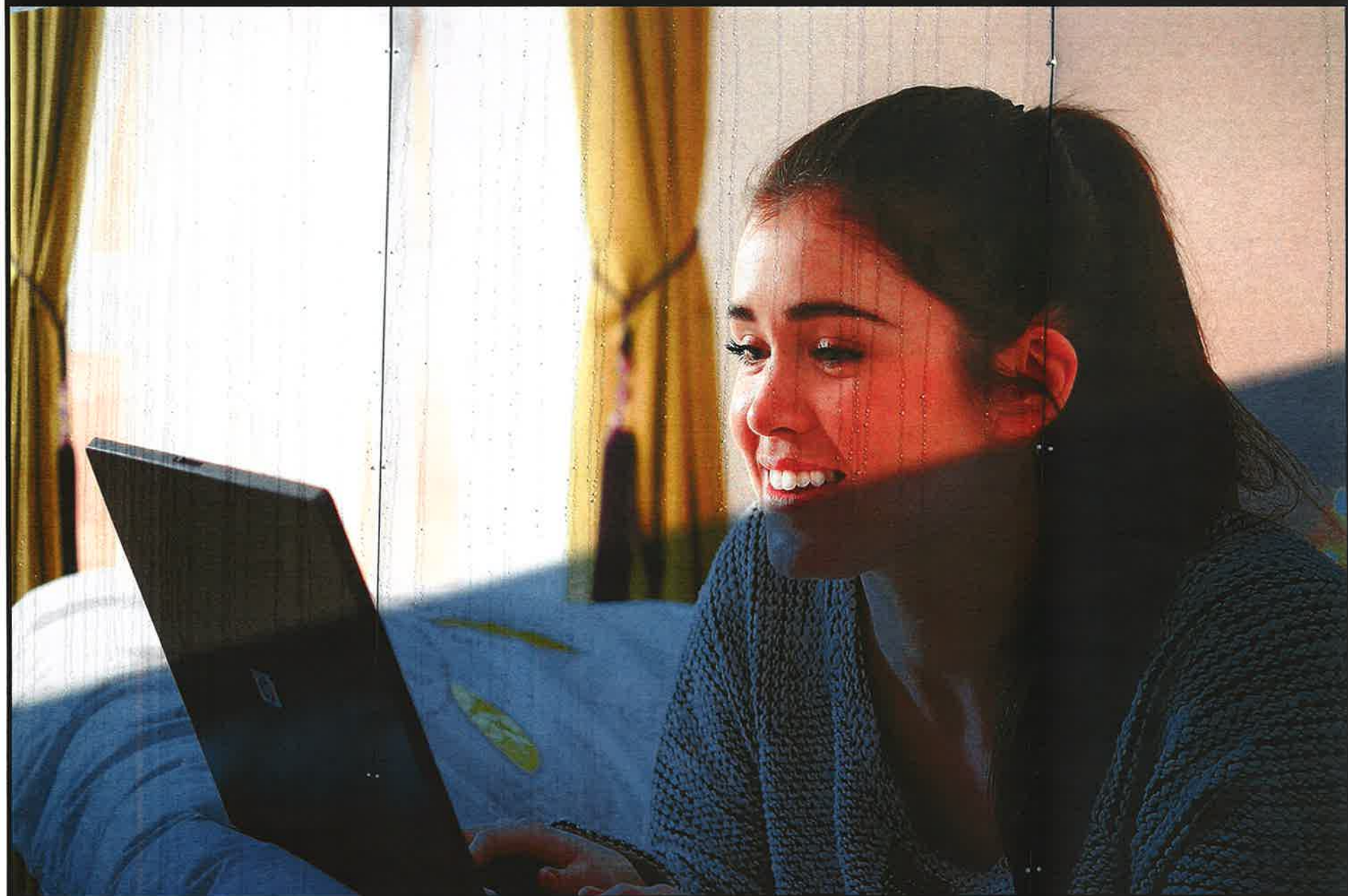


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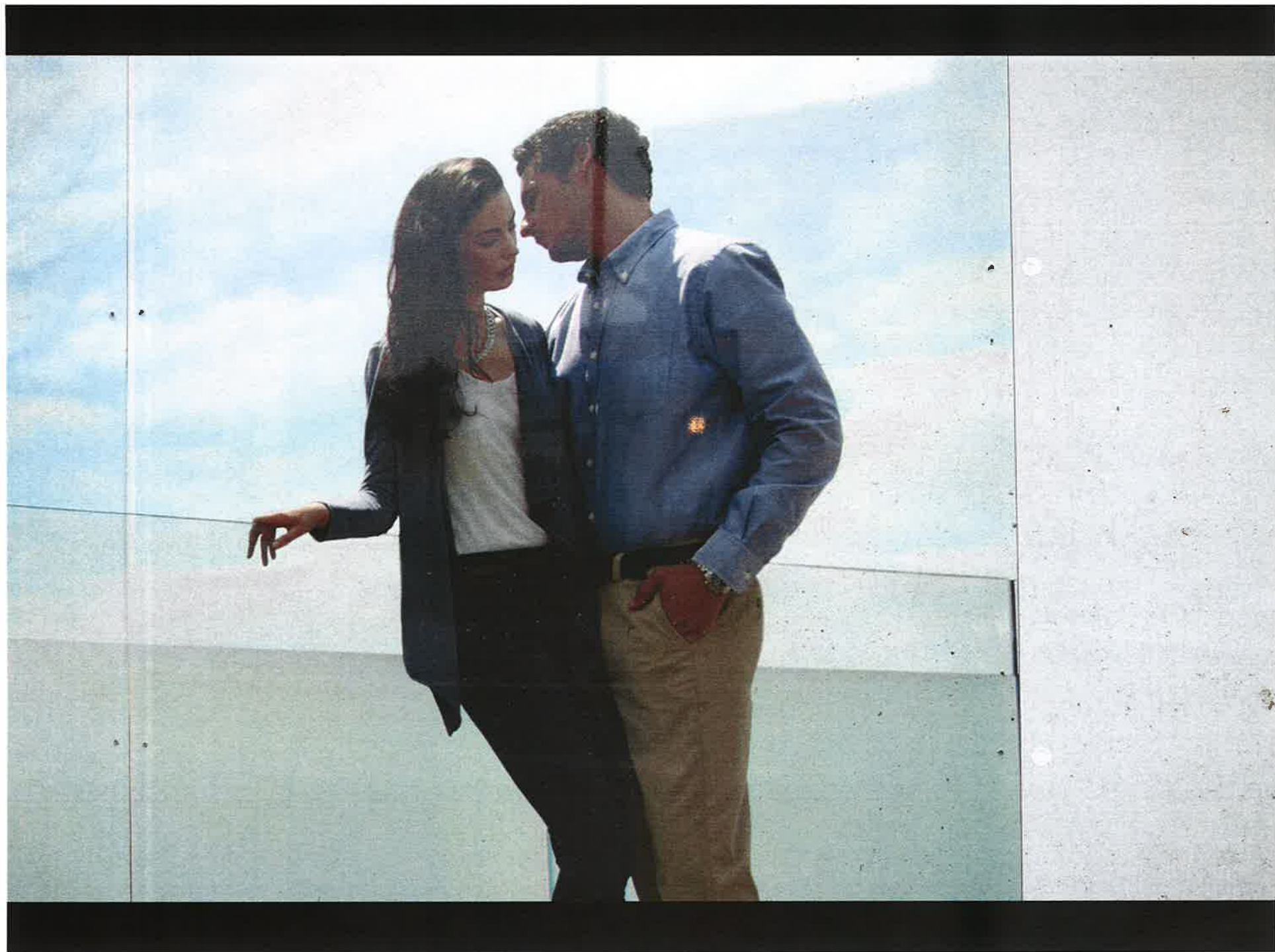
Dan Kitwood / Getty Images News

















