

22 Earlham Street, Seven Dials,
Covent Garden
London WC2

Proposal for Six Temporary Digital Stained Glass Windows Art Installation on Tower Court

Prepared By:
Common Works LTD & Out Of Order Design LTD

Prepared For:
Shaftesbury PLC

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25th September 2019



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1.0 Introduction



Overview

Utilising the empty, bricked up window spaces at the intersection of Tower Court and Earlham Street, we propose to install an art piece comprising of six digital displays that depict 'living' stained glass windows. The displays will each show a different stained glass pattern that will subtly move, transforming Tower Court into an intriguing curiosity that engages the viewer with the area.

In this proposal we will discuss the impact on the surrounding area, how we intend to make the piece aesthetically in keeping with the existing architecture, management of the piece and the cultural impact.



1.2

Team

Project Management (Fabrication) — Simon Petty

Project Management (Development) — Sam Tripp

Fabrication & Install — Out of Order Design LTD

Design & Development — Common Works LTD

Common Works

Out
Of
Order
Design

About the Designers

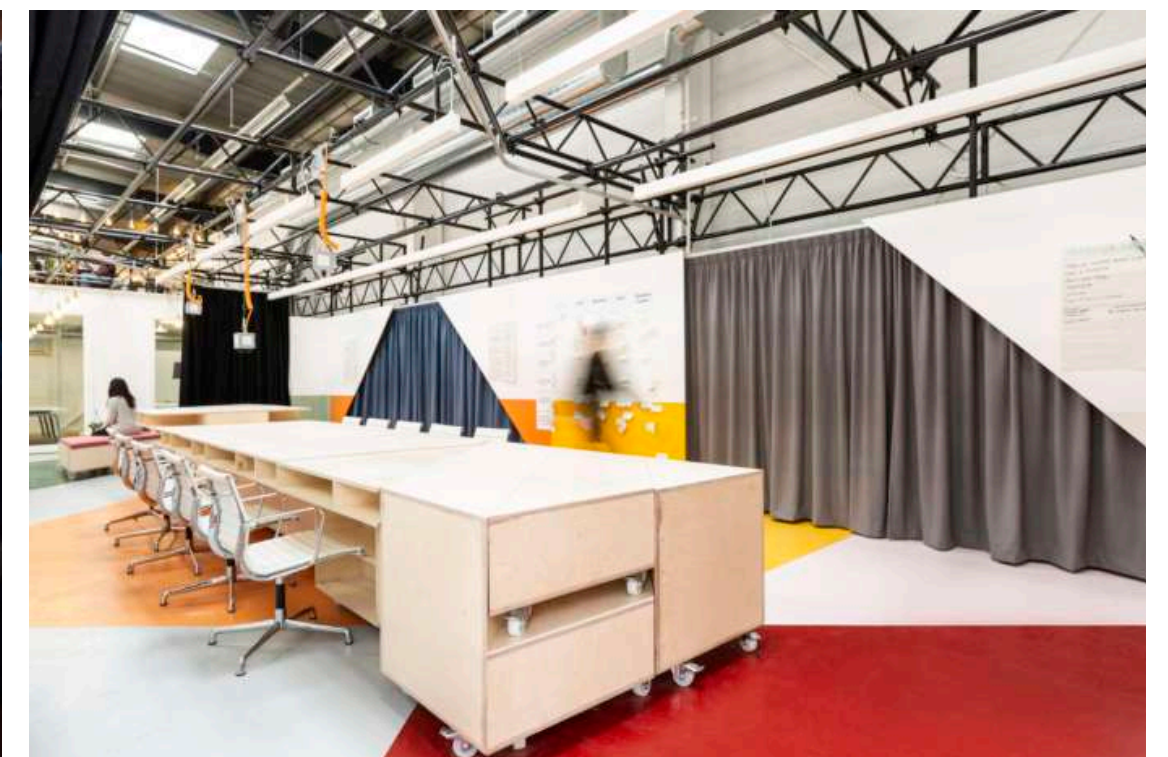
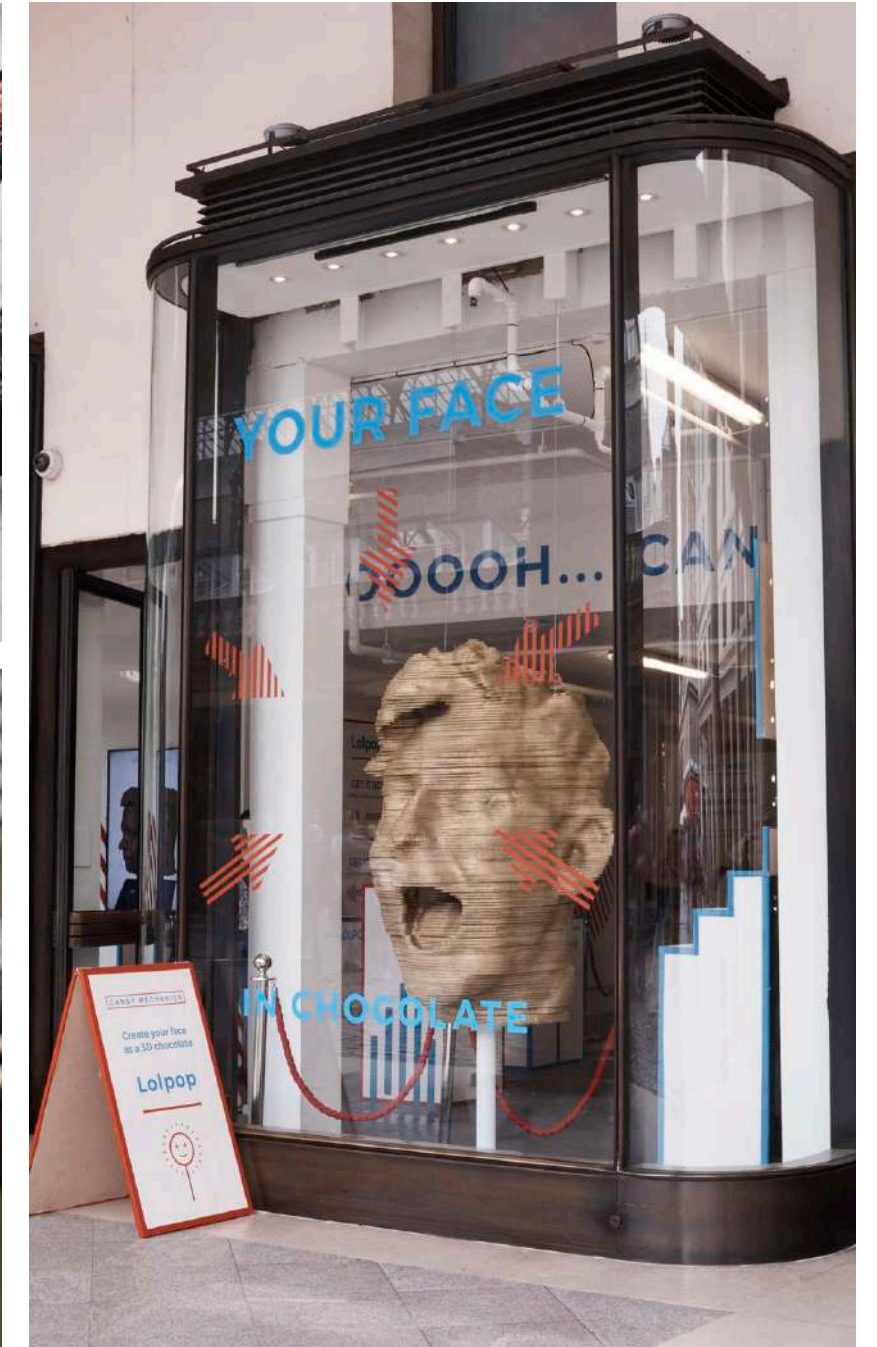
This artwork is a collaboration between Common Works and Out Of Order.

