

Amy Winehouse Memorial

Design and access statement

1. Introduction

This planning application is for the installation of a statue of the late singer and Camden resident, Amy Winehouse, within the heart of Stables Market, Chalk Farm Road, Camden NW1 8AH. The statue is intended to be accessible to the stables market shoppers and members of the general public.

Planning permission was originally granted for the installation of the statue in front of the Roundhouse (Re. 2013/1371/P) on 1 May 2013. However, this location later proved unviable for the foundation as it had always been intended for the public to be able to interact with the statue. The statue's location by the Roundhouse would lead to very little interaction due to its limited visibility. The proposed location will provide more of an opportunity for public interaction and appreciation.

2. Background

Amy Winehouse (1983 – 2011) was a vocalist and musician who achieved significant popular and critical acclaim with her two albums, *Frank (2003)* and *Back to Black (2006)*. She was the winner of three Ivor Novello Awards, six Grammy Awards, a Brit Award and a MOBO Award amongst many others, and was a Mercury Music Prize nominee. *Back to Black* was certified a five-time's platinum-selling album, and was the best-selling album of 2007. Amy's albums continue to touch people all over the world. To date she has sold more than 18 million albums worldwide and her artistic success combined with her distinctive image have made her a musical icon all over the world.

Amy was at the heart of the thriving Camden music scene at the early part of the millennium and lived in Camden Square. She was also no stranger to the Stables Market having visited and played within various venues including Shakazulu and more importantly Proud. She was also a frequent visitor to the Stables Market.

As is sadly the case with so many great artists, Amy's life was not without troubles and her tragic death at the age of 27 devastated not only her family and friends, but musicians and music lovers across the globe. As a living memorial to Amy, her family launched the Amy Winehouse Foundation – a charity dedicated to informing and education young people about the dangers of alcohol and drug misuse, providing support for those most vulnerable, and supporting and developing music opportunities for young people.

3. Stables Market and the Amy Winehouse Foundation

Camden Stables Market gets its name from its previous incarnation as a stables and horse hospital. In Victorian times, the stables were where horses injured pulling barges down the canals would come for treatment. Now it and the catacombs under the arches opposite have been combined under the umbrella term 'Stables Market' and together make up the largest of Camden's popular market spaces. Over 450 shops and stalls are housed here selling a variety of antiquarian and unique items from accessories and jewellery to furniture and clothing. If you tire of shopping and gawking there's plenty of entertainment within the market. Stables market has over one million visitors a year and has recently been brought and is currently undergoing regeneration to make the market more attractive to visitors, Londoners and Camdenites. The regeneration of the market is to improve the retail and food offerings as well as enhance what Camden Stables was originally famous for: music, fashion and

antiques. The Amy Winehouse foundation and Stables Market are currently looking at joint initiatives for fund raising as well as offering younger locals the opportunity to get involved in various music projects and skill building exercises.

4. Aims of the memorial

In commissioning sculptor Scott Eaton to create memorial to Amy, the Amy Winehouse Foundation and the Stables Market hope to achieve the following objectives:

- To provide a permanent memorial to an iconic artist at the heart of the Camden music scene, to be enjoyed by local residents, fans and visitors to Camden Town
- To provide lasting inspiration to young people engaging with the markets various programs being set up by Stables Market and the Amy Winehouse Foundation
- To provide a destination attraction to build upon the regeneration and redevelopment of the Stables Market and the surrounding area.
- To alleviate the pressure on Camden Square, where fans currently congregate and leave tributes outside Amy's former residence.

5. Artistic vision and Scott Eaton

The proposed memorial will be a life-sized statue of Amy Winehouse, cast in bronze which will stand on the piazza style terrace at the top of the central, external stair.

The Amy Winehouse Foundation have worked with the artist Scott Eaton to develop the work such as to show Amy in her prime, striking a pose beneath her iconic beehive. The artwork aims to capture the vitality of Amy and her music by faithfully rendering her beauty and iconic sense of style. The design has Amy standing up right on the outside terrace. The piece is carefully composed with naturalism as the primary objective- a sensitive likeness of Amy being of utmost importance. Her long flowing hair will be represented sculpturally with a touch of art nouveau styling. Other important style and wardrobe consideration include earrings, dress, shoes, and a rose in her hair, all selected and approved by members of her family.

The piece will be designed digitally and then fabricated using a two-fold process – CNC machining the large forms of the figure, and then 3D printing the more detailed areas – the face, hair, and hands. The pieces will be assembled, cast in wax and hand finished. From this final bronze statue will be cast. The patina will have subtle variations in tones, from dark to light. The darkest values will be used to capture the darks of Amy's hair and signature eye makeup, with lighter values used for her skin, dress and accessories.

The final piece will be a lasting tribute to the legacy of Amy and her music.

Scott Eaton is an artist and designers residing in London, UK. His work combines traditional art techniques with modern digital tools. His background uniquely positions him to merge these fields – having studied both engineering and art as an undergraduate at Princeton University. He later received his master's degree from the renowned MIT Media Lab and continued his art studies at the Florence Academy of Art in Florence, Italy.