'Neighbours'

Created by Pirate Technics
April 2013

Commissioned as part of the Southbank Centre's
Festival of Neighbourhood with Mastercard 2013

east village
london

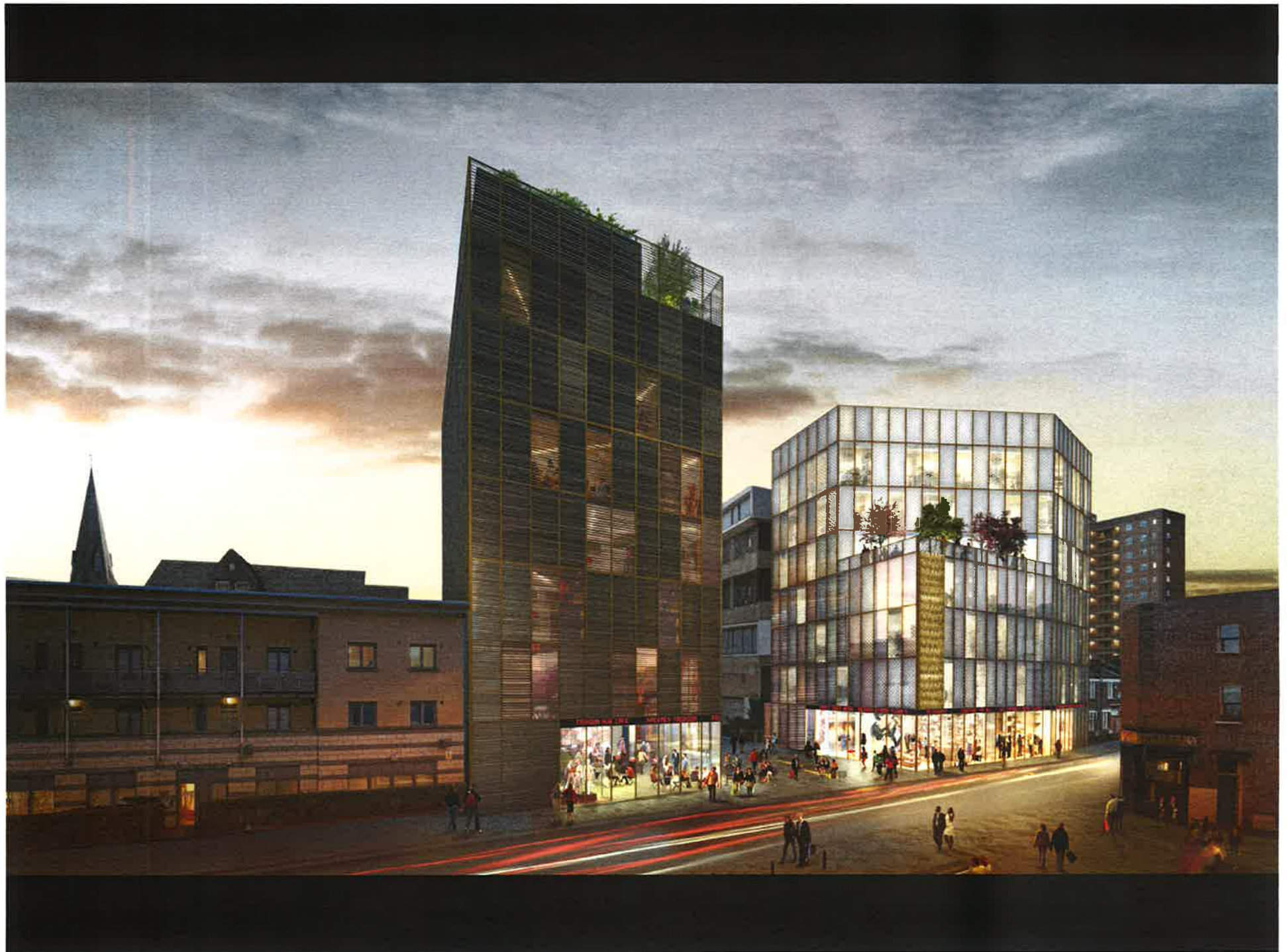
'Justice has a geography and the equitable distribution of resources, services, and access is a basic human right'

Edward Soja, *Seeking Spatial Justice*, 2010.

'Those vested with the power to produce the physical spaces we inhabit through development, investment, planning (and their antitheses) – as well as through grassroots embodied activisms – are likewise vested with the power to perpetuate injustices and/or create just spaces.'

