Judea

Nath

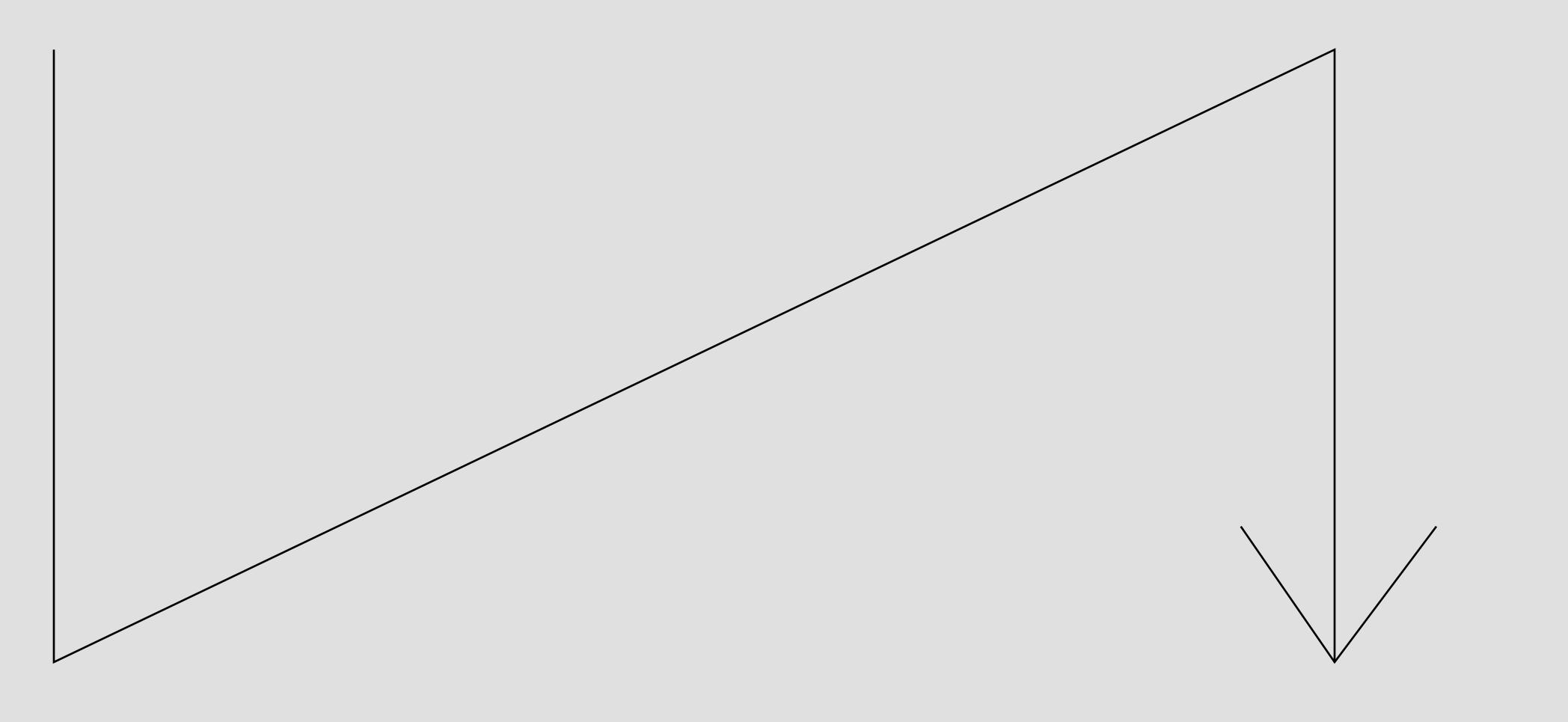
THE KERB SIDE STRATEGY

Ben

Lulu

01 Insights

03 Design



02 Strategy

04 Forward

01 Insights

03 Design

01 Insights PLACE & PEOPLE



Frogley Road (SIDEVIEW)

01 Insights PLACE & PEOPLE



Frogley Road (FRONTVIEW)



"We were so mad when Cafe Nero moved across the road"



A more suburban and urban amience prevails, with <u>delicatessens</u> and <u>gastropubs</u> aplenty, alongside an <u>upmarket butcher</u>, <u>fishmonger</u> and a <u>new cinema</u>; a <u>market</u> in North Cross Road plus several much-loved <u>Indian restaurants</u> all testify to an undeniable whiff of affluence, rivalled now by the aromas of raclette and pulled pork.



PLACE IDENTITY

A defiantly independent and individualistic environment

01 Insights PLACE & PEOPLE



PEOPLE MAKES THE PLACE





Street furniture is surely one of the most accessible forms of design, since it excludes no one.