He is one of the pioneering artists in the emerging field of digital sculpture, which combines the power of computer graphics and digital tools with traditional sculptural techniques. He frequently gives talks on his tools & techniques including two recent talks at the Tate Modern Museum, London. When not working on his art and design projects, he applies his skills to

character design, sculpting, and supervision on film projects. His recent film work includes Spielberg's War Horse, Wrath of the Titans, Harry Potter and the Deathly Hallows, Captain America, and Clash of the Titans.

6. Management Plan

Whilst the Stables Market itself is a busy working market that already brings a high number of visitors to the immediate area, it is inevitable that a memorial to an artist of Amy's calibre and notoriety will attract devoted fans, particularly around key dates such as her birthday and the anniversary of her death. With this come a number of foreseeable issues which intend to manage as follows:

6.1 Accumulation of flowers, gifts, tokens of remembrance

We will not be allowing a 'shrine' to accumulate in the surrounding area. Signage will be erected to politely request visitors do not leave gifts; any items will be cleared on a daily basis.

6.2 Written Tributes on the surrounding fabric of the building

Stables Market is heritage site and contains a number of listed buildings and we cannot allow it to be defaced(?). Discrete signage (WHERE?) will also carry this message; the relevant areas will be regularly monitored by the Stables Market security and staff. Any graffiti will be promptly removed.

6.3 Footfall, congregation and noise at unsociable hours

The statue will intentionally not be lit in order to dissuade people from visiting the area late at night and such will run in sync with the Stables opening hours. The area will be patrolled by the Stables Market security team during opening hours and any nuisance issues attended to.

6.4 Footfall congregation and nuisance on key dates

If there is reason to expect a high number of visitors to the memorial on particular dates, we will provide additional staff to manage visitors and minimise any disruption.

7. Access

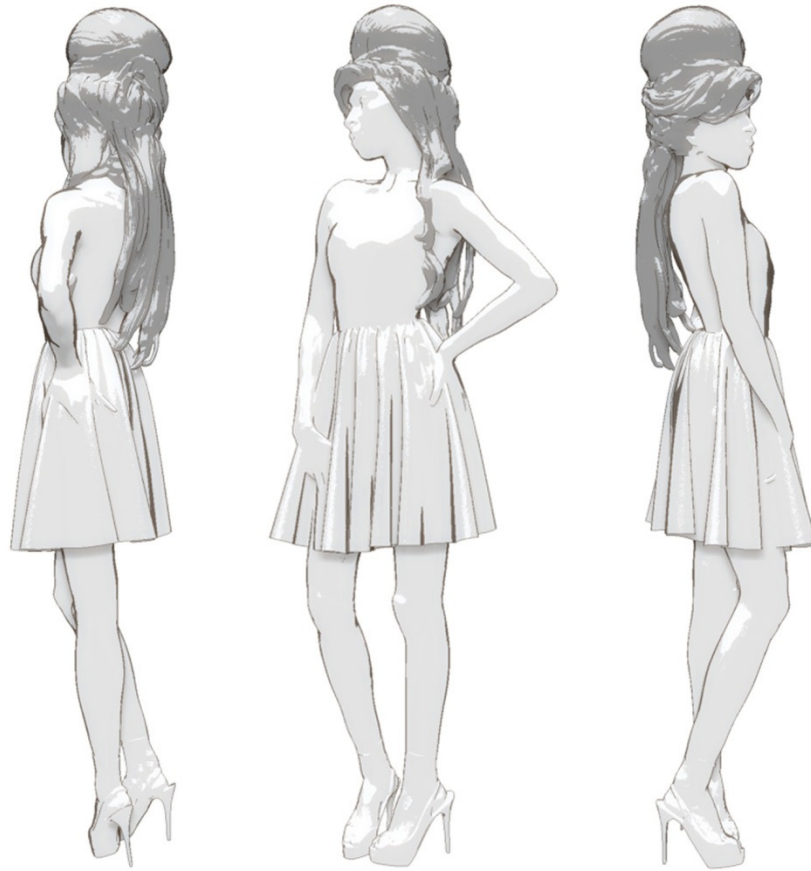
As stated previously, visual access to the memorial will be available year-round from the market. Direct access to the statue will be available during the markets opening hours and additionally to the general public whenever event activates and licensing conditions allow. We will advertise official hours and dates on the stables market website as well as the Amy Winehouse Foundation website.

The Stables Market itself is an accessible building and mobility-impaired visitors wishing to access the statue will be able to do so from street level. Stables Market security and staff will assist visitors with other access needs.

8. Maintenance

The Stables Market has a strong commitment to maintain all its buildings and facilities to a high standard. Our in-house maintenance teams will conduct regular inspections of the memorial and ensure a prompt response to any minor maintenance issues. The Amy Winehouse Foundation will arrange for the memorial professionally inspected and maintained on an annual basis.

9. Images



10. Further information and feedback

Any questions or comments please email lee.b@camdenmarket.com or call on 02074289996 and ask for Lee Bennett.

Lee Bennett
Operations
On Behalf of the Stables Market and Amy Winehouse Foundation
26th August 2014

