



GATEWAYS TO WHITECHAPEL MARKET

Office S&M & Hannah Benihoud Studio

Building the Narrative...

There is magic in the clutter at Whitechapel Market. It is a place full of people, stories and the bustle of everyday life. Through a series of six gateway installations, we want to celebrate the unique character of Whitechapel Market.

Whitechapel was historically a gateway into London, and along Whitechapel Road there once was a great mound, the Whitechapel Mount, made from remnants of the city. It gave a sense of arrival and views of the surrounding area. Each of the new gateway installations along Whitechapel market reference this sensational moment in time.

Plotted around the East, West and Townhall Gateways, colourful replicas of the mounds with generous canopies create welcoming areas to dwell, rest, eat and socialise as you go about your daily shopping at the market or as you explore the area's unique offer.

At each gateway, codesigned community art with signage, lightboxes and Gobo-light projections, made together with you, illuminates all corners of Whitechapel Market. As a highlight, the Town Hall will be used as a canvas for illuminated artwork to transform the arrival experience in Whitechapel after dark. Each codesigned projection and lightbox adds moments of surprise, joy and everyday magic.

Beneath and around canopies, we are proposing a mixture of planted rain gardens and permeable surfaces. These introduce much-needed greening to a part of Whitechapel that is dominated by hard landscape, improving air quality and offering relief within a very active setting.

As a team, we are excited to work together with you. Led by Office S&M Architects, we bring an experienced team that is ready to resolve all complexities of this project, with artist Hanna Benihoud, lighting designer Light Follows Behaviour, structural engineers Simple Works, landscape architects Studio Supernatural and transport consultants Velocity.



IN COLLABORATION WITH

- Studio Supernatural
- Light Follows Behaviour
- Simple Works
- Velocity

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