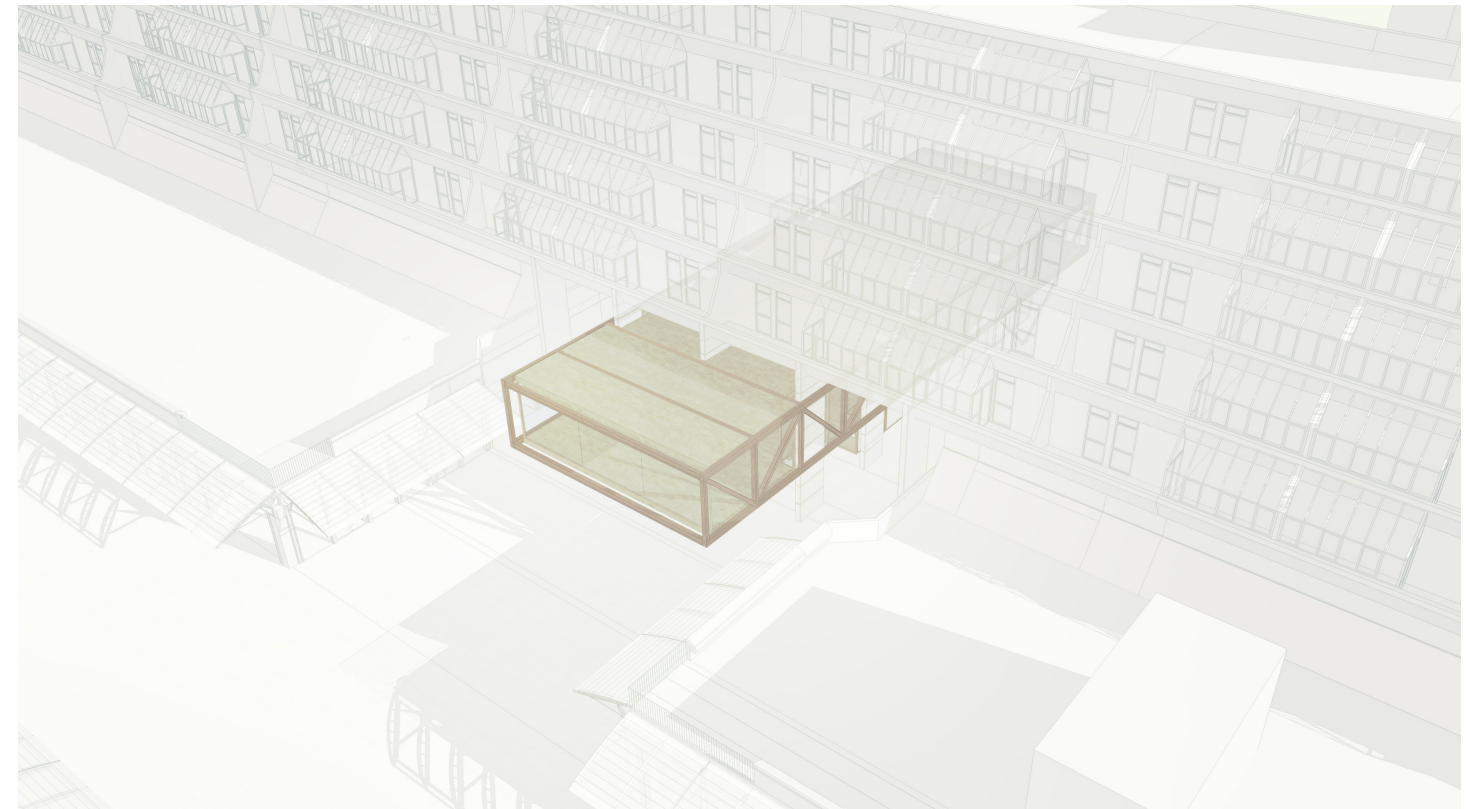