Visitors

Businesses

Visitors

Businesses

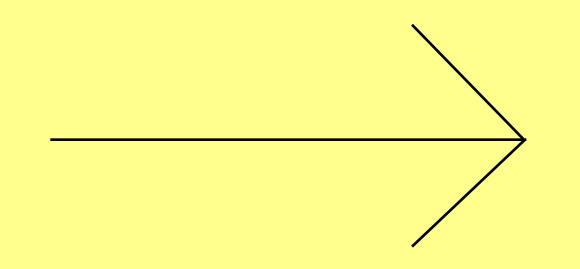
Visitors

Businesses

Visitors

Businesses

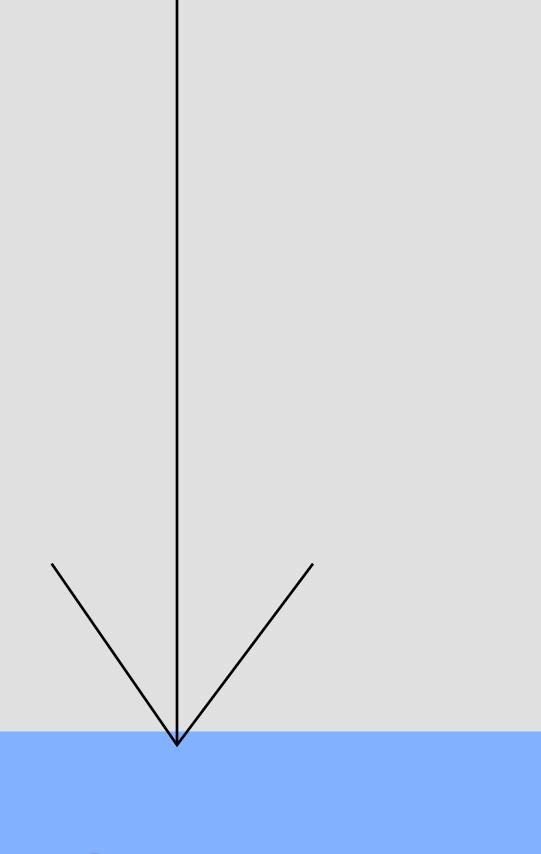
independent & individualistic environment



connect residents
value-add businesses
attract visitors
regenerate area

01 Insights

03 Design



02 Strategy

04 Forward

02 Strategy

Design Strategy

(MICRO)

Designing Breaks

ENJOY WAITING

(MICRO)

02 Strategy

Design Strategy

Designing
Breaks

connect residents value-add businesses

(MICRO)

Design Strategy

Designing Breaks

connect residents value-add businesses

(MICRO)

Design Strategy

Designing
Breaks

connect residents value-add businesses

(MICRO)

Designing Landmarks

PLACE IDENTITY

Design Strategy

Designing
Breaks

connect residents value-add businesses

(MICRO)

Designing Landmarks

attract visitors regenerate area

Designing Breaks

ENJOY WAITING

connect residents value-add businesses

(MICRO)

