



TUC CONGRESS HOUSE
23 - 28 GREAT RUSSELL STREET

DESIGN STATEMENT
FOR TRADES UNION CONGRESS

HUGH BROUGHTON ARCHITECTS
JUNE 2017



View from Great Russell Street (from north east)

DESIGN STATEMENT

This design statement has been prepared by Hugh Broughton Architects in support of the application submission to Camden Council for the additional and alterations to the external existing signage in celebration of the TUC 150 anniversary.

Background

Congress House is a grade II* listed building completed in 1958. We have been working closely with Camden Council on the refurbishment of the building since 1997.

These refurbishments have included significant works in the entrance area including the installation of the disabled ramp and glass balustrades, replacement of the entrance steps, replacement of the entrance doors, refurbishment of the existing mosaic plinth and addition of branding signage.

In 2004, Hugh Broughton Architects and Arup produced the Management Guidelines for Congress House. This document has subsequently been used to assist with the process of obtaining Listed Building Consent for minor alterations to the building by the TUC and tenants.

Proposal

The proposed entrance sign on the front face of the sculpture plinth ('The Spirit of Brotherhood' by Bernard

Meadows) achieved Listed Building Consent on 3 February 2005 (ref 2004/5115/P). This sign was part of an application for various works to the building, and a significant proportion of this work was completed in 2005 and 2011.

The TUC are now rebranding to celebrate their 150 anniversary in 2018 and the existing middle section of this signage will need renewing to incorporate the new TUC simplified logo. The change will be like for like in a 'penny bronze' brass finish, to match the existing bronze surfaces in the reception areas. The wayfinding sign includes essential eye level wayfinding signage for visitors to direct them to the disabled ramp will remain unchanged as well as the blank top panel.

The plinth on the east side of the entrance, originally intended as a planter by David du R Aberdeen, was infilled by Ian Richie Architects in the 1990 with a flat glass block installation incorporating colour change lighting. The new design completed in 2011 by Hugh Broughton architects created a raised plinth with a sloping top which mimicking the angled form of the sloping tiled plinth behind. To discourage skateboarders and climbers, the top surface of this plinth was completed with a metal studded

embedded top surface in a 'penny bronze' brass finish raised on all sides. An additional signage zone on the front surface of this plinth will now also need renewing, like for like in material, removing the now redundant TUC logo and retaining the embossed building name.

Additional film applied signage to the front entrance top glass pane and book case window display will complete the rebranding proposal. The colours and logo have been selected to coordinate with post-war designs and existing colours found on the building for example the turquoise and light blue tiles to the South Side of the building on Bainbridge House.

Heritage Statement

The entrance area is identified in the Management Guidelines as an area of high architectural and historic interest. The revised plinth and renewed Meadows signage, will appear as an integrated part of the original architectural composition, clad in bronze finish metal to match the original glazing mullions behind and mimicking the existing. The impact on the special architectural and historic interest of the building is considered minimal.