Common Works LTD

Common Works are a design and technology studio that has created installations that live at the intersection between art, design and future technologies for people such as the V&A and Tate.

Out of Order Design LTD

Out Of Order are a creative consultancy and fabrication studio made up of a collaborative group of designers and makers working across the fields of design and craft, architecture and installation.



2.0 The Site



2.1

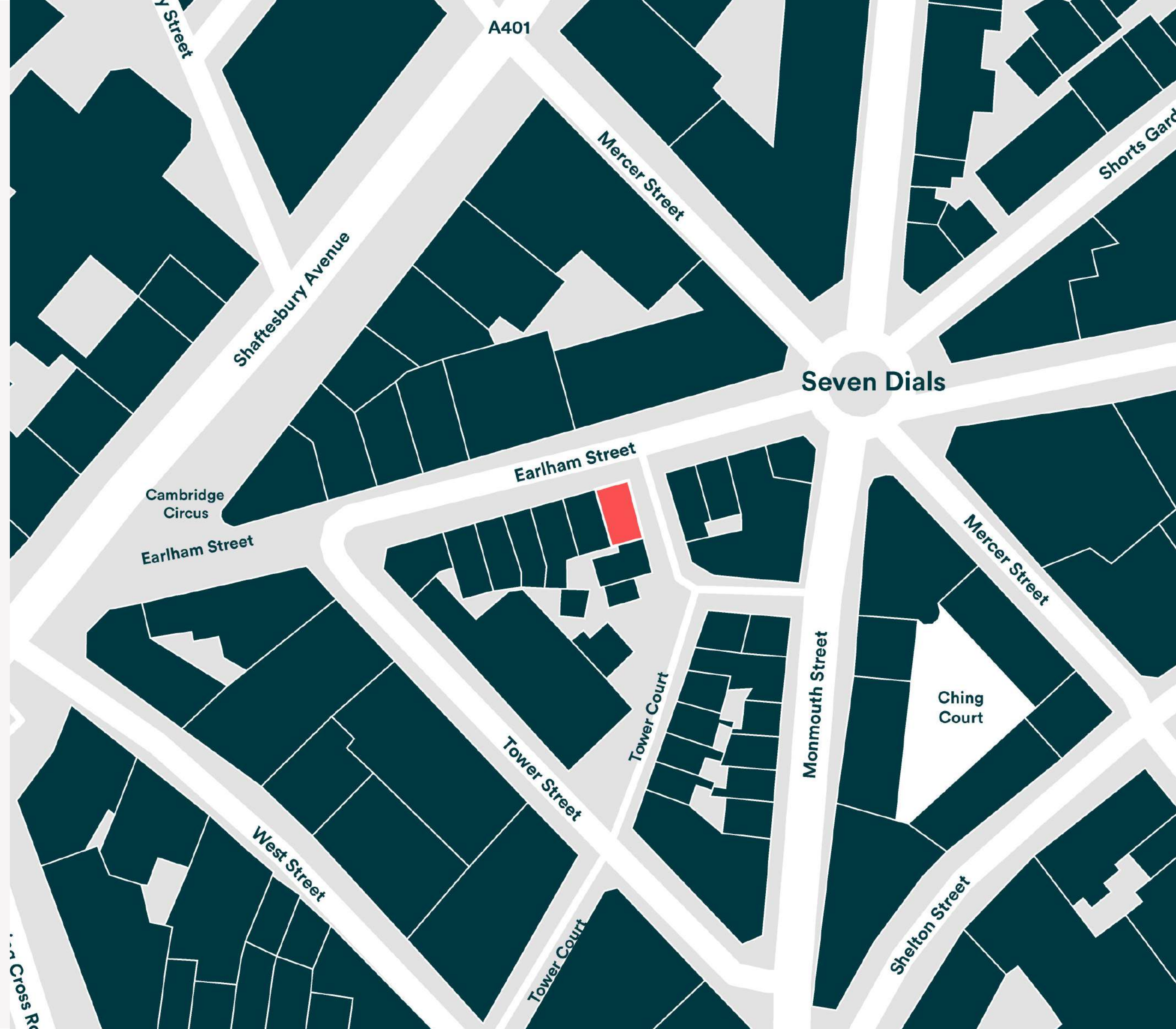
The Existing Site

22 Earlham Street is an A Grade II listed building in Seven Dials, London. The building sits on the corner of Earlham Street and Tower Court and is currently used as a shop by 'Super Superficial' and as a residential building.

