



Google / Central Saint Martins - 'Poetrics' Design / Access Statement

Background

Google UK now have an established presence in King's Cross. Google purchased the Zone A site adjacent to King's Cross station and have entered into leases for 6 Pancras Square and 7 Pancras Square buildings.

As part of Google's ongoing community engagement programme, a design competition was held with a group of masters students studying at Central Saint Martins with the design brief of creating an interactive experience to be placed on the Zone A site hoarding line. The winning design was called 'Poetrics'.

Poetrics

The intention of the Poetrics design is to engage with an otherwise transient population within the vicinity of King's Cross station and on King's Boulevard. This will be achieved by creating something that not only utilises the technology that Google is famous for, but allows for creative expression that everyone can enjoy, young and old.

Poetrics utilises Google Speech API and LED panels to take the words spoken into the microphones via the cones at the front of the installation, and place them in a poem formation across the 17 LED panels. These words will be constantly changing with their use, creating a new story every time.

The LED panels are a gesture towards the public transport King's Cross is famous for while the creation of poems add to the already existing culture within the area. We also feel that this technology is obviously in keeping with what Google are renowned for as well as in keeping with this forward thinking development.

The image below in Figure 1 shows a 3D model of Poetrics in it's proposed location in Battle Bridge Place. This area will allow Poetrics to seamlessly integrate into the existing hoarding line by being placed onto the corner. In regards to design, Poetrics will be created in plywood and wrapped in a vinyl finish. The vinyl design will merge into the existing red vinyl finish on the hoarding line to again aid the integration. Poetrics will stretch over an area of 9.75m in width and will be higher than the existing hoarding line at 2.54m, to allow for water runoff. Scaled drawings of the installation are included in Appendix 1.

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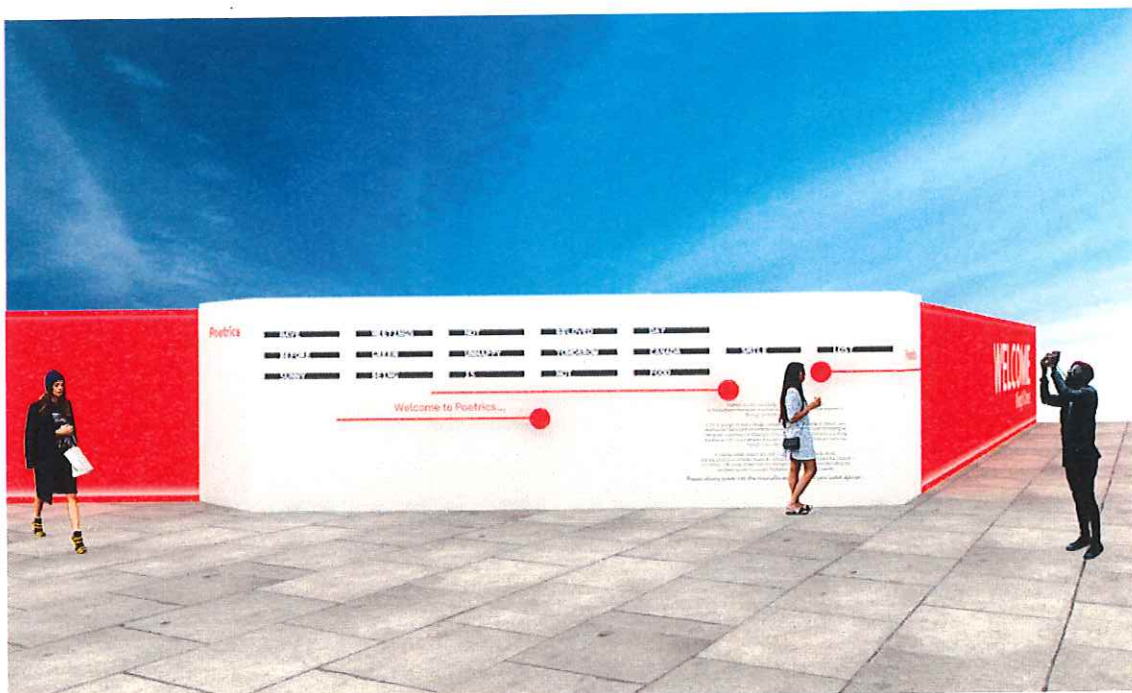


Figure 1: Poetricks Elevation

The vinyl design, shown in both Figure 1 & 2, will be in a matte charcoal black finish that is not only distinctive, but also helps the white LED panels stand out more. Instructions on how to use Poetricks as well as a description explaining the background to this installation will also form part of the vinyl.



