

4.2 Proposed Location

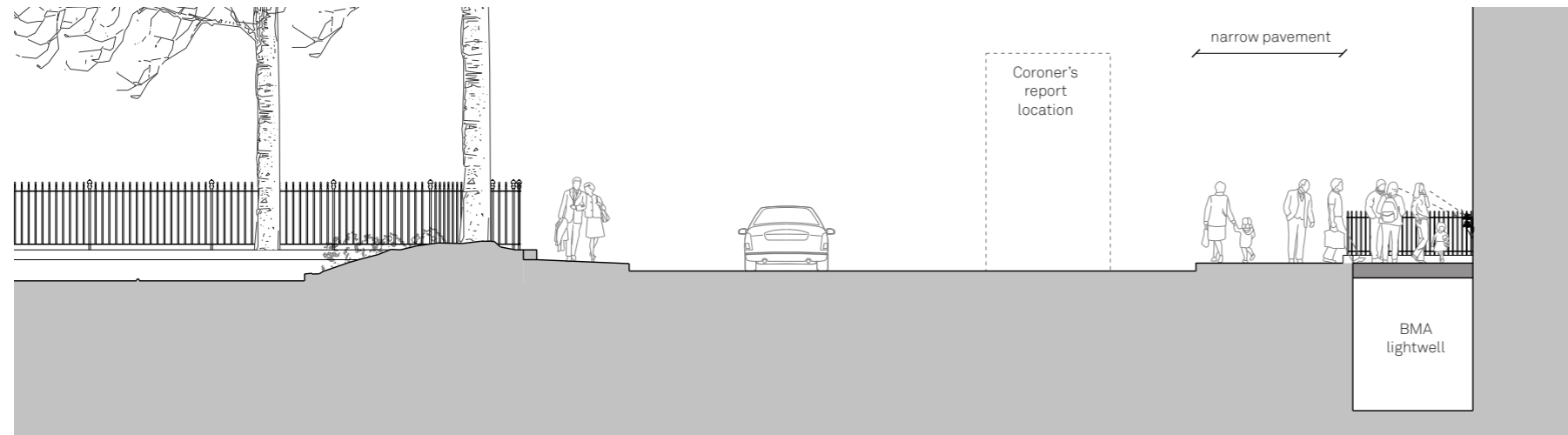


Figure 4.2d Option 4: Bridge over British Medical Association's lightwell

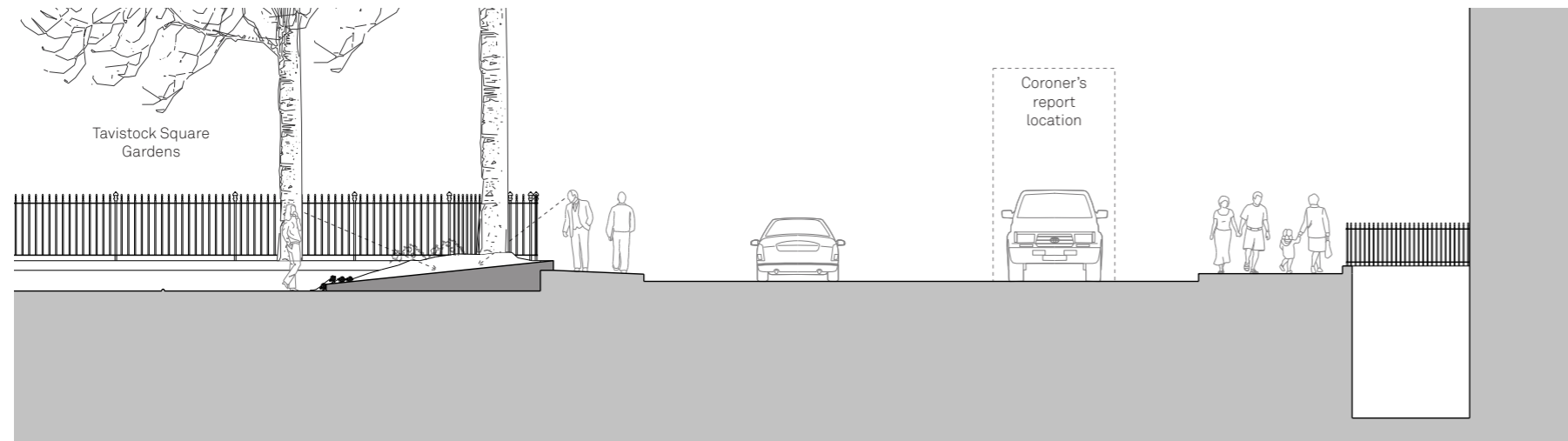


Figure 4.2e Option 5: Proposed location: border of Tavistock Square gardens

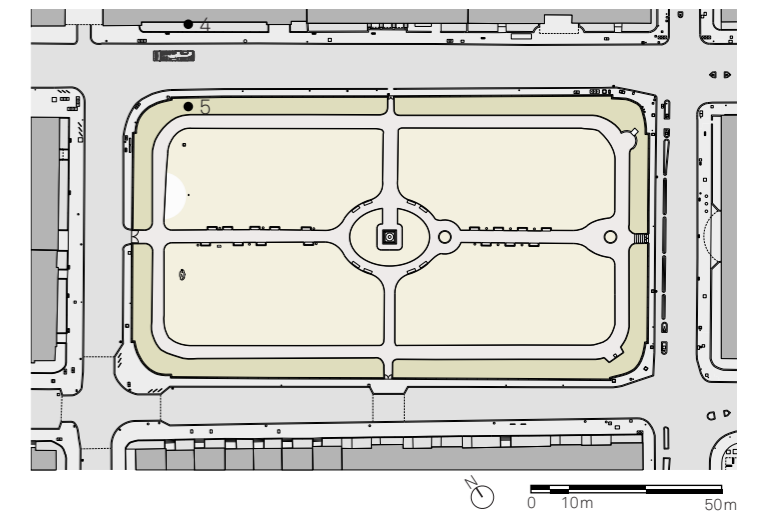


Figure 4.2f Elevation showing existing TfL plaque on BMA railings (Grade II listed building)

4. Bridge over British Medical Association's lightwell
 At a meeting on the 14th December 2016, the Bloomsbury Conservation Area Advisory Committee suggested that the memorial could be located on the exterior wall of the BMA, via a bridge constructed over the existing lightwell. The BMA is a Grade II listed building, and would therefore require listed building consent as well as the BMA's approval. Moreover, this location does not provide aspect towards the incident nor a quiet place for contemplation.

5. Border of Tavistock Square gardens
 Locating the memorial within the planted border of Tavistock Square gardens provides a quiet point of contemplation away from the busy road, while maintaining aspect of the location of the incident in the roadway. Moreover, it announces its presence to passers-by on the public pavement.

The proposed location for the memorial is in-between two mature trees within the planted border of Tavistock Square gardens. As illustrated, this position provides the nearest possible point of quiet contemplation that overlooks the location of the incident in the roadway. The proposed location has been endorsed by the members of the bereaved families.