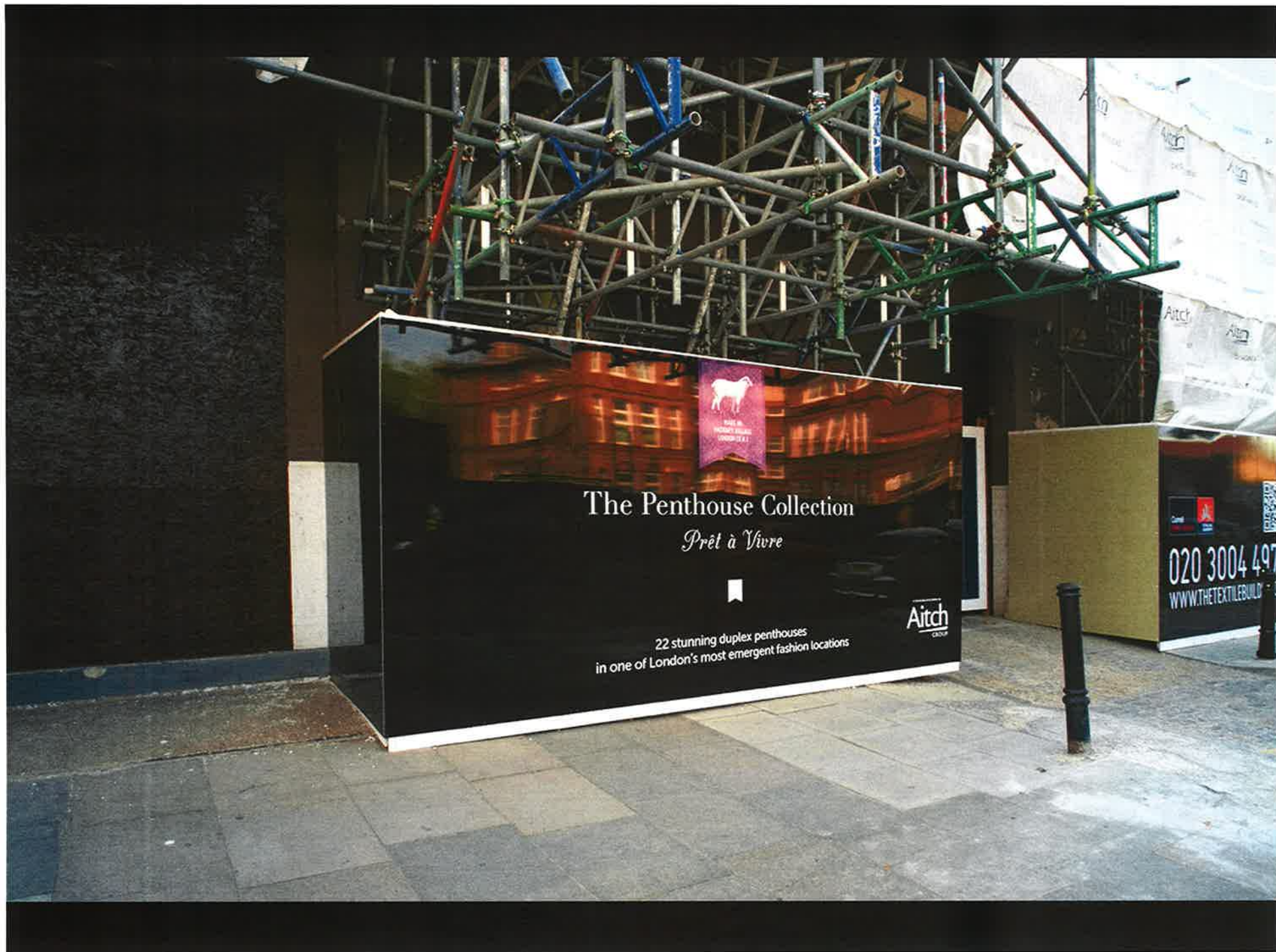
Ava Bromberg, Gregory D. Morrow, Deirdre Pfeiffer

<http://criticalspatialpractice.blogspot.co.uk/2007/08/spatial-justice.html>









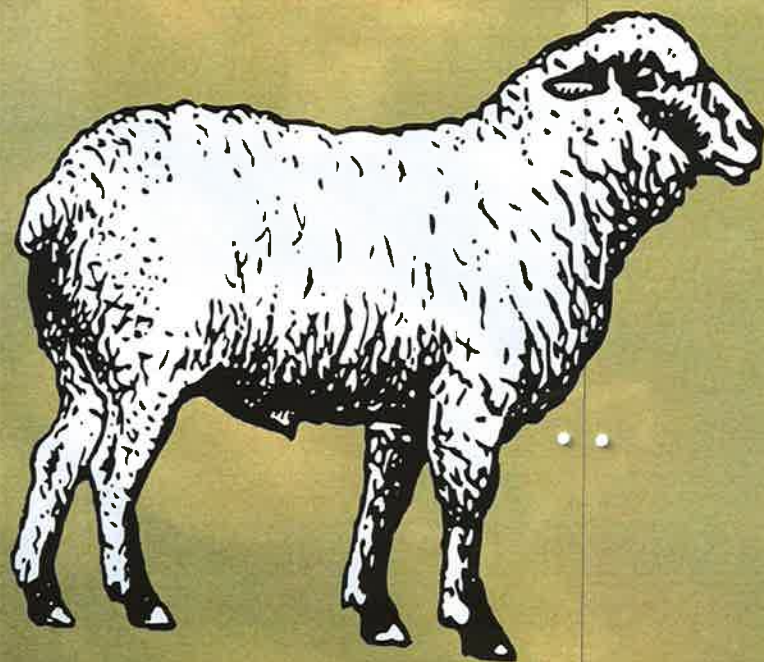
The Penthouse Collection
Prêt à Vivre

22 stunning duplex penthouses
in one of London's most emergent fashion locations

Aitch
GROUP

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MADE IN
HACKNEY VILLAGE
LONDON (U.K.)



The Penthouse Collection

Prêt à Vivre

HOME

DESIGN

LOCATION

TRANSPORT

SPECIFICATION

PLANS

CONTACT

A BRAND NEW DESIGNER LABEL

LEADING ARCHITECT DAVID ADJAYE HAS
RECENTLY BEEN COMMISSIONED TO DESIGN A £100
MILLION FASHION HUB: A COMPELLING, LIGHT-
FILLED RETAIL ENVIRONMENT THAT CAPTURES
HACKNEY'S CREATIVE ENERGY.

In addition to creating space for many leading fashion houses
and brands, the proposal includes design studios, galleries, a
café and a restaurant. The first project of its kind in an inner-city
location and a unique centre for the local design community,
Hackney is destined to become the East End's leading luxury
fashion "hub".





MEET THE TEAM

Manhattan Loft Corporation

As one of Britain's most innovative property companies since 1992, Manhattan Loft Corporation has developed some of London's most renowned developments. No two Manhattan Loft Corporation projects are alike; our work includes the restoration of the St Pancras Renaissance Hotel, Soho Lofts in Wardour Street Soho W1, No 1 West India Quay in Canary Wharf E14, Bankside Lofts neighbouring the Tate Modern in SE1, Ealing Studios in Ealing Green W5 and it is currently working on a staggering new skyscraper in Stratford, Manhattan Loft Gardens. To find out more, visit [Manhattan Loft Corporation](#)

[Manhattan Loft Corporation](#)

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Chatham Works Ltd

Chatham Works Ltd is a family run business. We are experienced fashion retailers and through the Bloomsbury Group own various retail businesses. We work closely with the fashion industry and designers and are using our key connections to attract some of the most high profile fashion retailers to Hackney.