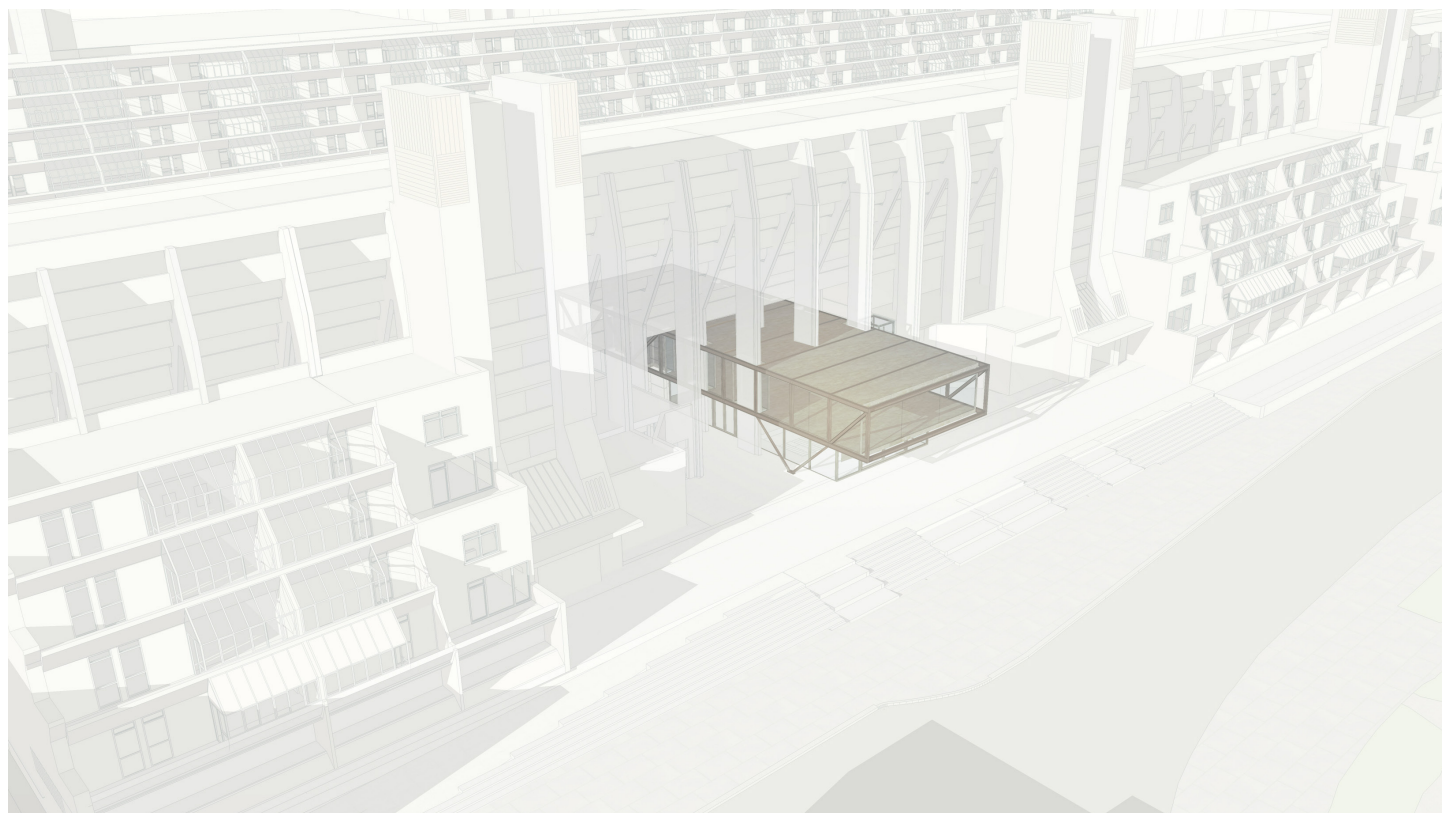