Earlham Street consists predominantly of retail spaces.

Building Details

- Terraced house and shop.
- Late C18. Multi-coloured stock brick.
- Tiled mansard roof with dormers.
- 3 storeys and basement.
- Wooden shopfront with boxed-out entablature and dentil cornice.
- Shop window and doorway altered.
- Gauged flat brick arches to recessed sash windows, those on return with original glazing bars.
- INTERIOR: not inspected.



The Existing Site Continued

The six blank windows that we intend to use are located on the east facing facade of the building – above the side entrance of the building and the shop-front.

There are existing cables pinned to the building that run along the mortar just above the shop-front.

Directly opposite the east facade of the building is another shop-front on the ground floor and a stairwell to residential flats that spans the three storeys of the building.



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Drawing Status **PLANNING**

PROJECT **Seven Dials Window Installation**

TITLE **Tower Court Elevation As Existing**

CLIENT **Shaftesbury Covent Garden**

DRAWN BY SP	CHECKED SB	JOB 7D.TCW
DRAWING NUMBER 7D.TCW.1011.EXS.ELV	REV 01	SCALE 1:100 @ A3
		DATE 22/07/2019

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Residential Access
to 22 Tower Court
Let & managed by
Seven Dials Estate

Proposed Location
for 6nr Digital Windows

Earham Street

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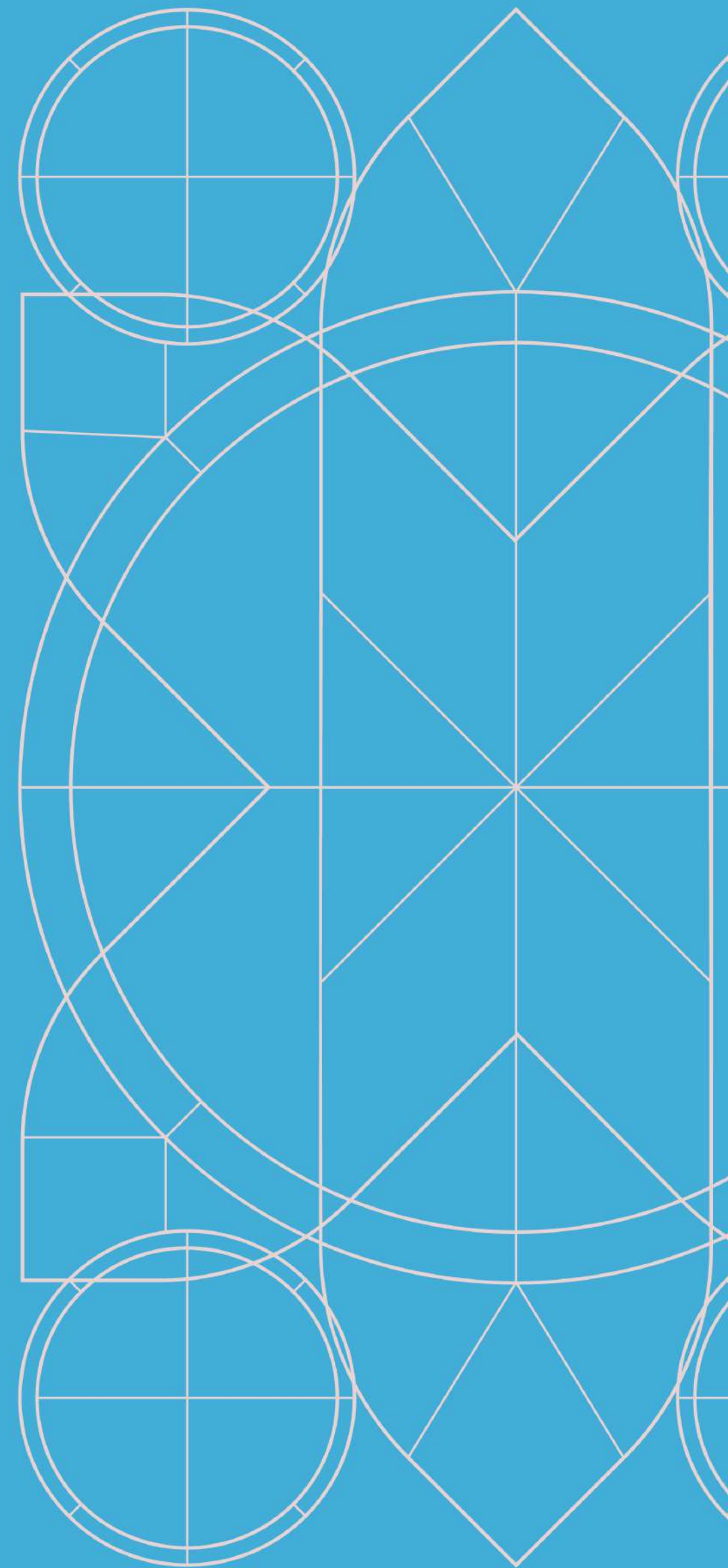
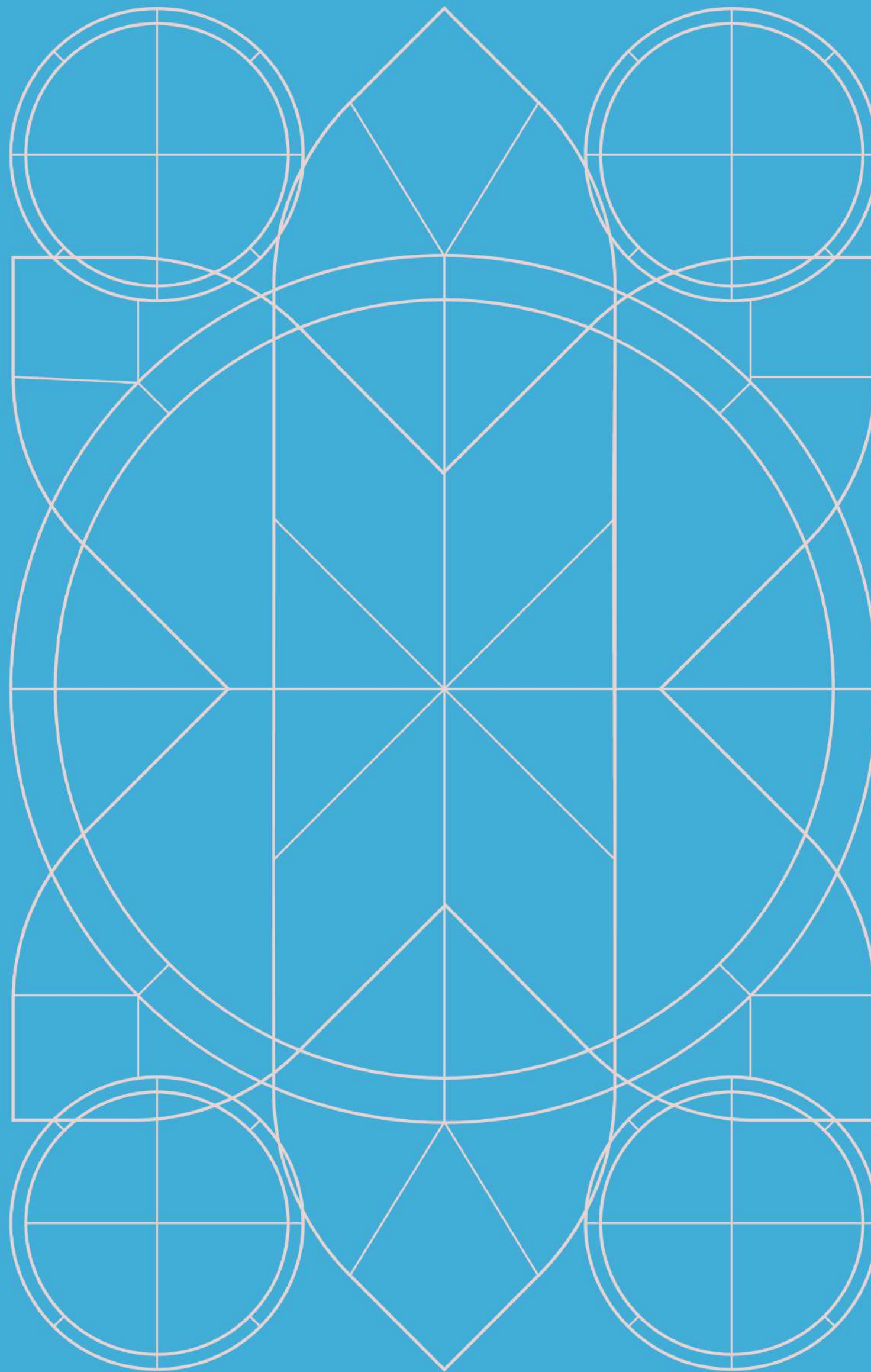