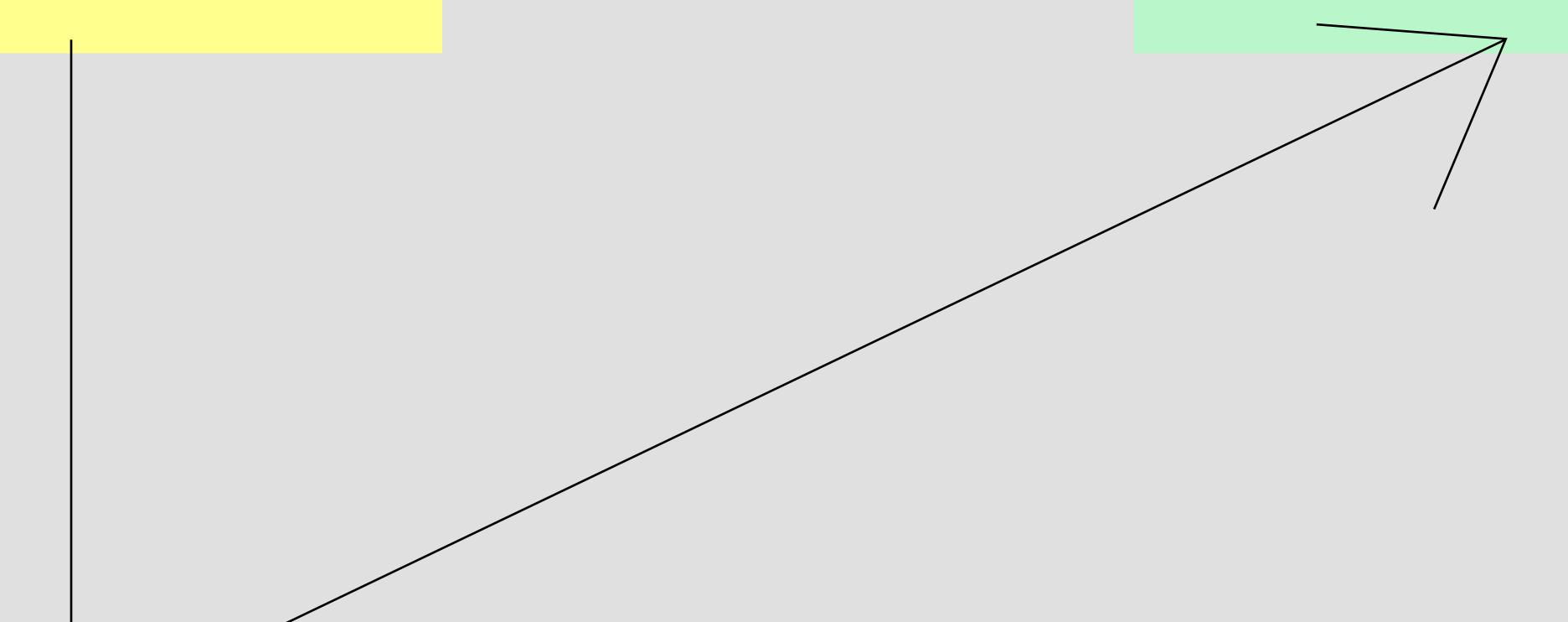
Designing Landmarks

PLACE IDENTITY

attract visitors regenerate area

01 Insights

03 Design



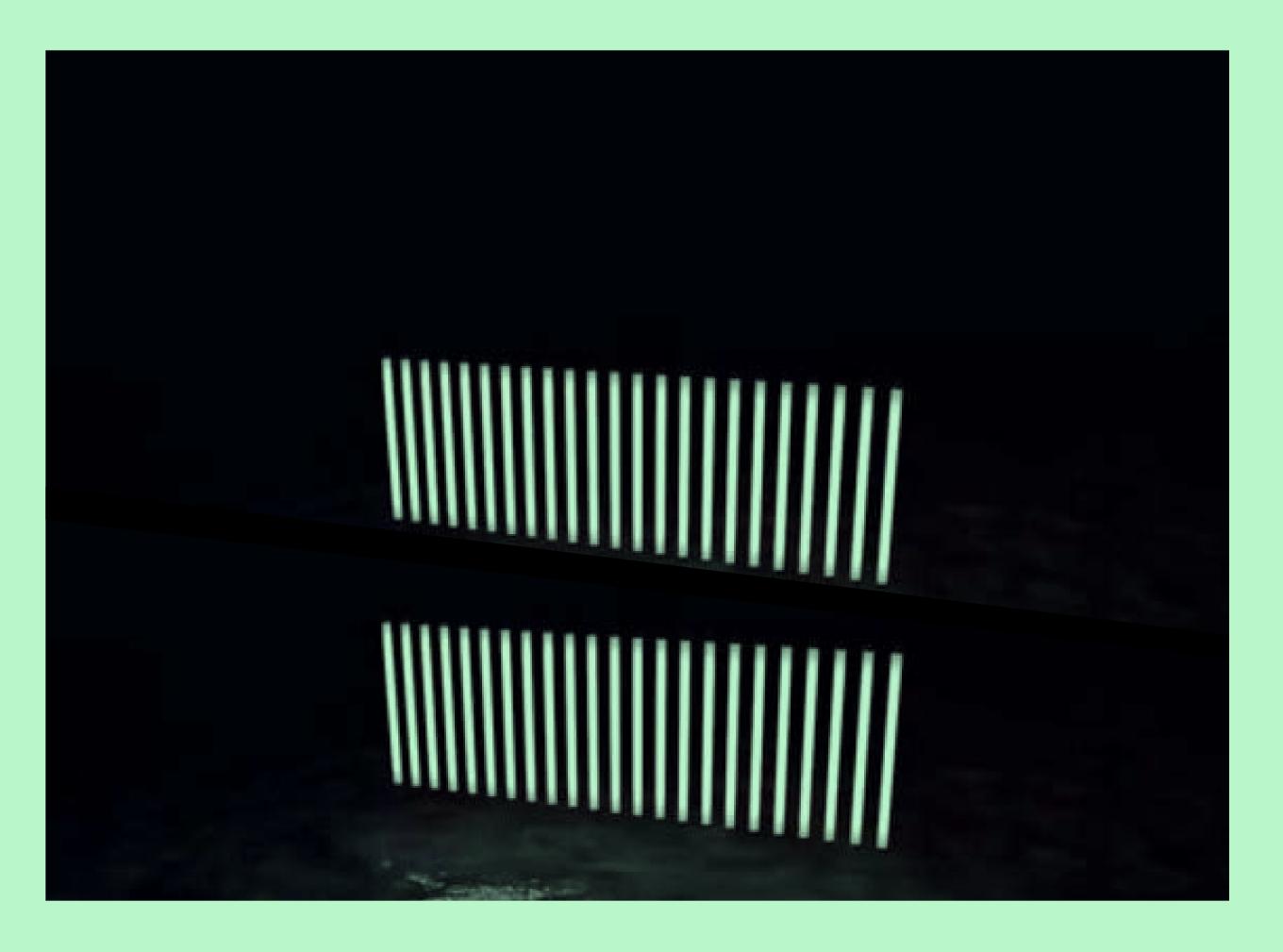
02 Strategy

04 Forward

03 Design Kerb Light

01 KERBLIGHT

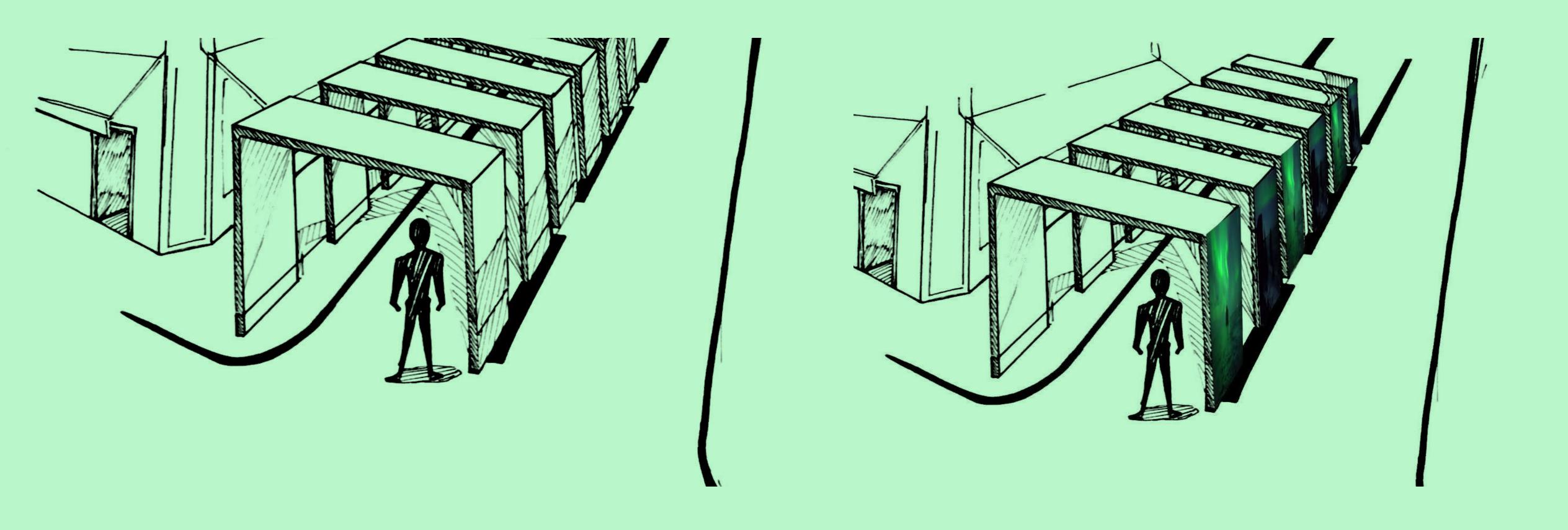




Street lights, but better

The lack of street lights caused this area to be seemingly uninviting at night. Therefore, we wanted to illuminate the area with our kerb lights, arousing curiosity from a distance and bringing life back to the streets even after dark.

