

Viewpoint for Camley Street Natural Park **Additional Information**

Introduction

The Viewpoint is a collaborative project initiated by The Architecture Foundation, the Finnish Institute in London and London Wildlife Trust. Though already frequently hosting educational workshops for school children and general members of the public, Camley Street Natural Park is keen to expand its remit in order to enhance visitor's experience of the Regent's Canal. For this reason there is a desire to create a platform structure at the southern most tip of the park that can accommodate hands-on workshops and educational sessions relating to the waterways and its associated wildlife. In addition it was hoped that a platform will assist with the existing maintenance work carried out by London Wildlife Trust on the Regent's Canal by preventing the entanglement of vegetation and litter.

Through a competitive process the Finnish design team, Aarti, Ollila & Ristola was selected as the winning architects to design and deliver the Viewpoint in collaboration with the aforementioned partners. Their appointment was made by a jury that comprised along with the commissioning group: Marcos Cruz, Director of the Bartlett School of Architecture; Owen Pritchard, Deputy Editor, Icon Magazine and Ken Trew, Project Director, Argent. In addition a series of advisors were offered the chance to feedback on the shortlisted design concepts submitted. Advisors included: members of Camden Council Planning Department, Fluid Structures Engineering support, Kier Group construction support and the Canal and Riverways Trust.

Consultation and Partnership

The commissioning partners have undertaken extensive consultation relating to the Viewpoint including detailed discussions with:

- Inland Waterways
- Friends of Regents Canal
- Camden Council
- Canal and Riverways Trust
- Argent

In addition the project was presented at the London Wildlife Trusts Canal's Waterways Project launch that was attended by a wide range of key local stakeholders. The project has also been publicised to a general audience via various press and media coverage with positive responses received.

Concerns relating to the size of the proposed Viewpoint were addressed at an early stage and the design has been developed to sit within a site boundary that was acceptable and signed off by the Inland Waterways in order to allow for easy navigation for boat traffic

at this bend in the canal. It is now believed that the structure will not act as a hazard to any passing Canal traffic.

King's Cross Central Limited Partnership have pledged to sponsor the Viewpoint with £10,000 worth of funding and we are working closely with the Kier Group who are involved in the further development of King's Cross to provide construction and engineering support in-kind. We also envisage working with local manufacturers such as the Hargreaves Foundry to produce some of elements associated with the Viewpoint.

Signage and Communication

The Viewpoint will be clearly signposted from within the Park and will also include signage on the structure itself that will allow visitors to learn about and indentify relevant Canal wildlife and species.

In addition the project will be communicated widely through the networks of the three commissioning organisations, The Architecture Foundation, The Finnish Institute and the London Wildlife Trust. The project will be accompanied by a clear communications champagne carried out by Purpe PR (www.purplepr.com) that will target local, national and international media. With a focus on design press it is hoped that the project will positively effect the reputation of King's Cross and it's continued development.

The project will be documented with video interviews, photographs, a website and possibly a publication wich can also inform a wider audience about wildlife and our waterways. Social media will be used to engage the public into the Viewpoints story.