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3.0 The Artwork



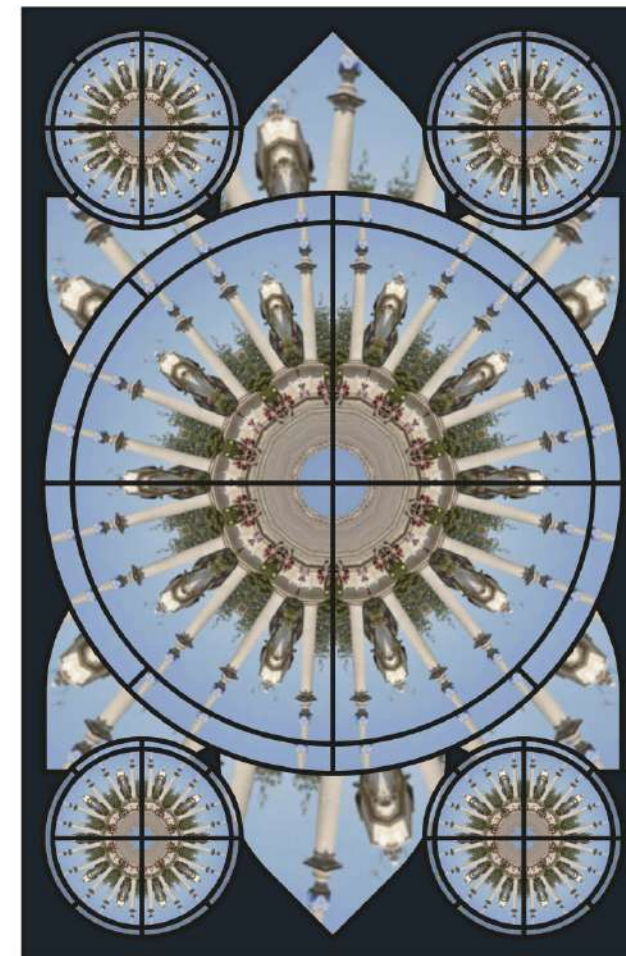
Proposal

Currently there are six empty, bricked up, blind windows on Tower Court. The digital windows will be fabricated to slot into these empty voids and look like six normal windows. In order to get the best effect, the digital windows need to look as if they belong in the space and are a part of the original architecture. The digital displays will show what look like traditional stained glass motifs but will move and react to the surrounding area. The patterns are created using images taken in and around Seven Dials. The images can be sourced from the public via social media or from bespoke photography. The source images are processed and abstracted to create kaleidoscopic patterns that, through subtle movement, will activate an unused space.