Adjaye Associates

The proposals are being designed by international architectural practice, Adjaye Associates. We are well known for bringing forward innovative and high quality designs. Previous projects include work for the Smithsonian Museum in Washington, the Nobel Peace Centre in Oslo and the Rivington Place global art centre in Shoreditch. To find out more, visit [Adjaye Associates](#). Adjaye Associates head David Adjaye was recently named the most influential black person in Britain. [Read more in the Guardian.](#)

[Adjaye Associates](#)



NEWHAM'S MAYOR ROBIN WALES IS EXCITED. BUT WHAT IS THE REAL OLYMPIC LEGACY?

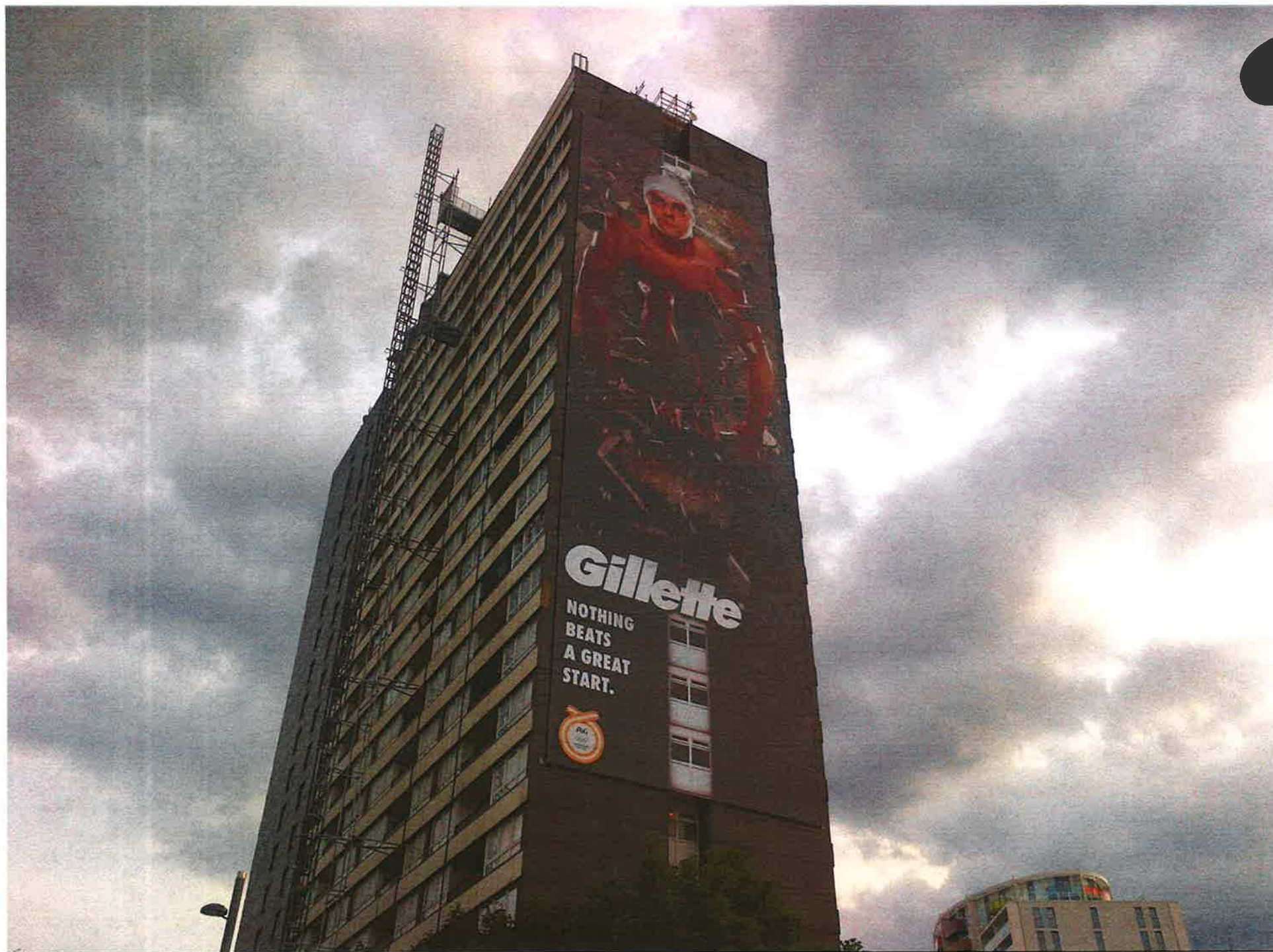
LOOK BEHIND THE SCENES **SAT** 21/07/12

12noon THE UNOFFICIAL GENTRIFICATION TOUR

3.30pm FILMSCREENING 'ON THE EDGE'

PICNIC & BBQ STARTING AT 5PM ON THE ESTATE

 A hand-drawn map of the Newham area, showing the location of the development and the route for the tour. The map includes labels for 'NEWHAM', 'OLYMPIC STADIUM', and 'THE ESTATE'. It also shows the 'A100' road and the 'A101' road. The map is drawn in a sketchy, hand-drawn style.