03 Design Kerb Light



Lights tend to evoke powerful emotional and visual imapct

03 Design Kerb Light



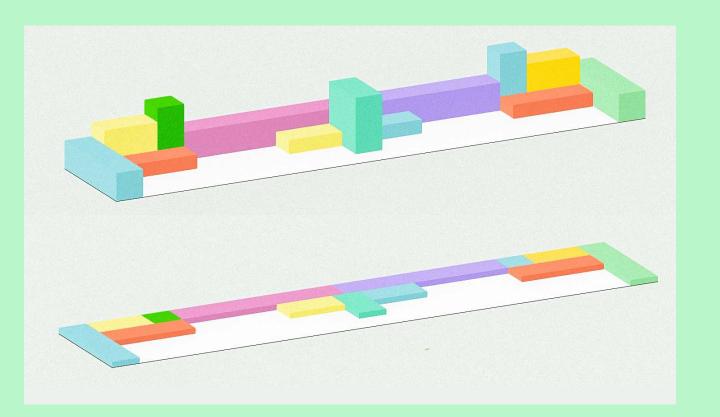
Light panels with varying heights

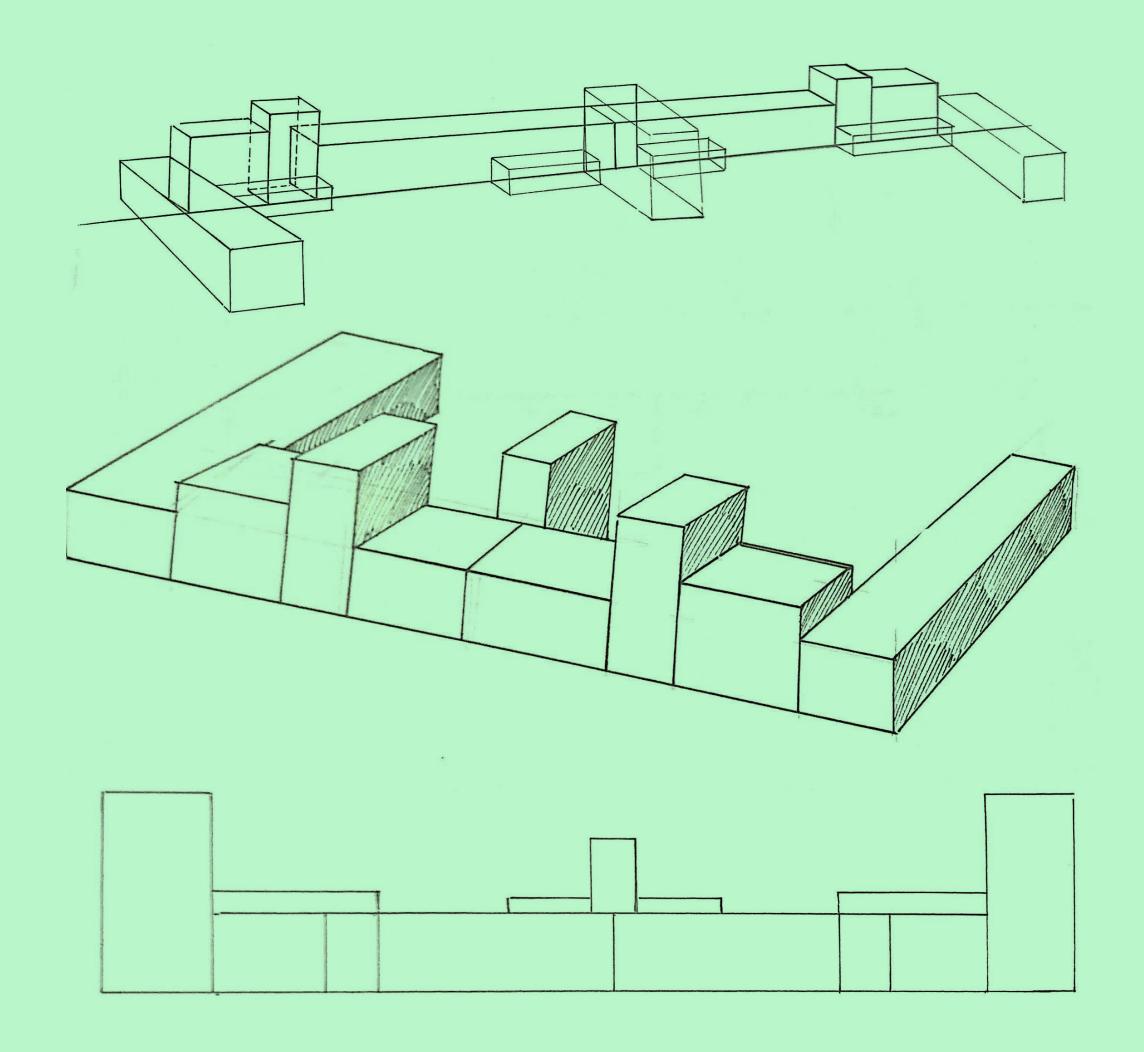


Compliments street art across the road

03 Design
Have A Seat

O2 HAVE A SEAT





Take a break, have a seat!

East dulwich is known for its small shop spaces, causing it to be one of the main reasons for big chains to turn away. Thus, the absence of public seating in this area took us by surprise! This playful and inviting seating area recharges, reconnects, and acts as an extension of the shops nearby.