Proposal Continued

It is important that the patterns are subtle to create the illusion that these are traditional, architecturally appropriate stained glass windows - which in turn will heighten the dramatic effect of the subsequent movement of the pattern. An uncanny "Did that window just move?" reaction from observers is what we hope to achieve.



Mock up of patterns.

Proposal Continued

The artwork will fit into the existing bricked up windows of the East facade of 22 Earlham Street on corner of Tower Court and Earlham Street. By utilising the depth of the window reveal / ledge, the artwork will mimic the sash windows along Tower Court. Discrete and adjustable fixings will be used to secure the artwork to the brick wall and will be a temporary installation. Care will be taken to enhance the streetscape and improve the atmosphere that currently attracts antisocial behaviour.





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Drawing Status	PLANNING

PROJECT	Seven Dials Window Installation
TITLE	Tower Court Elevation As Proposed
CLIENT	Shaftesbury Covent Garden

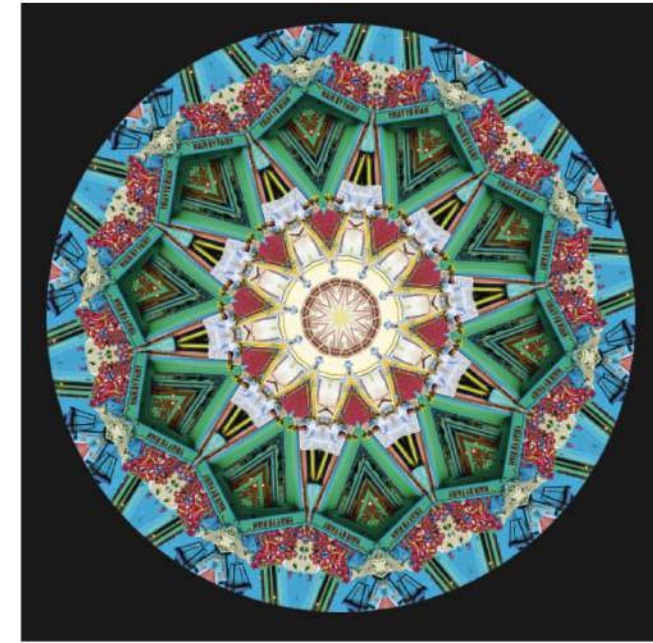
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Imagery

The patterns will be created on the fly using images of Seven Dials. These images can be a pre-agreed library of images or sourced periodically from the public via social media.

The patterns will animate subtly - please see the video in the package for a demonstration of how the patterns will move.



Interaction

The visuals will be affected and changed by reacting to either (a) small sensors placed around the installation, causing the artwork to react to people's movement in the space (Fig. 1) or (b) some sort of input that will allow an observer to physically interact with the piece (Fig. 2).