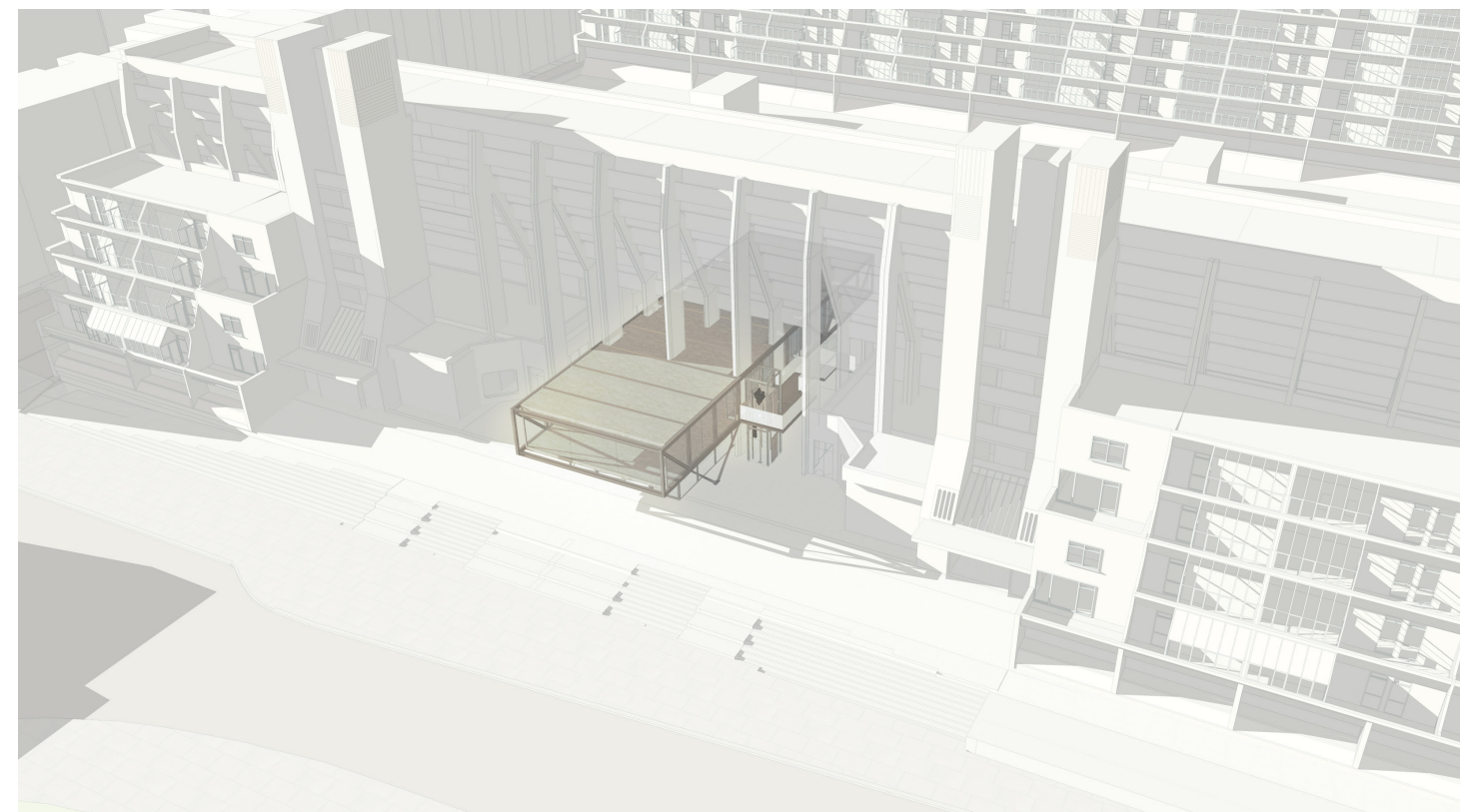
Aerial view 1 - from Brunswick concourse



