

Whitechapel Gateways



LIVING TAPESTRY

GPAD

GPAD
BEYONDtheBOX
SHADE



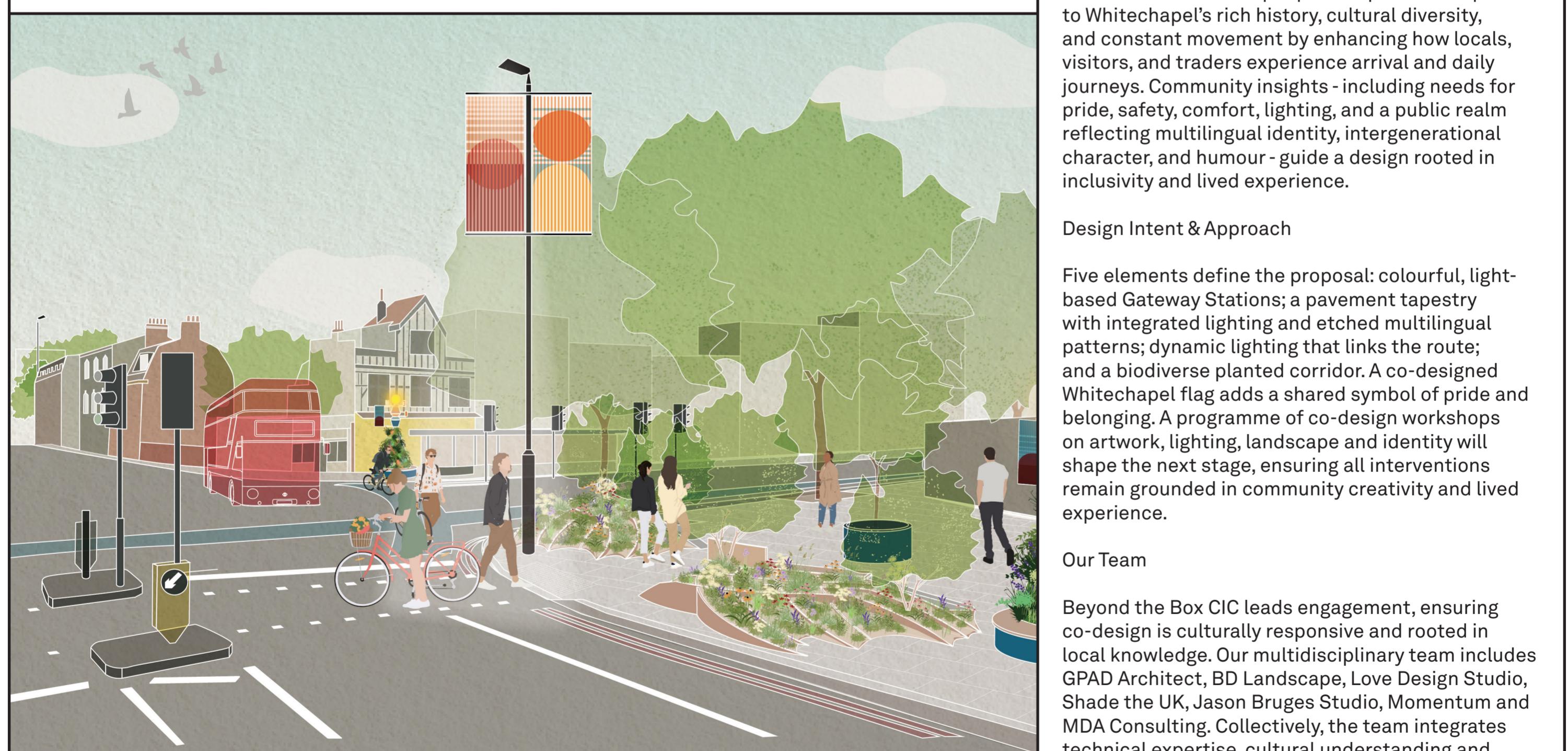
LOVE
DESIGN
STUDIO



JASON
BRUGES
STUDIO



momentum
transport consultancy



IN COLLABORATION WITH

- BD Landscape
- Beyond The Box
- Jason Bruges Studio
- Love Design Studio
- Momentum
- MDA Consulting
- Shade The UK
- Scotscape (Living Pillars)

A community-shaped gateway tapestry using light, landscape, colour and storytelling strengthens Whitechapel's identity, improving wayfinding and safety while celebrating its cultural richness, daily rhythms and deeply rooted sense of place.

Whitechapel Gateways | Living Tapestry

Project Context & Vision

Our Whitechapel Gateways proposal strengthens connections between people and place. It responds to Whitechapel's rich history, cultural diversity, and constant movement by enhancing how locals, visitors, and traders experience arrival and daily journeys. Community insights - including needs for pride, safety, comfort, lighting, and a public realm reflecting multilingual identity, intergenerational character, and humour - guide a design rooted in inclusivity and lived experience.

Design Intent & Approach

Five elements define the proposal: colourful, light-based Gateway Stations; a pavement tapestry with integrated lighting and etched multilingual patterns; dynamic lighting that links the route; and a biodiverse planted corridor. A co-designed Whitechapel flag adds a shared symbol of pride and belonging. A programme of co-design workshops on artwork, lighting, landscape and identity will shape the next stage, ensuring all interventions remain grounded in community creativity and lived experience.

Our Team

Beyond the Box CIC leads engagement, ensuring co-design is culturally responsive and rooted in local knowledge. Our multidisciplinary team includes GPAD Architect, BD Landscape, Love Design Studio, Shade the UK, Jason Bruges Studio, Momentum and MDA Consulting. Collectively, the team integrates technical expertise, cultural understanding and creative ambition to deliver gateway interventions that feel authentic, functional and uniquely Whitechapel.