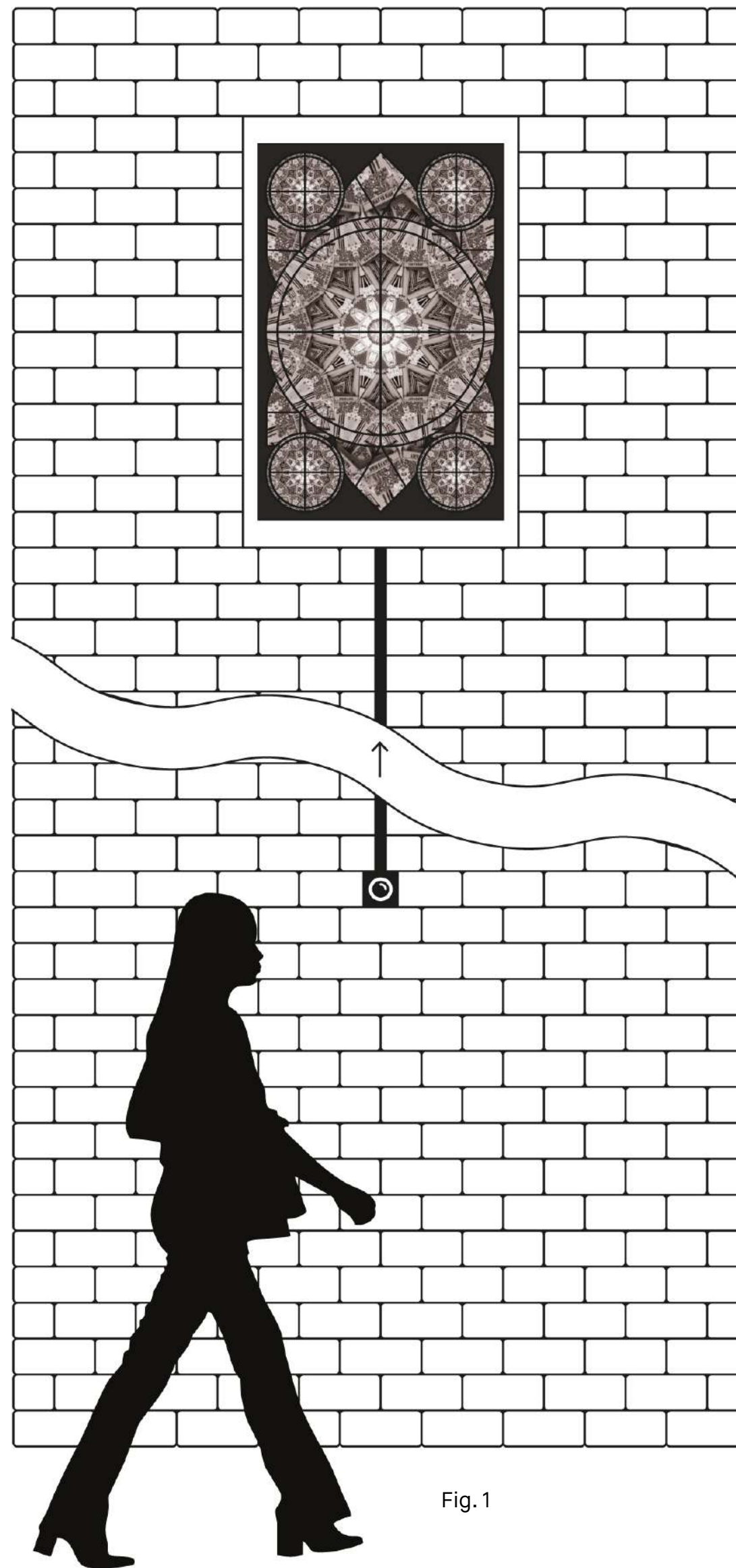


Fig. 1

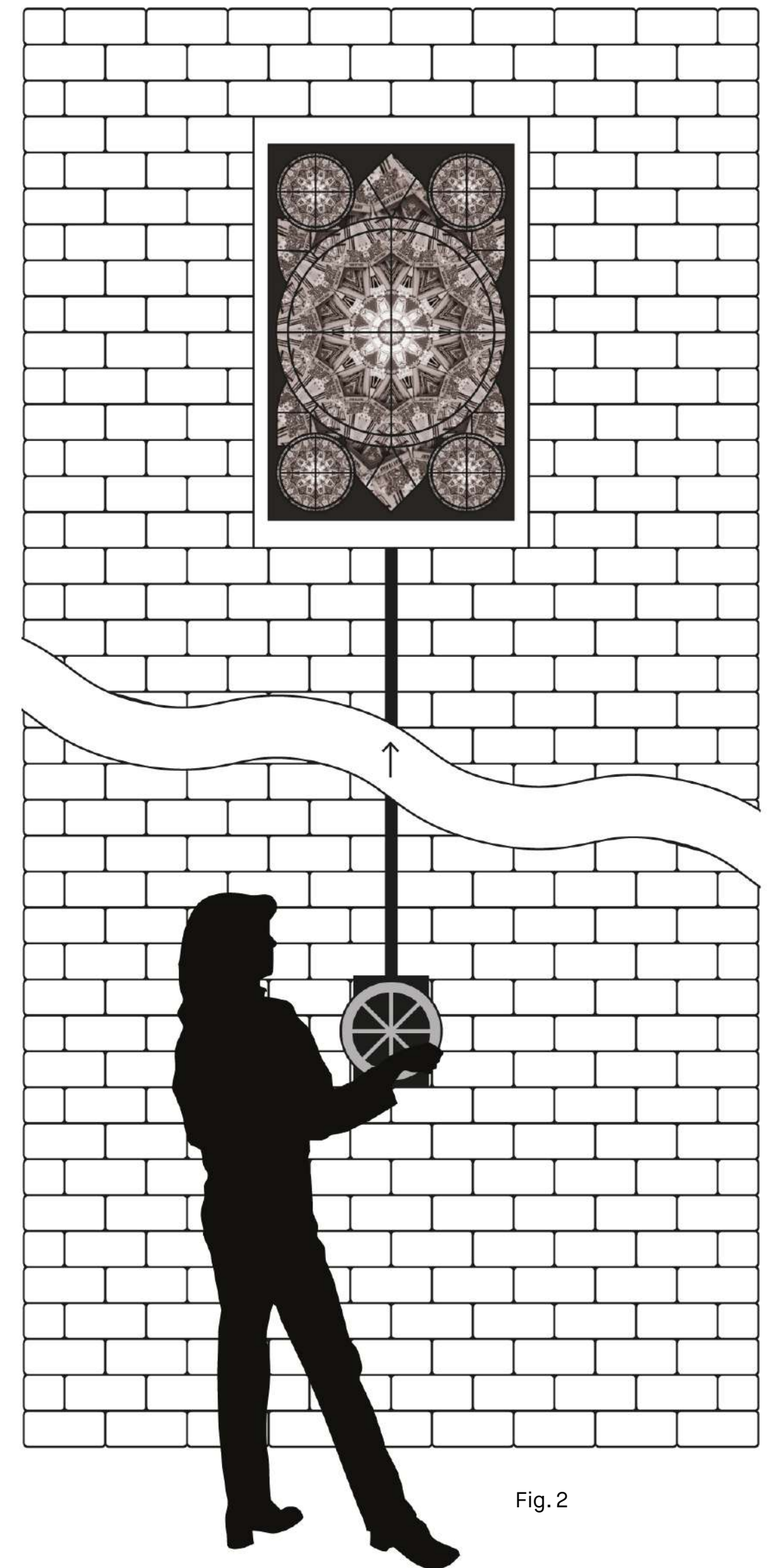


Fig. 2

What the Artwork Comprises

The artwork is made up of six individual, watertight boxes that fit snugly into the voids - with the exposed side made to mimic the existing windows of the building. These boxes can be made to sit flush with the existing exterior facade of 22 Earlham Street.

All electronics will be hidden inside these boxes and will be protected by weatherproof enclosures. The necessary cables that provide power and an internet connection will be pinned to the wall and hidden - where possible - behind the existing guttering on the building. Inside each box is also a large screen that displays the artworks.



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PROJECT **Seven Dials Window Installation**

TITLE **Tower Court Elevation As Proposed**

CLIENT **Shaftesbury Covent Garden**

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Specifications

Each window will consist of the following:

- LCD Screen;
- Raspberry Pi;
- Power adapter;
- Ethernet cable;
- Power cable;
- Weather proof enclosure;
- 2 core cable.

The housing will be made from solid material either metal or moisture resistant timber with a sealed clear perspex front. The housing will be sealed to prevent moisture ingress and treated to prevent weathering.