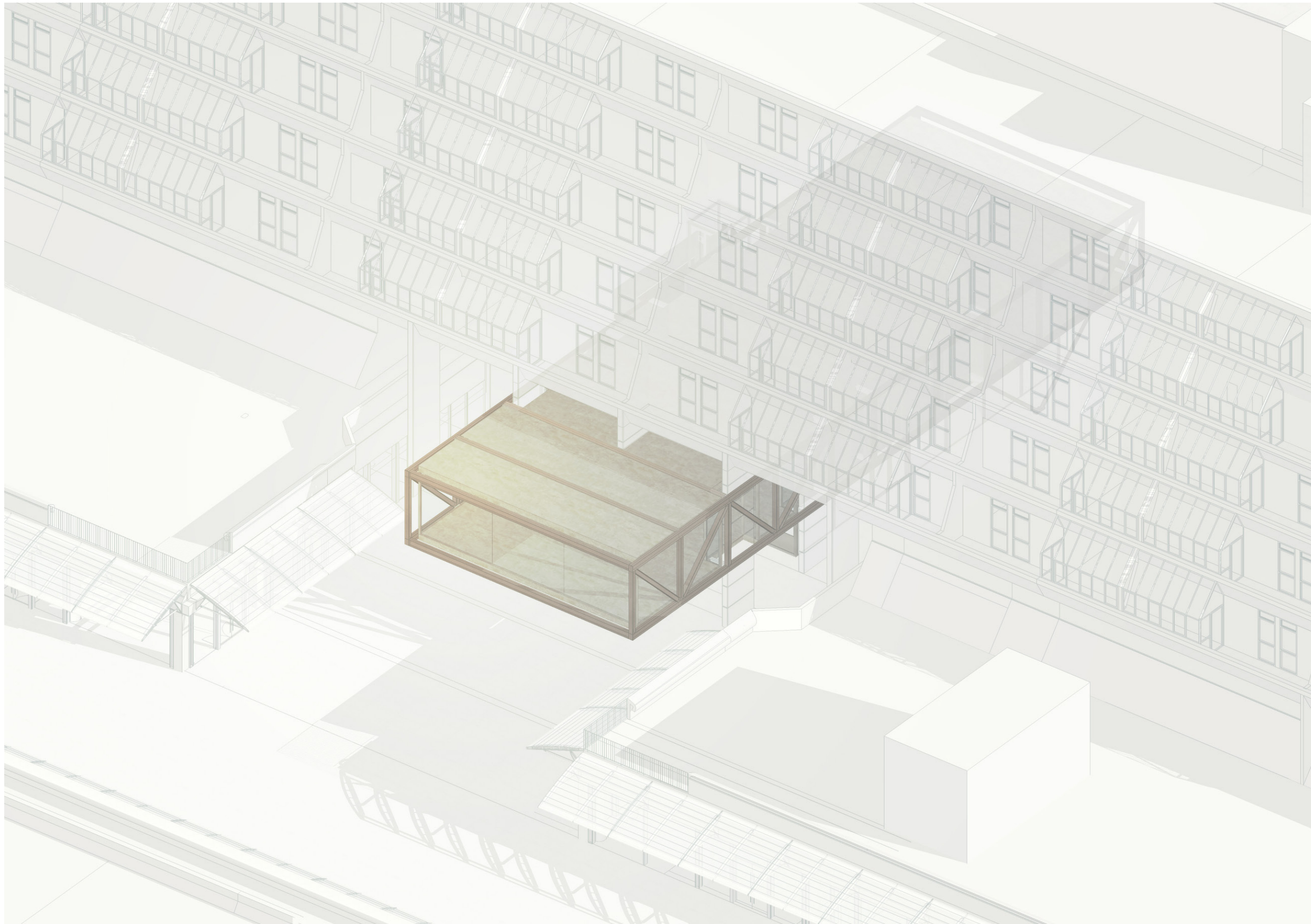
Aerial view 2 - from Brunswick concourse



Aerial view 1 - from Brunswick Square



Aerial view 2 - from Brunswick Square



Aerial view north of Brunswick concourse showing proposed Eyecatcher



CONCLUSION

The design proposed for the eye catcher seeks to optimise the potential of its significant location within the Brunswick Centre footprint.

It will provide a dynamic active backdrop to visually draw pedestrians through from Coram Fields to the public amenity space and Brunswick concourse within, creating a positive street frontage, and enhancing the townscape. The elevations have been designed to ensure that this building has an identity of its own and can compete with its monumental neighbour, providing the Brunswick with another iconic addition.

The scale of the building has been sensitively designed to take into account constraints imposed by the site in terms of the size and scale and design of its neighbouring building. The design strategy for the building envelope seeks to provide an intelligent contemporary response to the historic context of the site.

It is felt that this development, albeit one of the small in scale, will make a considerable contribution to the ongoing success of the regeneration of the Brunswick.







