
9th March 2018

Hatton Garden Placemaking Signage Design Evolution Summary

for Hatton Garden BID.

Maynard.

Initial Concepts

April 2017

Four initial concepts were presented by Maynard as part of the competitive proposal process.

These concepts drew on different interpretations and aspects of the area's reputation as an international centre of jewellery-making.

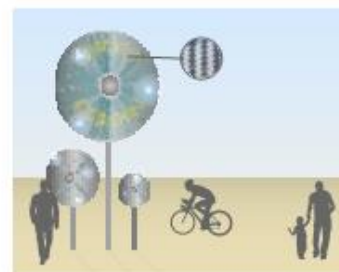
Concept four, based around a typographic installation incorporating internal surfaces redolent of faceted cut gemstones, was chosen as the preferred direction.



Concept 1 - Rings & Hallmarks



Inspiration



Concept 2 - Reflections



Inspiration



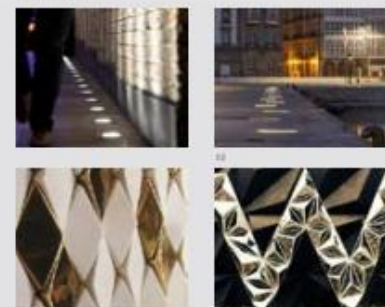
Concept 3 - Molecular Structure



Inspiration



Concept 4 - Typographic Installation



Inspiration

Updated Concepts

June 2017

Following Maynard's success at the competitive stage, we were engaged to develop the preferred concept further.

Three concepts were developed, refining the initial proposal of a typographic installation, and introducing the notion of a kinetic aspect to the installation.

A key stipulation at this point was to ensure that the design would require a small footprint area to maximise footway capacity.

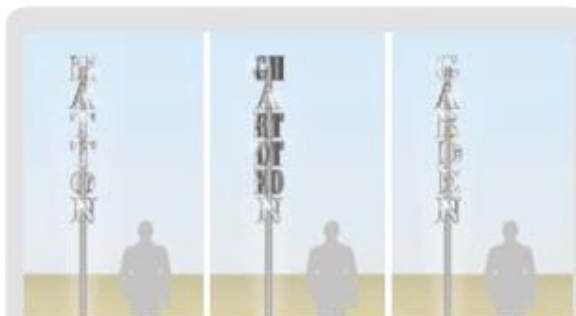
Concept two, a vertical installation incorporating a combination of static and rotating letterforms, was selected as the preferred direction.