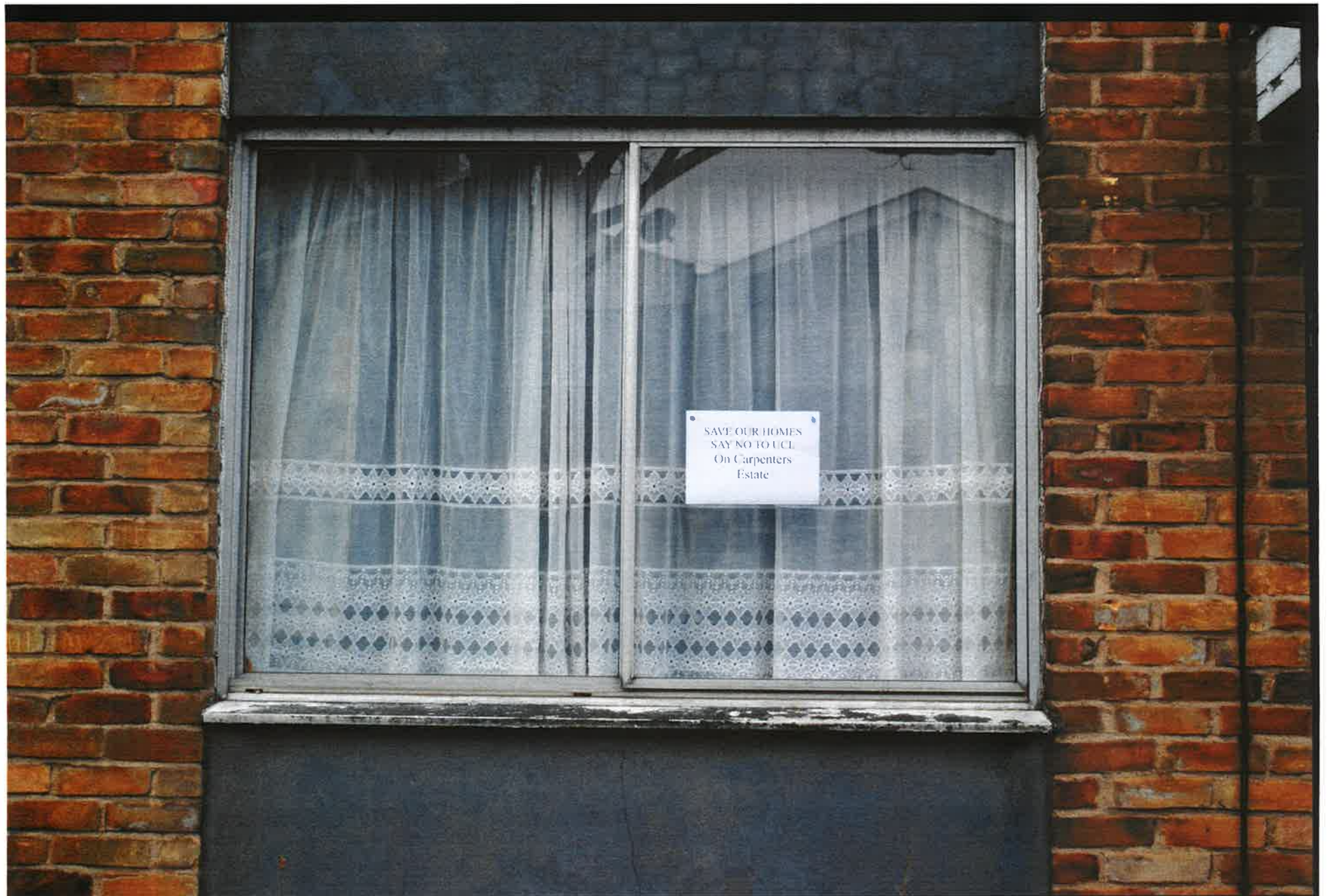


Image from lovelondoncouncilhousing.blogspot.com Andrea Klettner

'These studies illustrate how the 2012 Olympics, alongside other regeneration schemes, is changing the nature of space and place from the perspective of existing East London residents and how gentrification is implicated in such transformations.

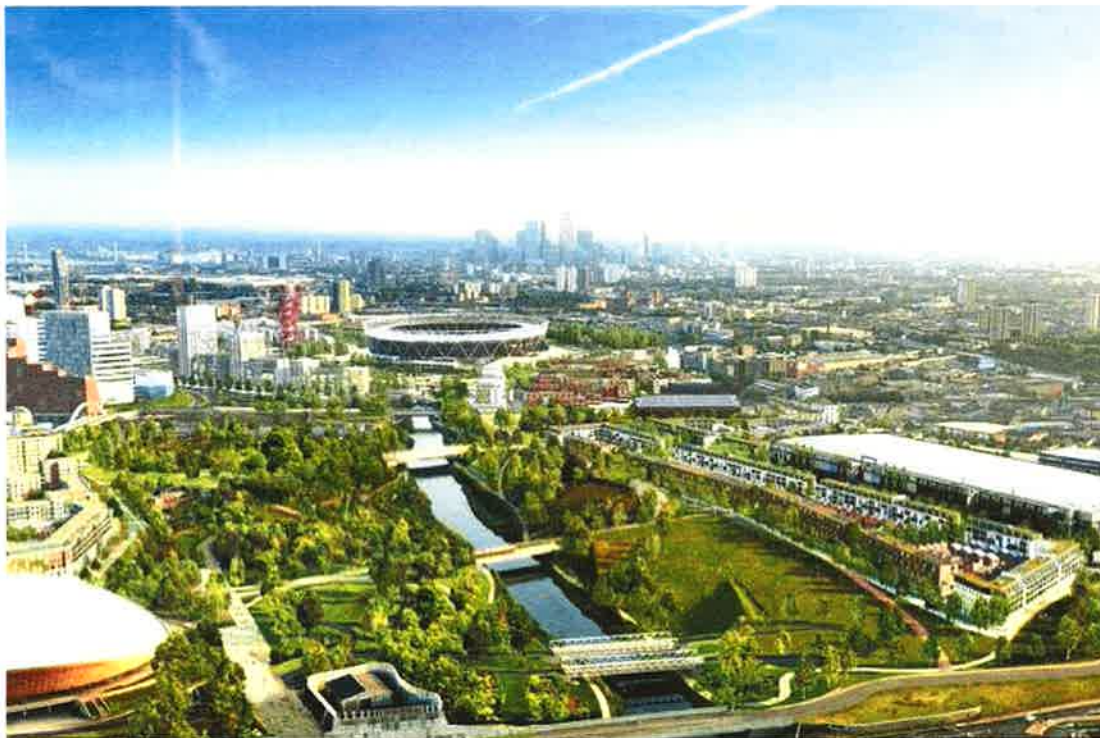
Neither the Carpenters Estate residents nor the young people think that the Olympics and other regeneration schemes in Newham are primarily occurring, if at all, for their benefit—indeed, displacement processes may well mean that they are no longer able to live in their current neighborhood.

The Olympics legacy is for others, not for them.'

Watt, P. "It's not for us' Regeneration, the 2012 Olympics and the Gentrification of East London", 2013

'Olympicopolis': Multi-million pound cultural hub planned for Olympic Park

V&A and UCL lead rush to the East End which will create 10,000 jobs and boost economy by billions



Plans: Developers claim the Olympic Park project will deliver 10,000 jobs to the East End

'...The 'Olympicopolis' vision takes its inspiration from Prince Albert, husband of Queen Victoria, who used the proceeds of the 1851 Great Exhibition to create 'Albertopolis' - the Exhibition Road site in South Kensington that is today considered one of the world's pre-eminent scientific, educational and cultural hubs...