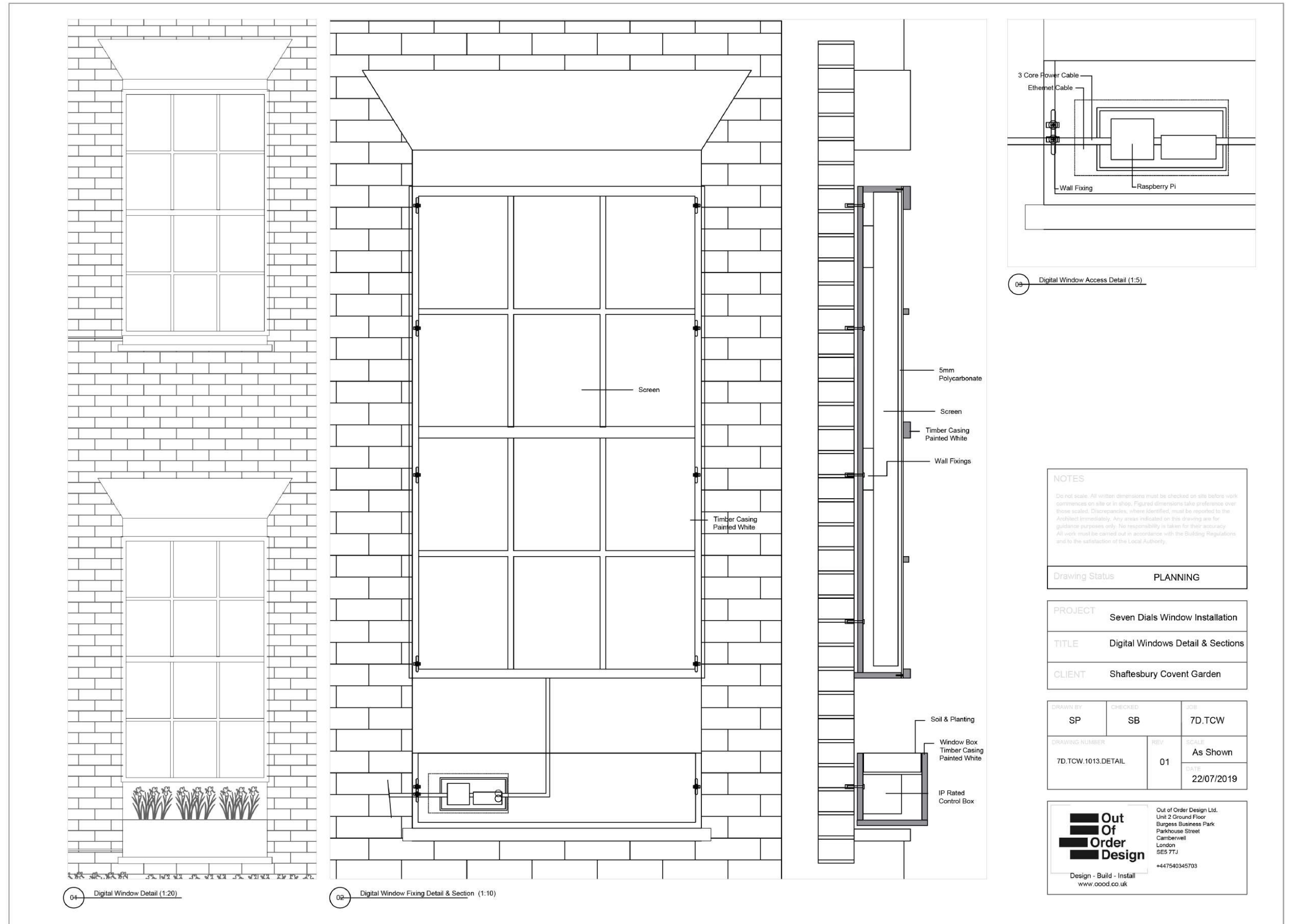
All electronics are standard consumer level products meaning they are suitable for standard power and do not require any specialist intervention. They will be sealed in an IP rated fitting and housing.

A small opening will be required on the front of the housing to allow access to the electronics without the need to remove the entire housing.