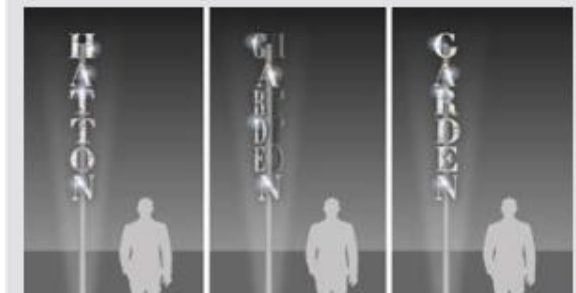
Concept 1 - Static Installation, Day



Concept 1 - Static Installation, Night



Concept 2 - Kinetic Installation, Day



Concept 2 - Kinetic Installation, Night



Concept 3 - Anomorphic Installation, Day



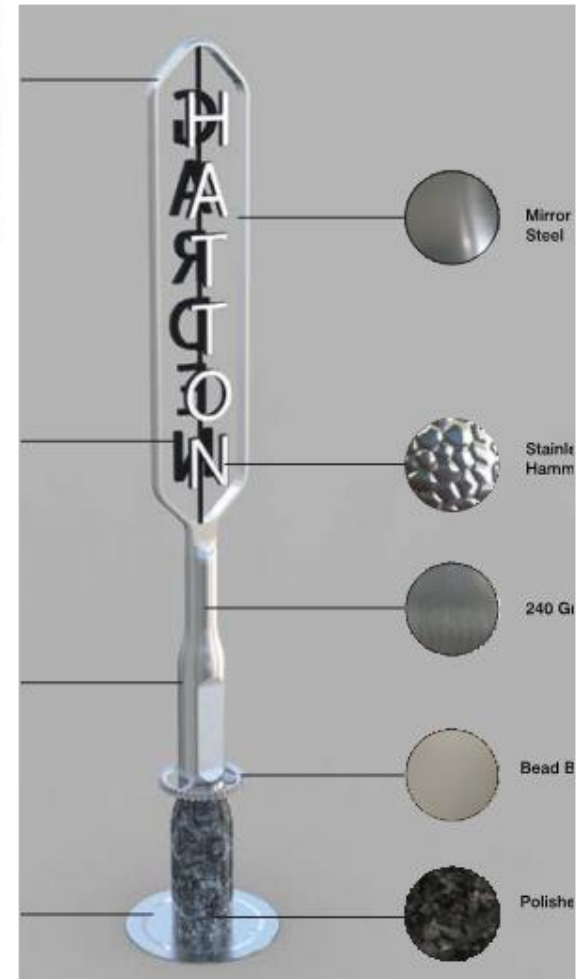
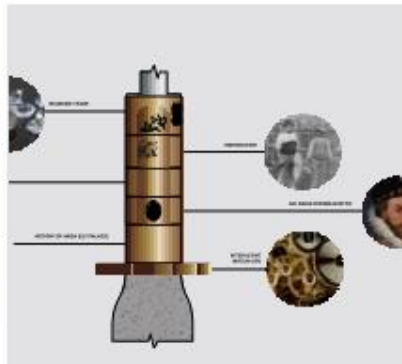
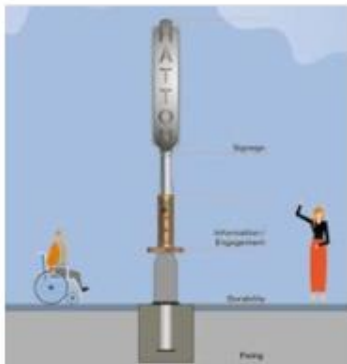
Concept 3 - Anomorphic Installation, Night

Developed Design

October 2017

Intensive research into the history and context of the area was undertaken. This led to the development of a form which is both historically aware and forward looking. An interactive lower section incorporating interpretive information was developed to allow the public to connect with the rich layers of culture and history which define the area.