The scheme marks a shift in the Mayor's vision for the future of the Olympic Park from a focus primarily on housing to one on jobs and growth...

The one kilometre stretch of waterfront would also attract other British arts institutions and feature bars, cafes and around 1000 new luxury flats which could help fund the project.



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Stratford to be new Manhattan in £10m Olympics facelift



Boulevard of dreams: a computer image of how Stratford High Street might look once planned developments are built



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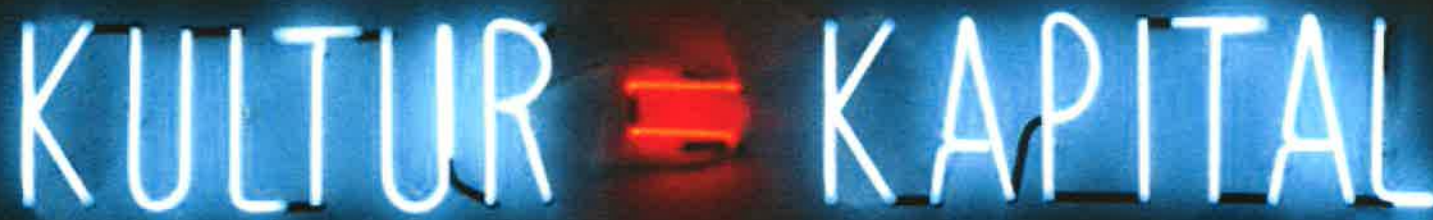
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A neon artwork consisting of the words 'KULTUR' and 'KAPITAL' in blue neon tubing, separated by a red neon equals sign. The entire piece is set against a dark, textured background.

KULTUR = KAPITAL

Alfredo Jaar, Kultur = Kapital, 2012, neon tubing, 800 x 100 cm.

Walthamstow town centre is about to be transformed into a vibrant new residential and entertainment hub. The Scene at Cleveland Place will be the new lifestyle destination for Walthamstow – the place to live, shop, dine and enjoy.

Description of The Scene, new development by Hill Residential Ltd.

Staging screenings in a selection of unexpected locations, the gothic, enigmatic and eccentric elements of the borough have been explored, which may have unconsciously inspired the great man. This project forms part of a programme of events leading towards the opening of the new Empire Cinema in late 2014 – returning a cinema to the borough after a ten year absence – which will form part of a major regeneration project, The Scene at Cleveland Place, a new leisure destination for Waltham Forest.

Hitchcock's East End, CREATE project commissioned by Hill Residential Ltd.

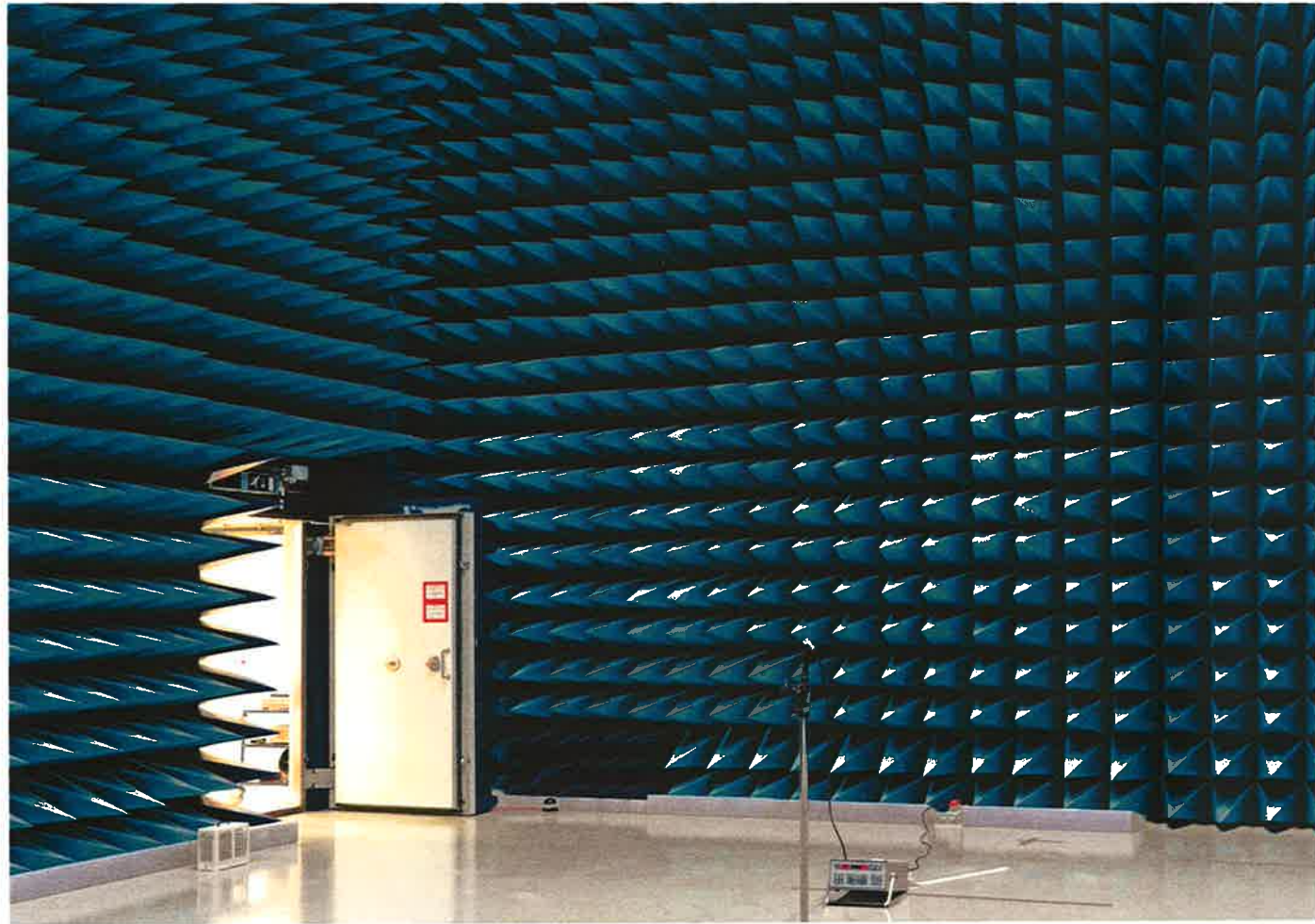
2013 PORCUPINE: *a kind of street library*