4.3 Hierarchy of Memorial Engagement

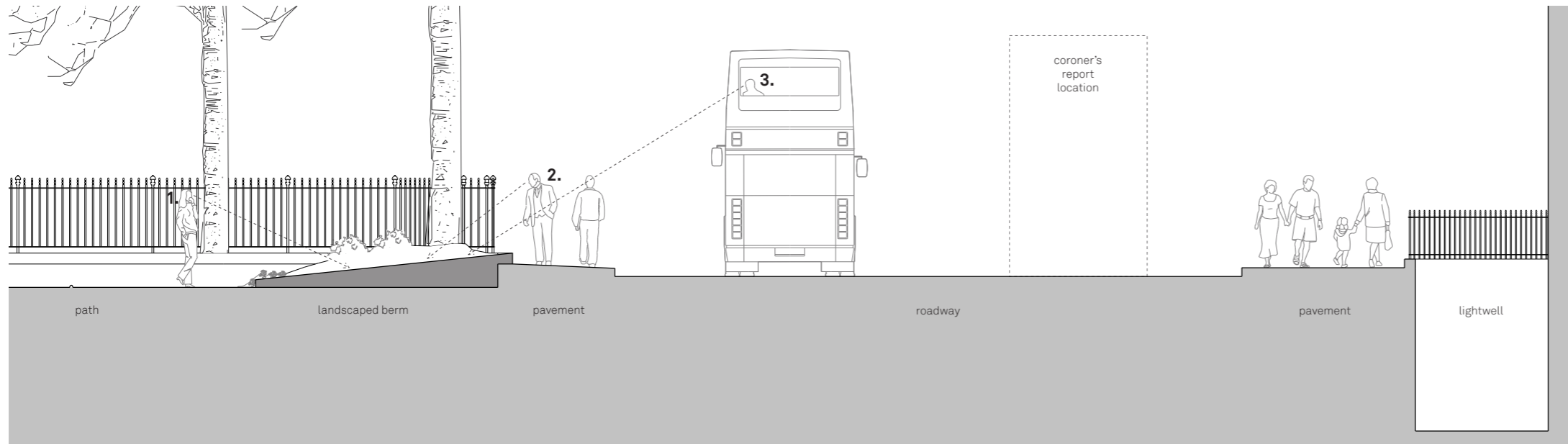


Figure 4.3a Diagrammatic section that hierarchy of engagement of the public with the proposed memorial.

The proposed memorial is a cast iron plaque within Tavistock Square Gardens that overlooks the location of the incident to establish a setting for remembrance. The plaque forms a break in the landscaped bank and extends beneath the existing railings to meet the existing boundary stone.

Similar to the bust of Dame Louisa Aldrich-Blake, the proposed memorial location within the planted border allows the public to engage with the memorial in many instances; from a planned visit to the everyday passer-by.

A hierarchy of engagement has guided the layout of the inscription:

- 1. Visitor inside the garden square**
- 2. Passer-by on the public pavement**
- 3. Passenger in a moving vehicle, top deck of bus**

The memorial's inscription has been orientated vertically, similar to the spine of a book (Fig 4.2c). Therefore while it is intended for the inscription to be contemplated from within the garden square, it can also be read by passers-bys on the pavement.

Moreover the incription's vertical orientation echoes the line and rhythm of the existing railings; leading the vistor's eye from the inscription to the location of the incident in the roadway.



Figure 4.3b The proposed memorial overlooks the location where the incident took place.