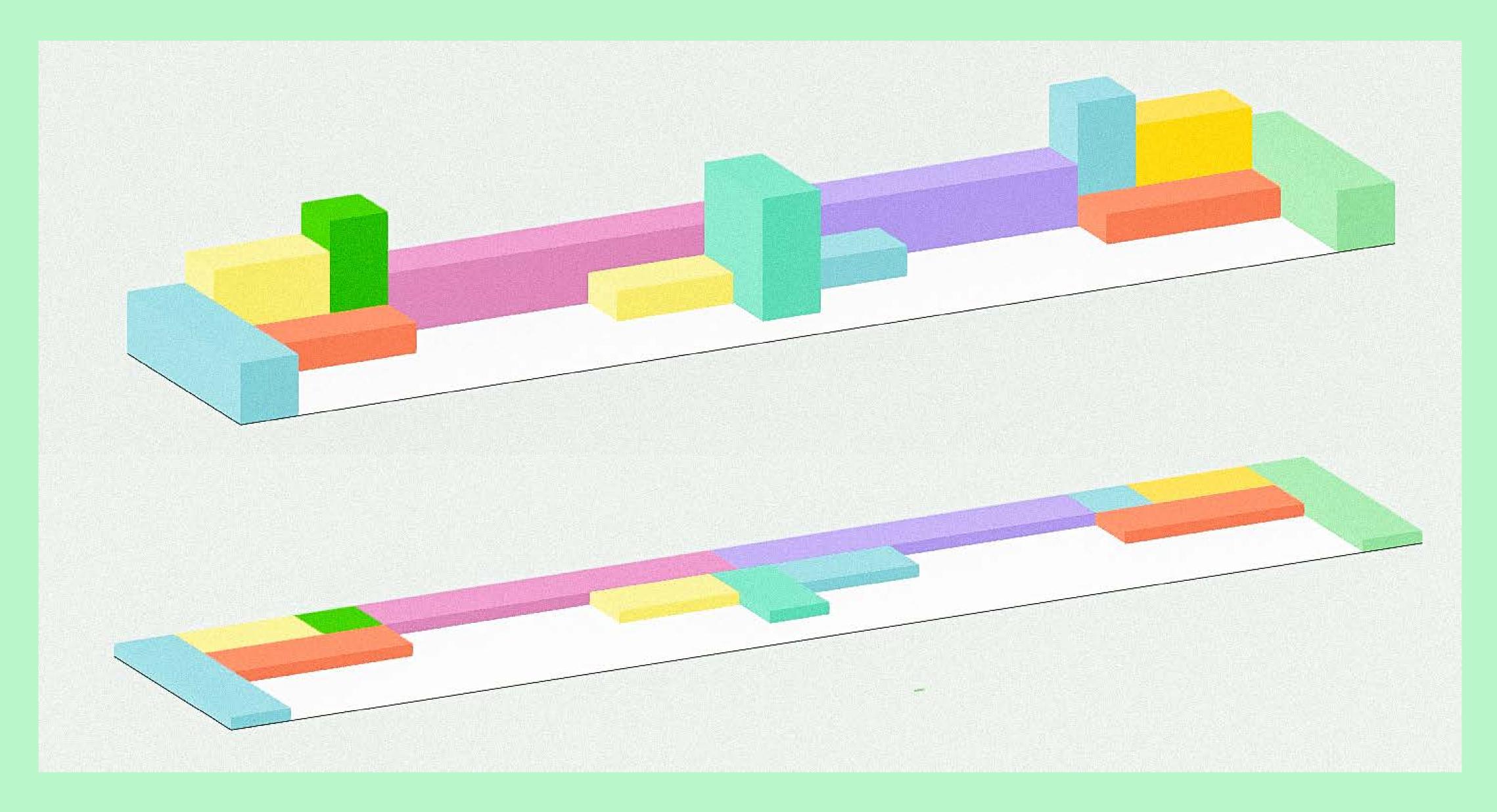
03 Design
Have A Seat





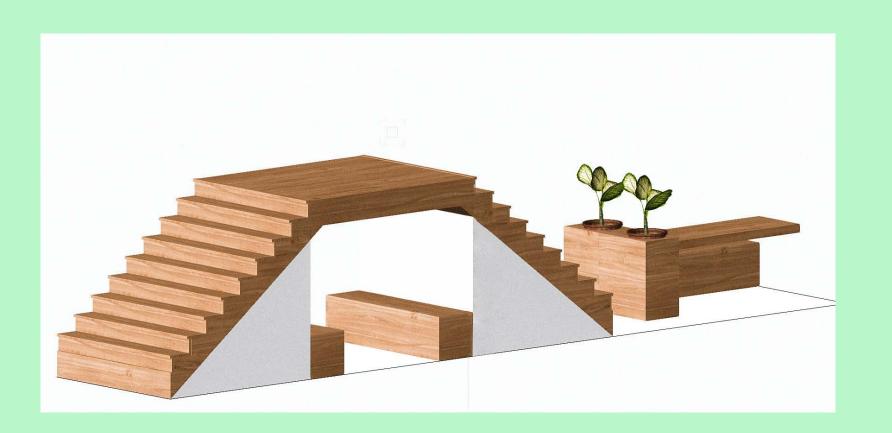


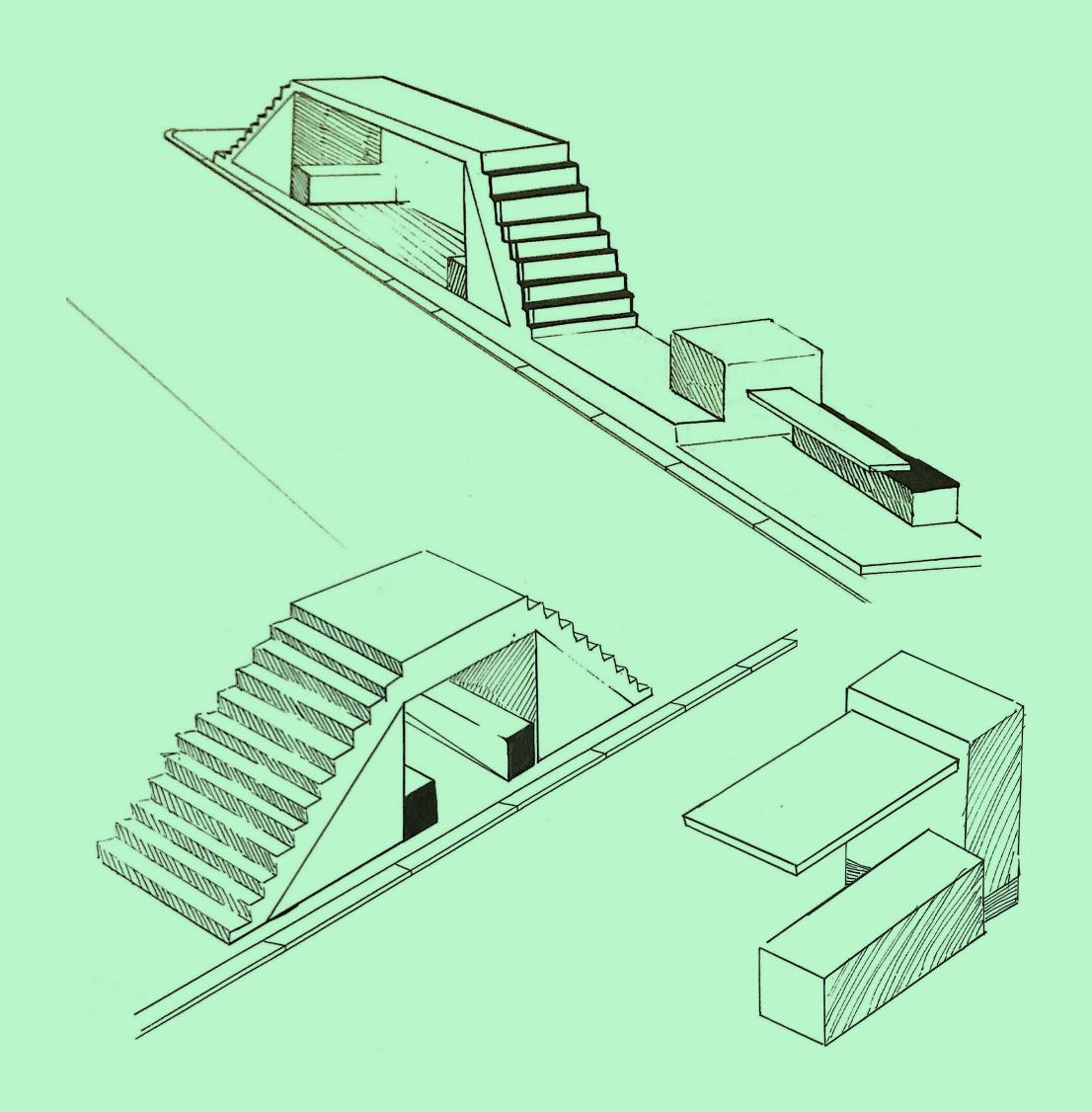
03 Design
Have A Seat



03 Design
The Hill

03 THEHILL

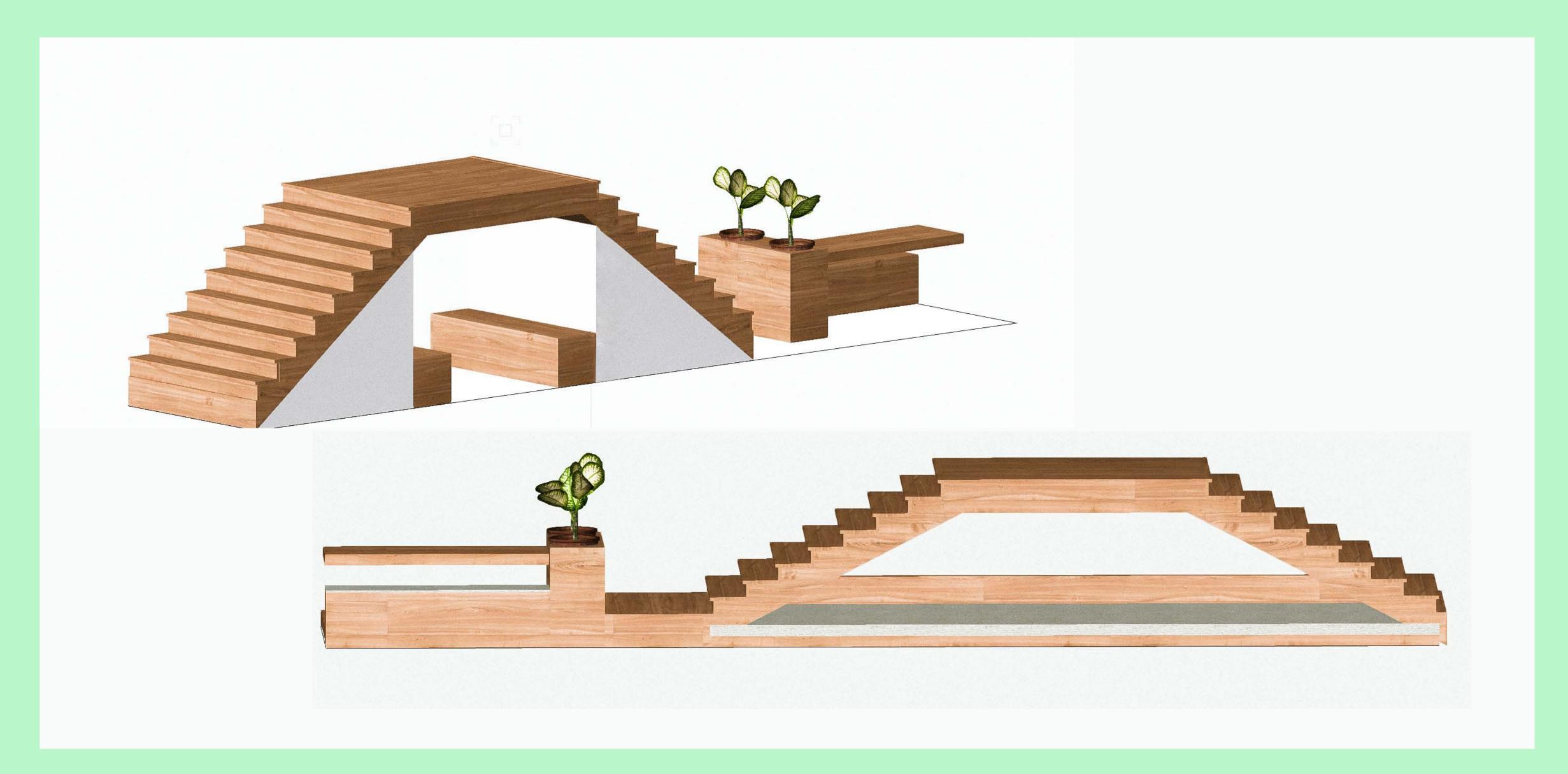




A different view

The Hill is a mini observatory, acting as both a elevated viewpoint and a resting stop. Research has also shown that people tend to sit on stairs more than they do on seats! With its dual functionality of sitting and climbing, The Hill has the potential to become an iconic landmark of East Dulwich, encouraging interaction and new perspectives.

