

# Whitechapel Gateways



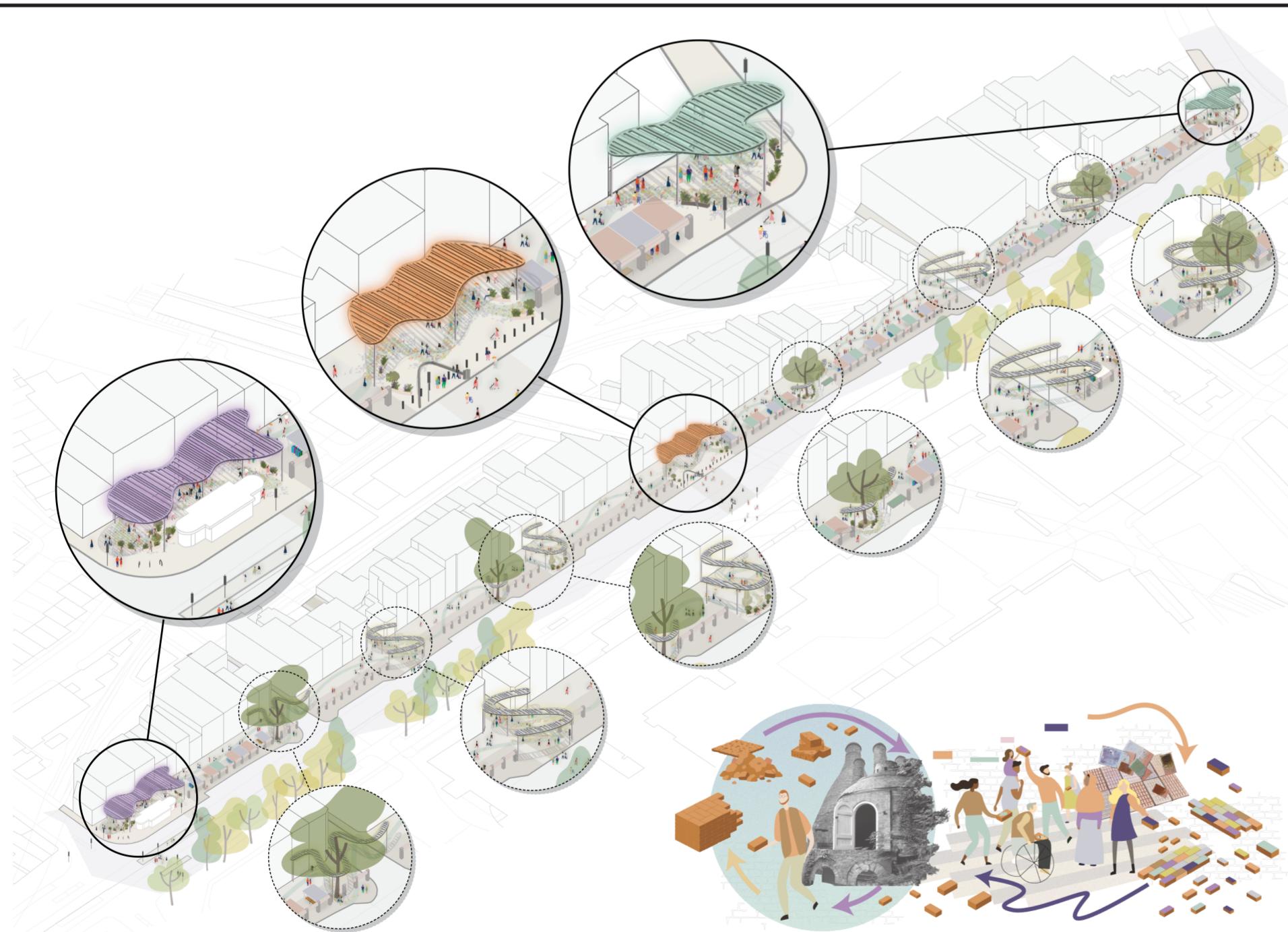
## ONE MILLION BRICKS

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 WILL SANDY  
Design Studio

JUSTINE  
FOX



IN COLLABORATION WITH

- Raskl
- Elin Eyborg Lund

**“Whitechapel’s new gateways are shaped by community hands and stories. Handmade bricks express local cultures and colour, creating a shared civic landmark that welcomes the city with Whitechapel’s distinctive spirit.”**

## Designed with Whitechapel

Whitechapel Market is one of London's most diverse streets. Our big idea is to create welcoming gateways that celebrate the life, colour and culture of Whitechapel. Colour plays a central role: research shows we share emotional connections to colour, and it can lift mood, support wellbeing and help people feel welcome and safe. We will develop the colour palette with the community through workshops and creative sessions, including voices often overlooked. These aren't single landmarks but a connected thread of small public spaces shaped by local people, creating a clearer, calmer and more enjoyable experience along Whitechapel Road.

“Our goal is simple: to design this with Whitechapel, not for Whitechapel.”

### What We're Proposing

We are proposing three main gateways at the west end, the station and the east end linked by smaller “pockets” along the road. Together, they create clearer arrival points and more welcoming places to pause, wait and meet. Across all locations, each gateway follows the same simple approach:

#### Ground Level: Community-made bricks

Local residents, traders, schools and community groups will help design and make the bricks that form the base of each space. Every brick can carry a personal mark, colour or story, embedding local identity directly into the street.

#### Middle Level: Greener, clearer spaces

New planting, accessible seating and uncluttered routes create more comfortable places to stop without interrupting market life.

#### Above: Light and shade

Lightweight overhead structures add natural light pattern by day and soft lighting at night, improving comfort and safety while keeping visibility open for safety and surveillance.