



Culture Mile: Summer Speculations

Overview

The City of London Corporation together with the Barbican, Guildhall School of Music & Drama, London Symphony Orchestra and Museum of London, has just launched [Culture Mile](#): a new district in the north-west corner of the City where creativity is fast becoming the most valuable currency. The Culture Mile will take 10-15 years to develop and will create a major destination for culture and creativity in the square mile.

The area of the Culture Mile stretches from Moorgate to Farringdon road, taking in the Barbican Centre, Guildhall School, Museum of London and Smithfield market along the way.

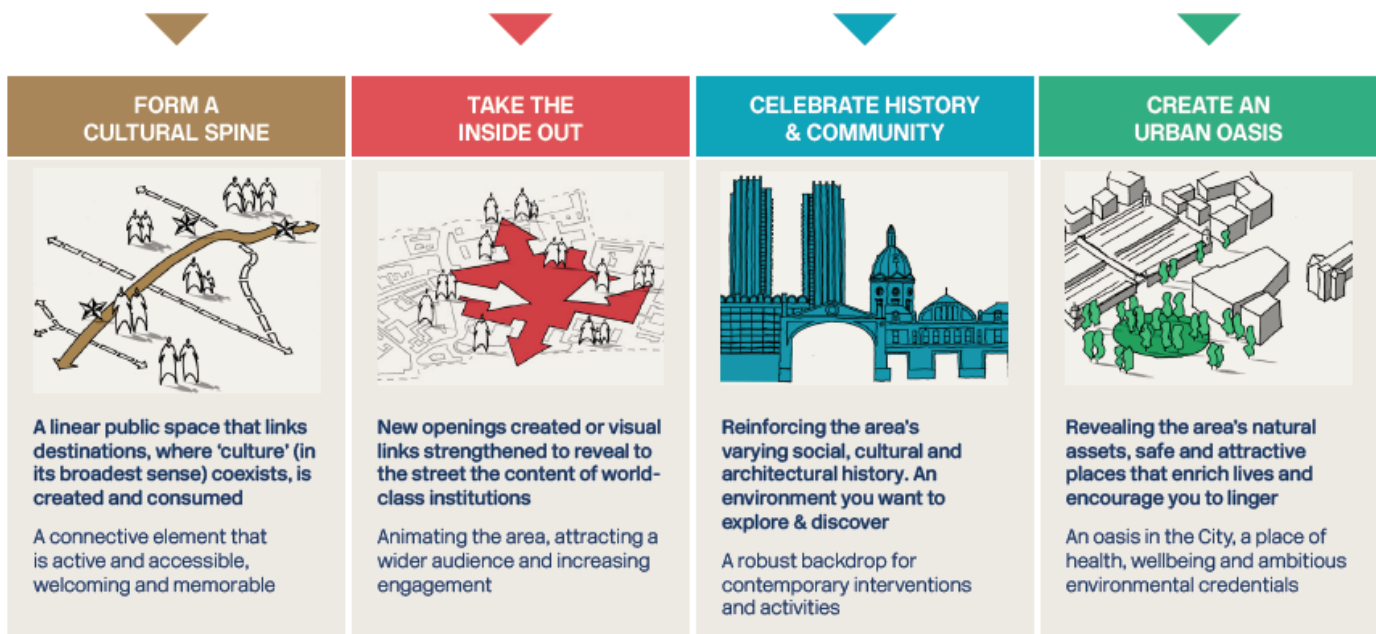
Over the next decade and beyond, the five partners, led by the City of London Corporation, will transform the area, improving their offer to audiences with imaginative collaborations, outdoor programming and events seven days a week. Links between venues will be improved and major enhancements to the streets and wider public realm will enliven the area which, as Culture Mile expands and flourishes, will be regenerated.

The City are working with Fluid to envisage transformed public spaces in this whole area, via a new public realm strategy.

Brief and Theme

A number of themes have emerged from the Culture Mile's new public realm strategy, developed by Fluid:

Create a series of connected places **forming a world-renowned destination that relishes its contrasts and places culture at its heart...**



This design competition brief relates to one of the main themes - 'Take the Inside Out'.

Entries should explore this concept, through answering the question:

Can you identify spaces and/or opportunities within the Culture Mile where we can bring 'the inside outside'?

- Entrants should focus on **innovative design, architectural or structural changes that can be implemented within the Culture Mile** to create an impact on the area's existing built environment.
- Entries must respond specifically to spaces within the Culture Mile area, whether that be the parks and gardens, the hidden lanes, the underground spaces, Beech Street tunnel, the night-time Smithfield meat market, or the Barbican podium level -notorious for getting lost in.
- Entries must show understanding of the cultural and other activity that goes on in the area already (e.g. Barbican performances; Museum of London exhibitions)
- Entries must engage with the idea of bringing cultural activity out onto the street, or making it visible from the street, or it being accessible by the general public via other platforms.
- Imaginative responses are encouraged; we are keen to speculate over a future that we haven't yet envisaged...

Submission Requirements

The entry must state the response to the brief both visually and via written text.

Per idea all entrants are required to submit:

- **At least one large image** (A1 size) that would be appropriate for an outdoor exhibition.
- **An overview** to summarise the idea (text and images)
- **Images/ text** appropriate for one page on the Culture Mile website.
- **Submitter Information Sheet** – to include the name of the idea/design, submitter name, one key contact for the submission, list of team members.

The entries will be judged by a panel that includes industry experts as well as core partners from Culture Mile.

Outcomes

The six shortlisted teams will have their work exhibited in the Culture Mile; they will take part in a crit about their proposal with members of the Culture Mile team; their images will appear on the Culture Mile website (www.culturemile.london); and they will receive a small honorarium.

The winning team will receive the above and will also be commissioned by the City to create an installation as part of the Culture Mile pop-ups– a range of temporary art installations, gardens and signage signalling the first steps in the animation and transformation of the area.

Terms of Entry

- Teams must include recently qualified professionals/ recent graduates
- Teams can be a mix of architects, landscape architects, designers, artists and others
- Responses to be submitted by Thursday 7th September, 17.00 to helen.kearney@cityoflondon.gov.uk in pdf format.