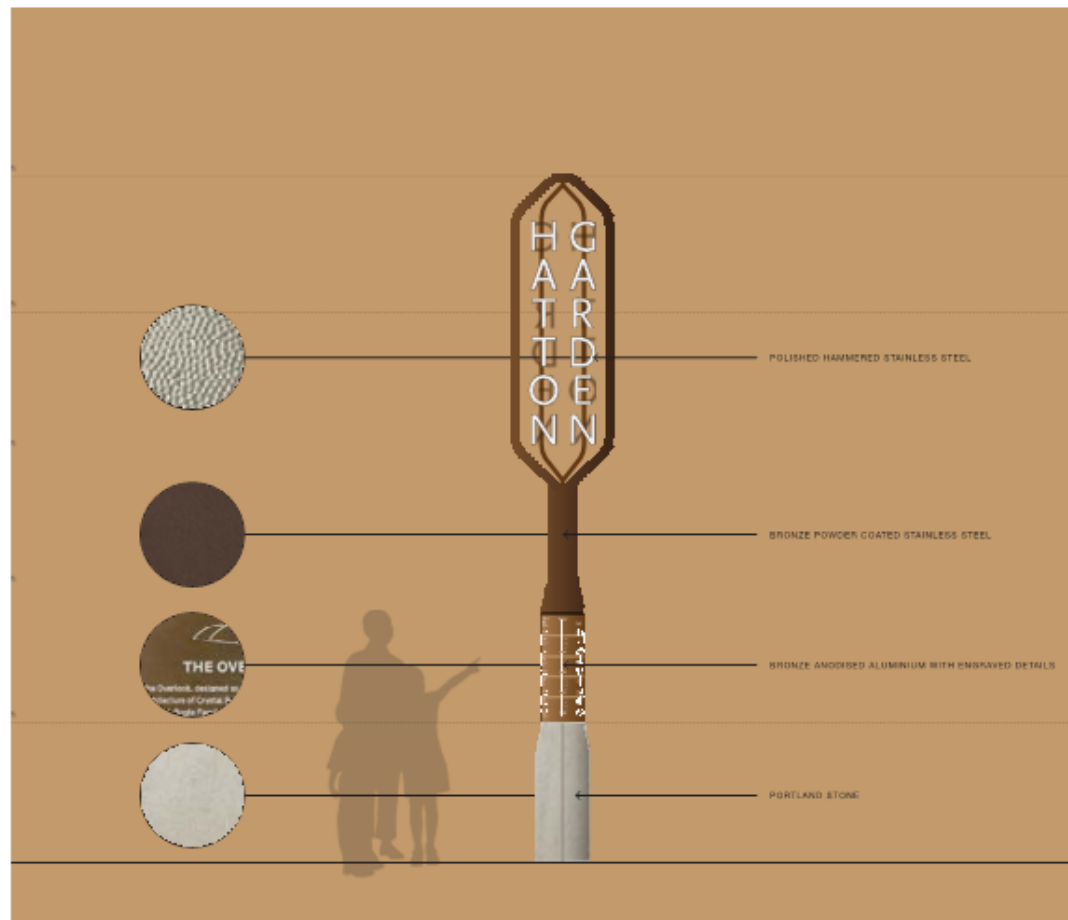
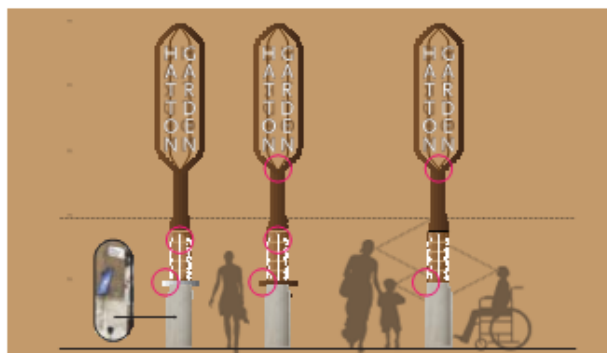
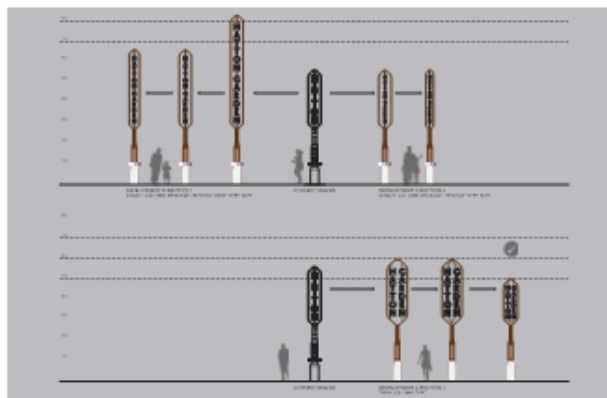
The concept details, forms and materials are inspired by the rich history, culture and personality of Hatton Garden throughout the decades.



Further Design Development

March 2018

Following Camden Council feedback, the design was refined to remove the rotating elements of the installation. The design retains its cultural interpretative content in a static display format.



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Sympathetic material finishes have also been selected to reflect the local architecture and environment. For example, Portland Stone is recommended for the base unit and coordinates with the adjacent building on the south-west corner of the junction.



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