Carpenters Estate, Stratford, London

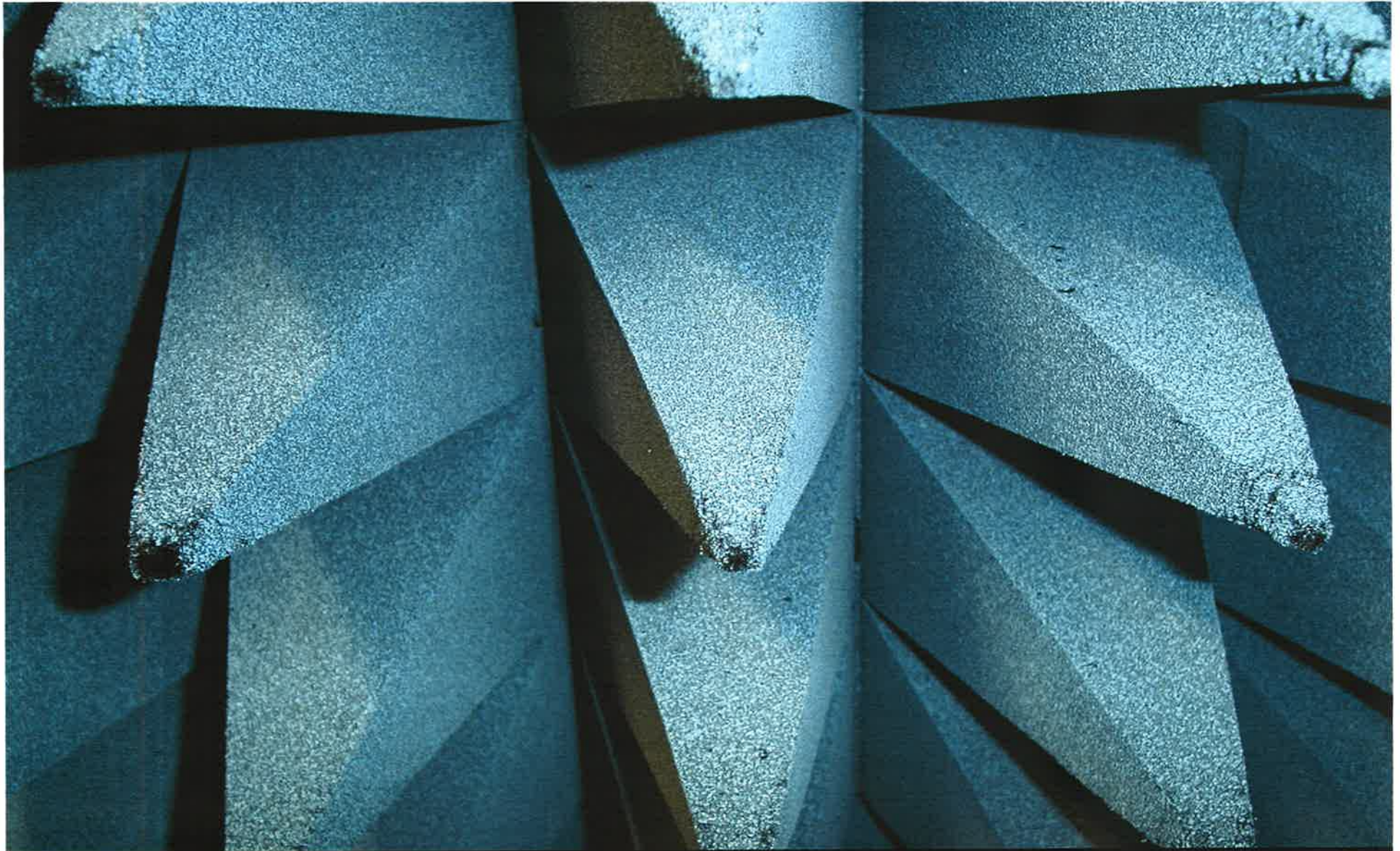
Partners: Carpenters Estate Residents Group

