

Euston Town business improvement district is applying for full planning permission to have a sculpture attached to the external wall of Camden People's Theatre. This commission is part of a project called the Euston Green Link – a green and creative walking route between Euston Station. This, in turn, is part of a much wider initiative to encourage a healthier lifestyle, change locals' perceptions of Regents Park (which should be considered their green space) and to encourage footfall to the businesses on Drummond St which are struggling immensely under the pressure of HS2.

The Euston Green Link is a Mayor of London-funded initiative, a part of the city's Low Emission Neighbourhoods.

Therefore, the artist we commissioned needed to understand our sustainability goals and build air quality in to the narrative of the art.

The piece must also create a celebratory entrance to Drummond St. The east entrance to the street is blighted by cluttered, ugly construction assets. Our objective is to invite people from all directions in to Drummond St to explore the businesses. As the sculpture is softly lit at night it will continue to invite curious pedestrians in during the evening.

Finally the artist must also be sensitive to surrounding architecture and culture, and the desires of business owners.

We found these qualities in sculptor and physicist Jasmine Praddissitto.

We hosted two open workshops and invited employees, business owners and residents to come to CPT where they could meet the artist, scientist and engineer behind the proposal.

We also plan to host a variety of workshops particularly working with young people, which suits Jasmine's experience in hosting classes on the crossroads between science and art. This will ensure local people foster a sense of ownership and pride over the piece.

We will develop online resources so that information is actively promoted and understanding is maintained.

We also plan a bigger-scale event which will be very visual with presentations, videos, live science experiments and physical examples of the artist's work. This will launch the piece.

We are absolutely dedicated to ensuring this installation becomes a part of the local community and a useful learning tool for young people as the issue of pollution and climate change becomes evermore urgent.

We request a three year temporary permission for the installation.



EUSTON
TOWN