03 Design

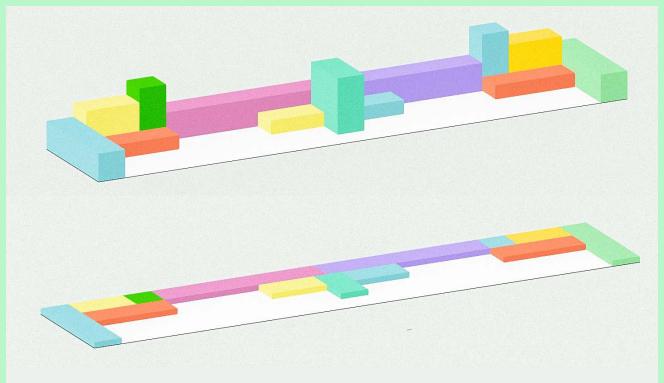


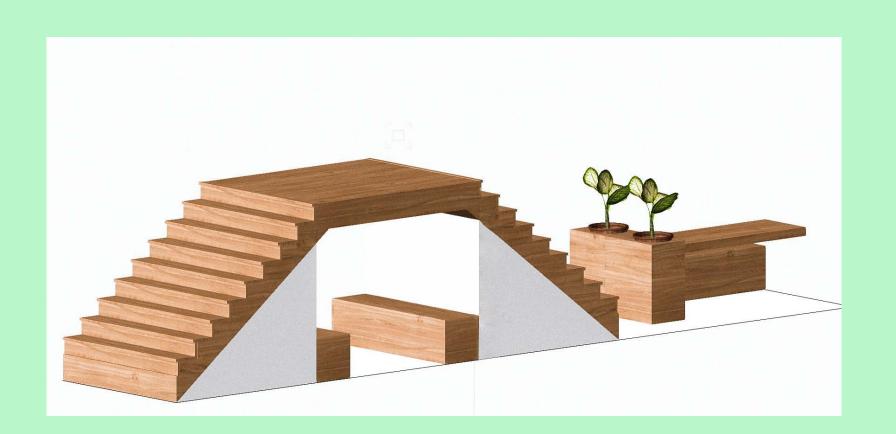
03 Design Overview

O1 O2 O3

KERB LIGHT HAVE A SEAT THE HILL

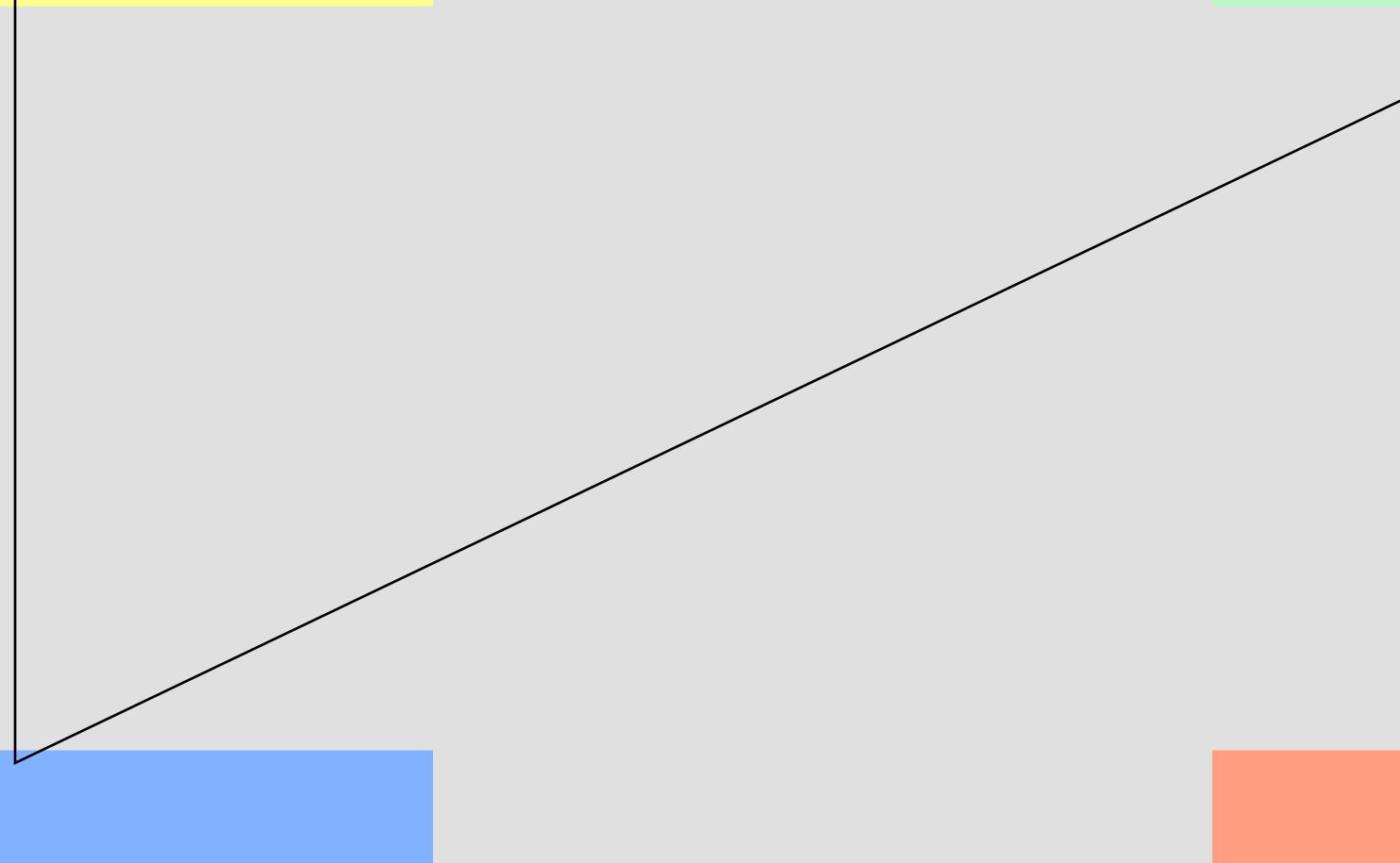






01 Insights

03 Design



02 Strategy

04 Forward

04 Way Forward Challenges





PARKING





Loading bay is essential to residents and businesses

04 Way Forward Cost Plan

Cost Plan
45% materials
30% construction
10% transportation
20 % others

04 Way Forward Next Steps

Next Steps User Testing Design Refinement Material Research Construction Activation Strategy

Judea

Nath

THE KERB SIDE STRATEGY

Ben

Lulu