Figure 2: Poetrics Elevation

Accessibility

Google's mission is to organise the world's information and make it universally accessible and useful. Google ensures that everything it does is accessible to all people. This is evident in Poetric's location and design.

In terms of design, there has been a conscious effort to ensure that the height of the piping and cones that encase the microphones are at varying heights so that everyone of all ages and heights can get involved. The lowest microphone will be installed at a height that is compliant with the building regulations guidance on access to switches from a wheelchair.

In terms of location, this will be placed within close proximity of King's Cross station. This will not only attract a large amount of people but, it will also be placed in an area with enough space that will allow people to not only participate but for others to also stand back and appreciate the poems being generated.

Figure 3, below, is a map that shows Poetric's location, as highlighted by the purple box, in relation to King's Cross station and the surrounding area.

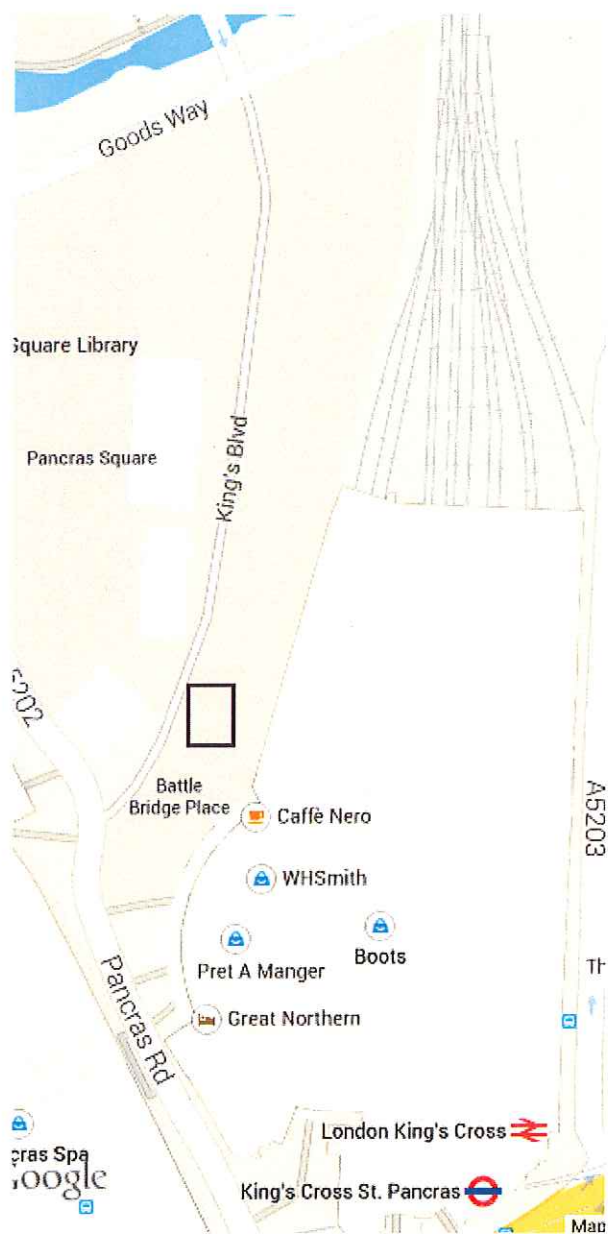


Figure 3: Map of King's Cross highlighting Poetric's location

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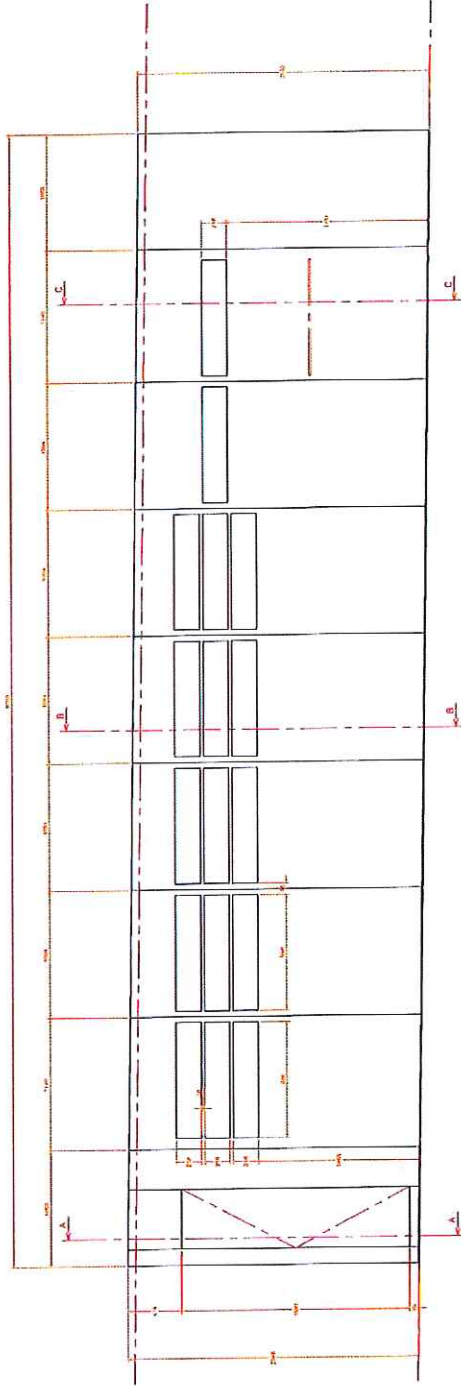
Appendix 1

Scale Drawings of the Poetries Installation

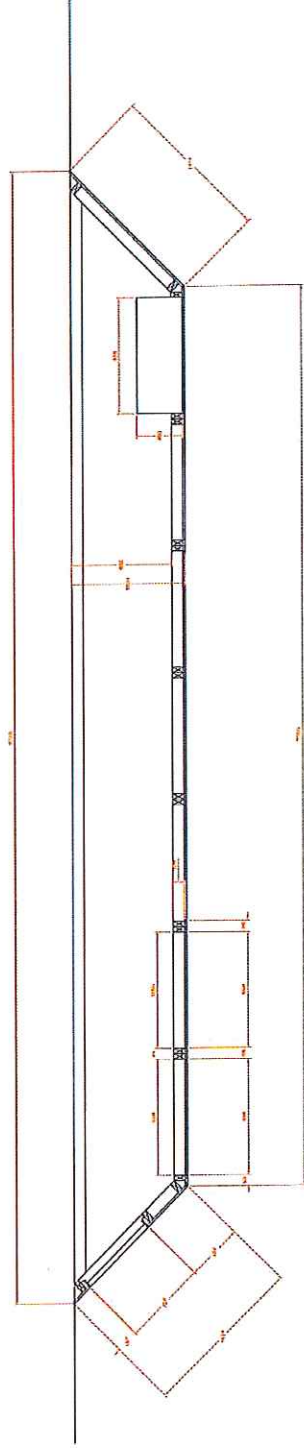
Dimensions to nearest mm off the frame.
All dimensions to be checked and any discrepancies
reported immediately to the architect.
The architect is not to be held liable for the
purpose it was printed.

NOTES:

HOARDING FACING, BASE AND TOP MANUFACTURED
ON SITE. ALL OTHERS TO BE MANUFACTURED
AND DELIVERED TO SITE.
ALL FRAMEWORK AND DOOR LINING TO BE TANGLED S/WOOD
DOOR PLYWOOD FACED EXTERIOR GRADE BLANK
HUNG ON THREE BUTT HINGES FITTED WITH TWO MORTICE DEADLOCKS



FRONT ELEVATION



PLAN SECTION

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CLIENT: ISO FIT OUT LTD

PROJECT: 6 ST PANCRAS SQUARE

DRAWING TITLE: POETRIES WALL DETAILS

CONTRACT NO:	DRAWING NO:	REV:
8442	001	
SCALE:	DATE:	
1 : 15 @ A0	14-04-15	
DRAWN BY:	WRIGHT	