

PLANNING STATEMENT
FOR THE
MUSIC WALK OF FAME



CAMDEN TOWN
LONDON

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MUSIC WALK OF FAME



1. INTRODUCTION

The Music Walk Of Fame is a global attraction that engages music lovers via cutting edge technology from its physical home in Camden, the epicentre of music creativity for over 80 years. The streets, bars, clubs and venues of Camden have been the incubator for talent and provided many of the most vital scenes in popular music, for The Clash, Prince, Bob Dylan, The Doors, Pink Floyd, Coldplay and many others, along with legendary locals, Amy Winehouse, Soul II Soul, Madness and Blur who have called Camden their home.

The Music Walk Of Fame, driven by a leading team of executives from the music industry, event management, communications and global marketing, working with Camden Council, is a new kind of virtual and physical brand engagement.

The Music Walk of Fame is the world's only immersive and experiential awards programme, commemorating and celebrating international Icons, Influencers, Unsung Heroes, leading Industry figures, Innovators and Artists of the Year. Each year the Music Walk Of Fame inductees, selected by key international industry figures and the fans, will be commemorated and celebrated with interactive stones set into the streets of Camden Town. The unveiling of the stones will be accompanied by a selection of high profile events.

Through the Music Walk of Fame app and augmented reality technology, the inductee for each stone, along with the associated streets, bars, clubs and venues of Camden will be brought to life using imagery and video content, including maps and information about the Music Walk of Fame, the inductees and Camden's rich musical history. With the Music Walk of Fame, Camden will host the world's first "Augmeum", an augmented reality museum.

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2. THE STONE DEDICATION

The Music Walk of Fame provides a series of dedicated interactive stones set in the streets of Camden Town. The inductees for each stone dedication will be selected by a voting panel consisting of musicians, key international music industry figures and a representative of Camden Council, alongside a public vote for the Artist of the Year. There will be six key voting categories for the inductees:

The Icons:	Those who leave an indelible mark on our culture
The Influencers:	Those who have changed the music landscape
The Unsung:	Those whose contribution to music has never been heralded
The Industry:	Those behind the music production
The Innovators:	Those with the ideas that have changed the face of music
Artist of the Year:	For a younger audience, to promote contemporary artists

3. THE STONE MANUFACTURE, LOCATION, ORIENTATION AND INSTALLATION

Once an inductee has been chosen each stone will be manufactured in accordance with the agreed Stone Specification, a copy of which is provided in Appendix A. Each stone is then located, orientated and installed in the pavement in accordance with the agreed Stone Installation Method Statement, a copy of which is provided in Appendix B (to include a section on avoiding impacts on biodiversity, geological conservation, trees and hedges), with several stones laid in one phase of installation. Installation will be co-ordinated with other street works to minimise disturbance. Plans of the separate phases and the overall Route Map of the Music Walk of Fame are provided in Appendix C.

4. INDUCTION EVENTS

The Music Walk of Fame will collaborate with the Hollywood Walk of Fame through ongoing initiatives and a joint unveiling once a year. Each stone-laying induction event will be heralded globally through key broadcast, print and online media, delivering the stories behind the music through exclusive documentary and behind the scenes editorial. Inducted artists, or those inspired by them, will perform at intimate venues throughout Camden providing consumers with “money can’t buy” experiences.

5. BENEFITS

The Music Walk of Fame includes the following benefits for Camden Council, local businesses and residents:-

- **Mentoring & opportunity:** Music Walk of Fame provides a mentor network for new talent introducing them to a wealth of marketing and business acumen in the music industry
- **Employment:** Music Walk of Fame will seek to employ local residents and aims to help and support young people to develop their employment skills while matching talented individuals to relevant businesses for work placement opportunities.
- **Visitors:** Music Walk of Fame will provide a powerful new cultural attraction for visitors to Camden
- **Promoting Camden Town to the World:** Music Walk of Fame will work closely with Arts & Tourism to promote Camden Town to the World, with inductees from all parts of the globe. For each inductee the international media from the region of the inductee will be engaged to maximise awareness of the induction and therefore of Camden Town itself.
- **Tickets for Locals:** Music Walk of Fame will provide tickets to the induction events for Camden residents.
- **Local development:** Music Walk of Fame will enhance existing retail and leisure operations in Camden Town.
- **Local business:** Music Walk of Fame will have its own business located in Camden Town and will stimulate new business activity.
- **Street Scape:** Music Walk of Fame will contribute improvements to the current street scape.