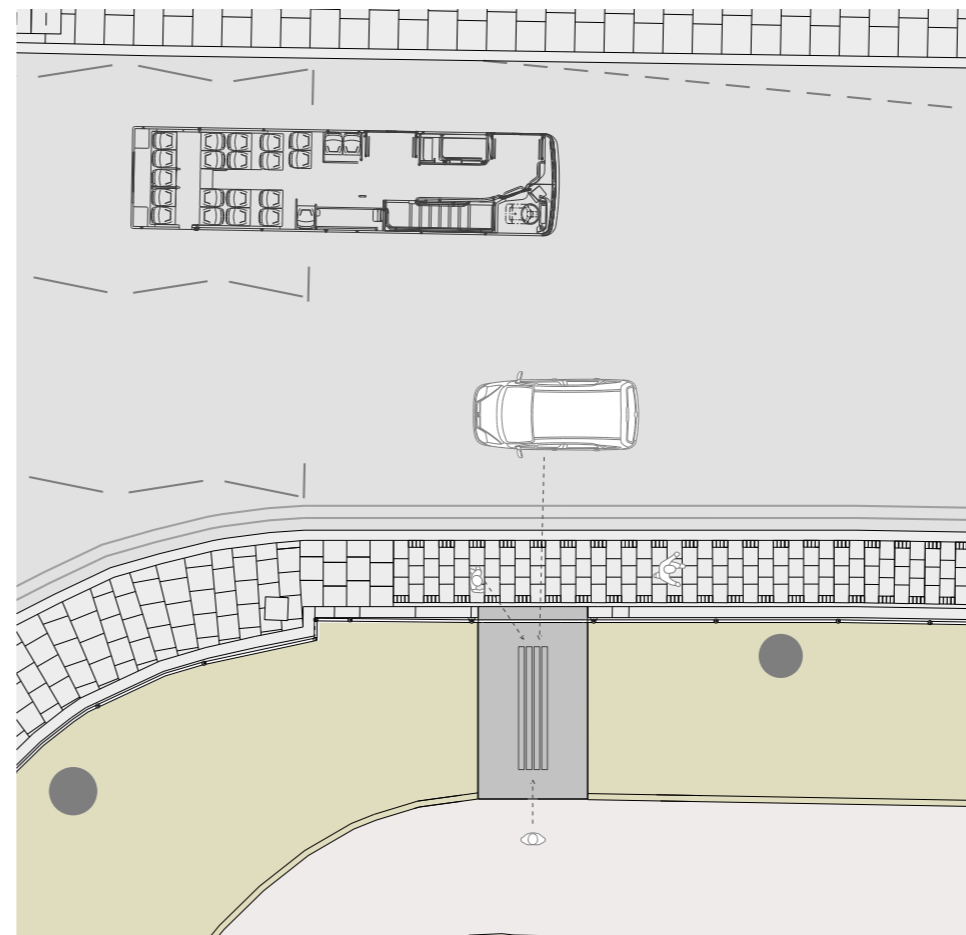


Figure 4.3c The proposed vertical orientation of the inscription text allows it to be read from several locations.

4.4 Scale

The scale of the proposed memorial has derived from the constraints of the surrounding context and the scale of the inscription message to ensure that it is legible by all.

The proposed inscription consists of:

1. Primary message

7 July 2005
opposite this place
a bus was bombed
killing

2. Thirteen names of the innocent victims

The lettering of the primary message is larger in scale than the names of the innocent victims.

The memorial has been designed to sit between two stanchions of the existing railings and is therefore constrained to a maximum width of 3000mm.

The length of the memorial is dictated by the distance between the garden path and the Georgian kerbstone of 4730mm. Extending the memorial beneath the railings to the existing boundary stone announces a presence onto the public pavement.

The memorial width is further informed by the minimum scale and spacing of the thirteen names along to bottom edge to ensure they are legible by all from the garden path.

The scale and setting out of the larger lettering ensures that the inscription is legible to all from both the garden path as well as the public pavement.

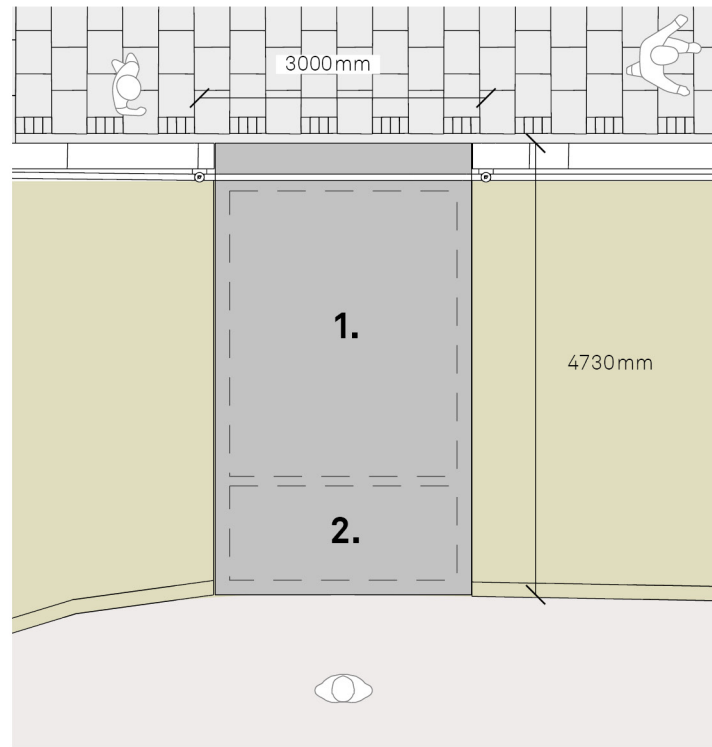


Figure 4.4a Differentiation between scale and location of primary and secondary information.