Proposal for Artangel Open 2013

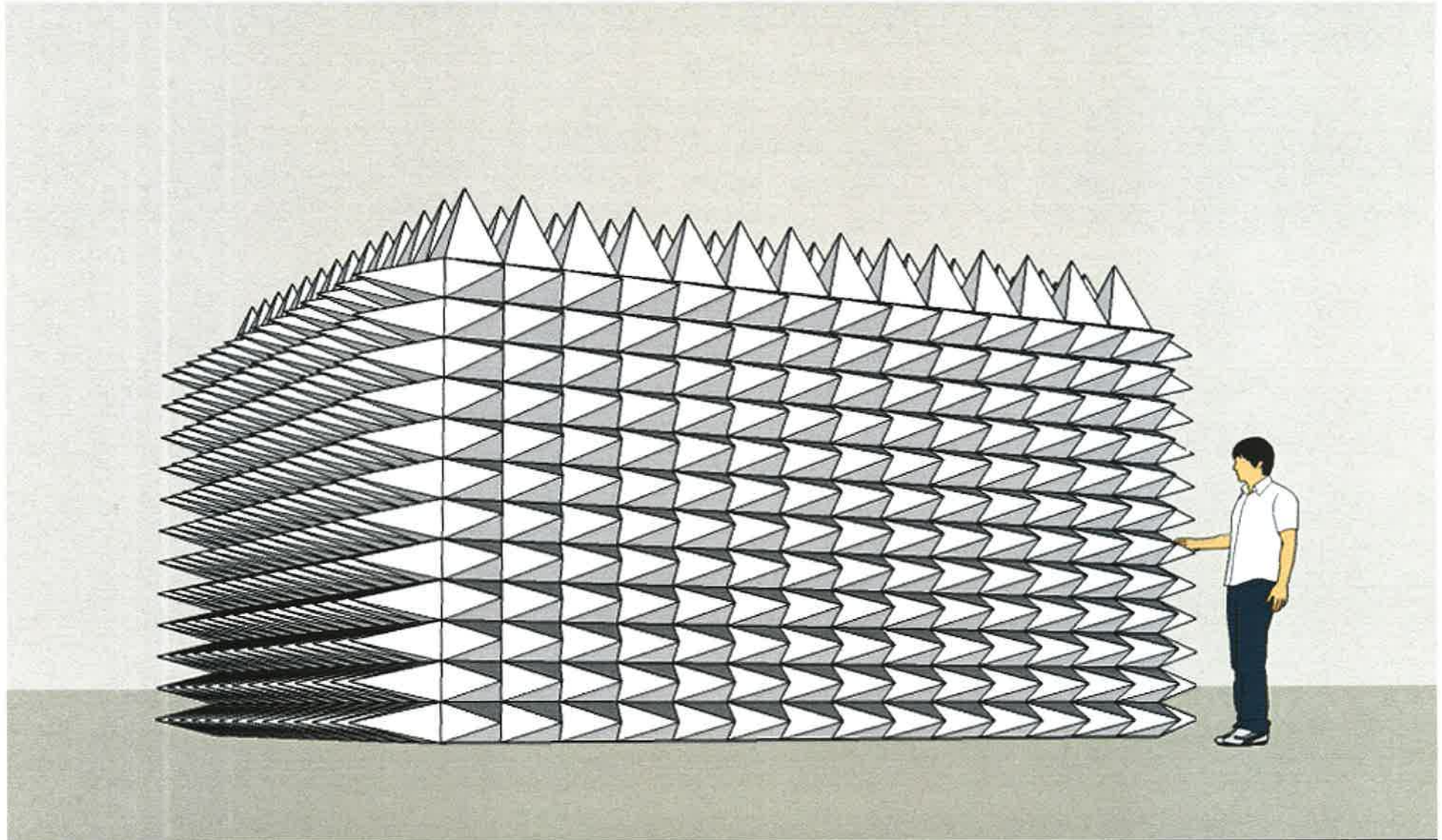
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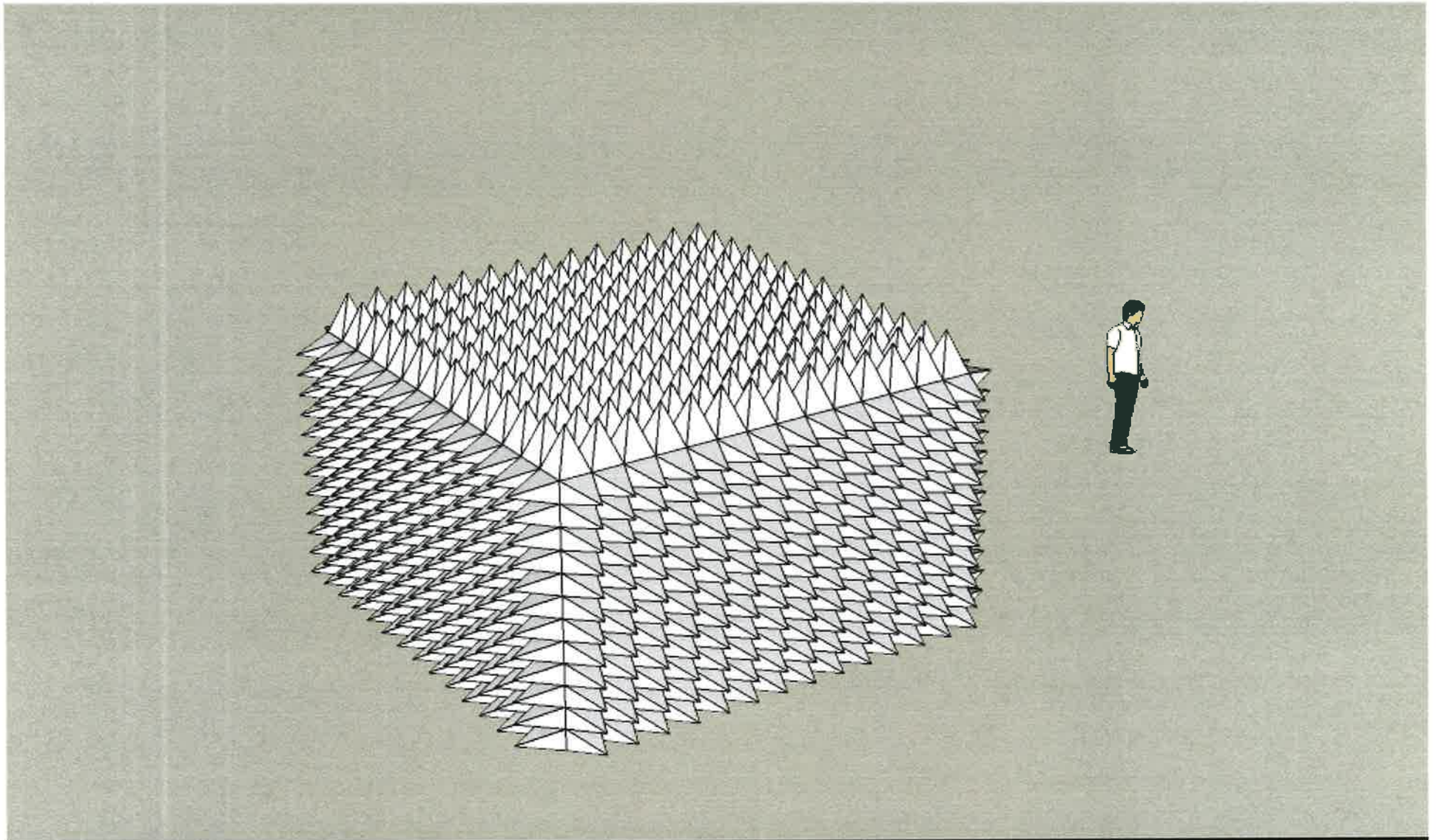
The project '*PORCUPINE: a kind of street library*' involves the fitting of a purpose-made **anechoic chamber** within the top floor flat of one of tower blocks of the Carpenters Estate, In this unique environment, –for a few weeks the location of the *BBC live studio of the Olympic Games in 2012*– the voices of some of its residents will be recorded.



The resulting recordings from these sessions will then be processed into shorter fragments of speech to inform the aural part of *a sculptural object* of the same size of the anechoic chamber, located at ground level near the tower block.



The appearance of this public sculpture is derived from the distinctive wall protuberances specific of anechoic chambers; these sound absorbent shapes are literally turned inside out and transformed into tactile sound transducers activated by touch, each one of them will deliver a single, short fragment of recorded speech.



The appearance of this public sculpture is derived from the distinctive wall protuberances specific of anechoic chambers; these sound absorbent shapes are literally turned inside out and using tactile sound transducers activated by touch, each one of them will deliver a single, short fragment of speech from the recordings.



Until touched, the sculpture will otherwise remain silent, its library of voices enclosed by the modular architectural shell, part secret chapel - part impenetrable fortification.