



Maggs Bros.
48 Bedford Square, London WC1
Proposed plaque
Design & access statement

Proposed plaque

Maggs Bros. have held a Royal Warrant from the time of George V and wish to display this along with their name on a new plaque attached to the front elevation at 48 Bedford Square. The Royal Warrant crest and notice will be detachable as the Warrant can be withdrawn at any time.

A similar plaque was attached to their grade II listed former premises at 50 Berkeley Square, as shown here:



Plaque at 50 Berkeley Square



50 Berkeley Square

The plaque at 50 Berkeley Square was mounted between the ground floor window and the entrance on the ground floor. Coincidentally, there is a roundel to George Canning at 50 Berkeley Square, as there is to Bedford College at 48 Bedford Square.

A similar but proportionally smaller arrangement is proposed for 48 Bedford Square. Please see following elevation drawing and photo-montage.

The plaque and Royal Warrant coat of arms will be designed by a leading letter cutter artist, in the tradition of Eric Gill and Reynolds Stone, and others.

The proposed plaque would be approximately 450 mm wide and 725 mm high (a golden rectangle). The plaque would be 30 mm thickness to allow letter cutting into Welsh slate. It would be held off the brickwork by 10 mm and be secretly fixed to plugs in the mortar joints. The Royal Warrant coat of arms would be attached to the main plaque so that it can be removed, if necessary.

The Paul Mellon Centre at no. 16 has a fine letter cut slate plaque by Will Carter.



Mock-up of proposed slate plaque



Mock-up of proposed slate plaque



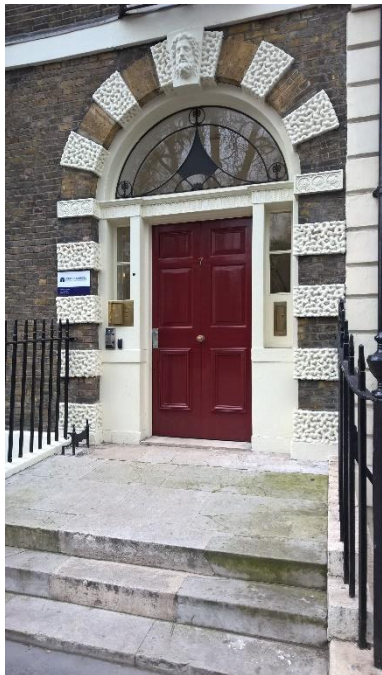
Other examples of signage in Bedford square



No.3 plaques both sides



No.16 Paul Mellon - slate plaque by Will Carter – on brick



No.2 - Plaque on brickwork



It is suggested that the placing of name plates in-between the Coade stone quoins is detrimental to the composition of the doorway, and that a plaque centred on the brickwork between the edge of the quoins and the adjacent ground floor window better.

drawings