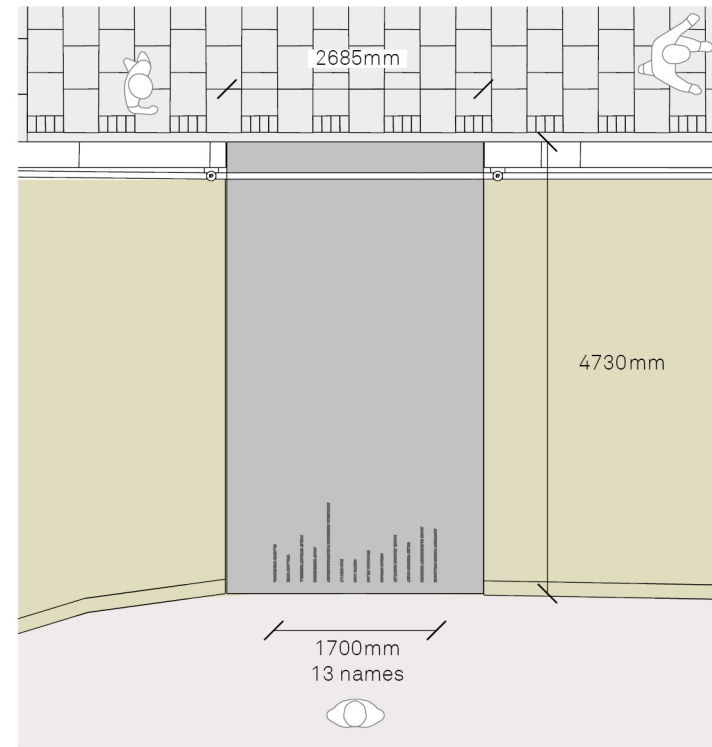


Figure 4.4b Setting out of thirteen innocent victim names at a legible scale and setting out.

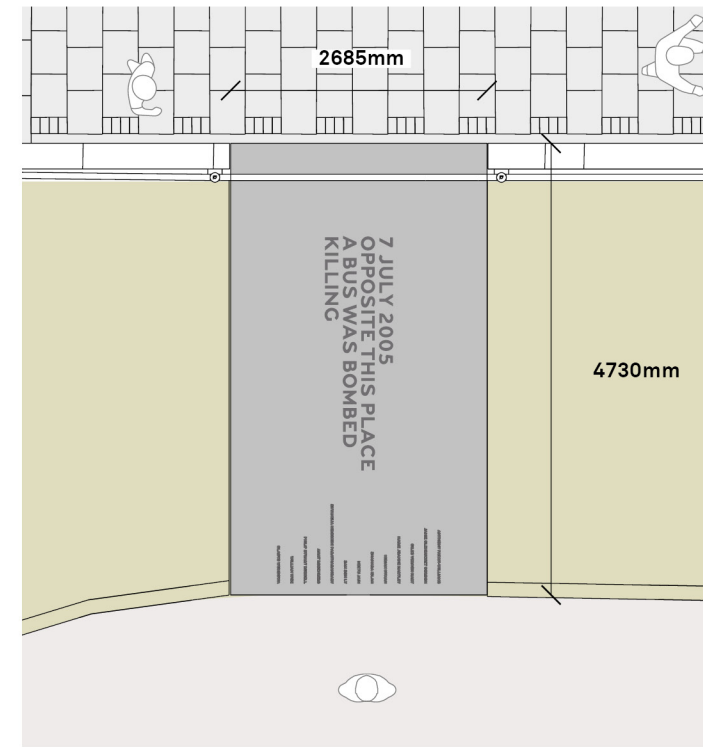
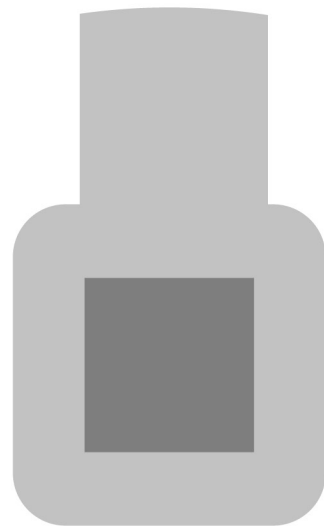
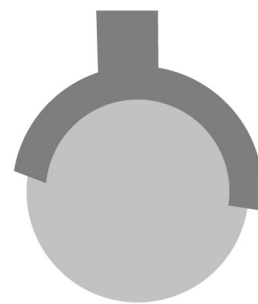


Figure 4.4c Setting out of primary message at a scale that is legible from several locations.



Statue of Mahatma Gandhi



Bust of Dame Louisa Aldrich-Blake



Bust of Virginia Woolf



Memorial to Conscientious objectors



Memorial to commemorate Hiroshima victims

Figure 4.4d Footprint of proposed memorial in comparison to existing memorials