Dimensions

Upper Windows - W 900mm H 1654mm D 175mm

Lower Windows - W 960mm H 2112mm D 175mm



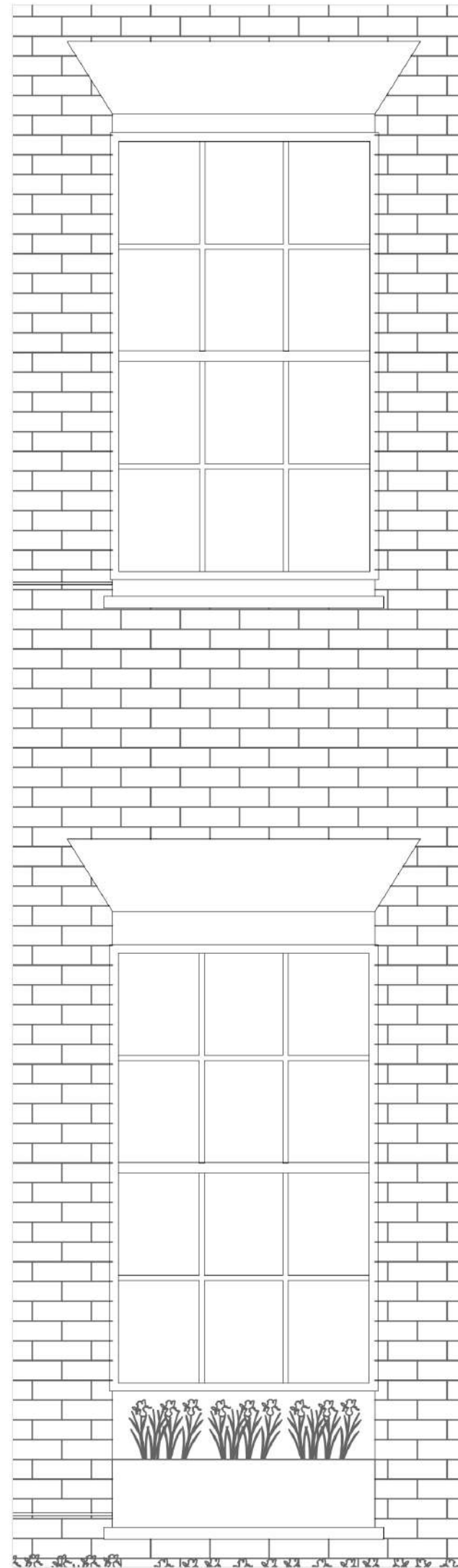
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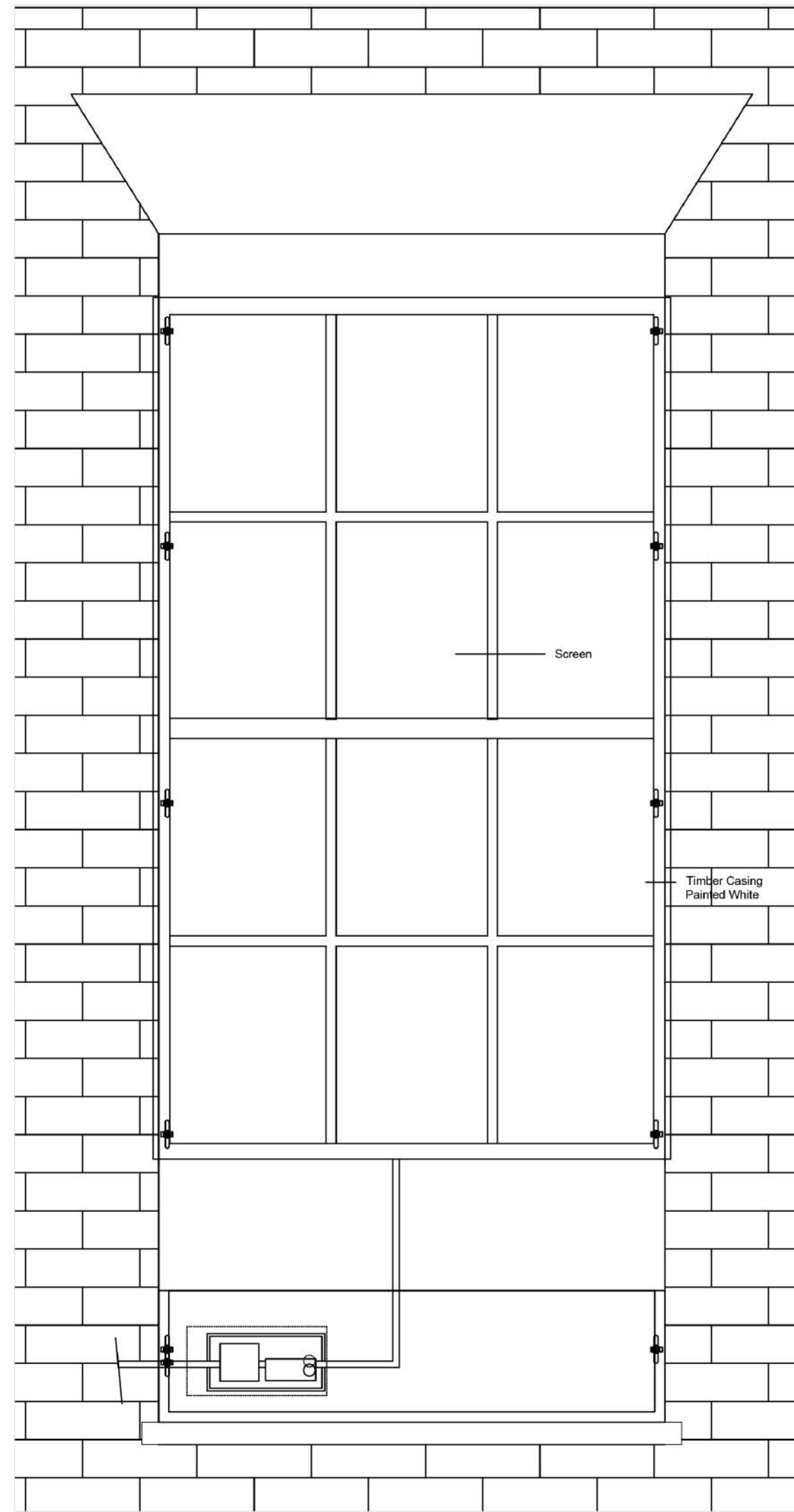
PROJECT **Seven Dials Window Installation**
 TITLE **Digital Windows Detail & Sections**
 CLIENT **Shaftesbury Covent Garden**

DRAWN BY SP	CHECKED BY SB	JOB 7D.TCW
DRAWING NUMBER 7D.TCW.1013.DETAIL		REV 01
		SCALE As Shown
		DATE 22/07/2019

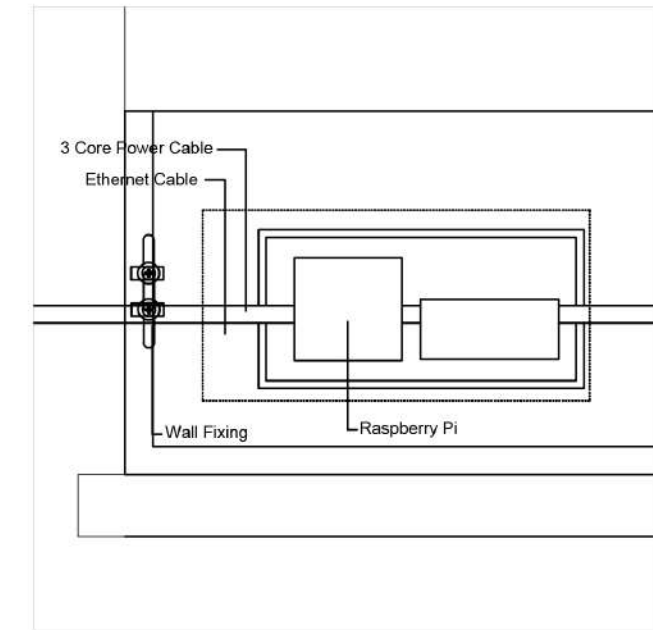
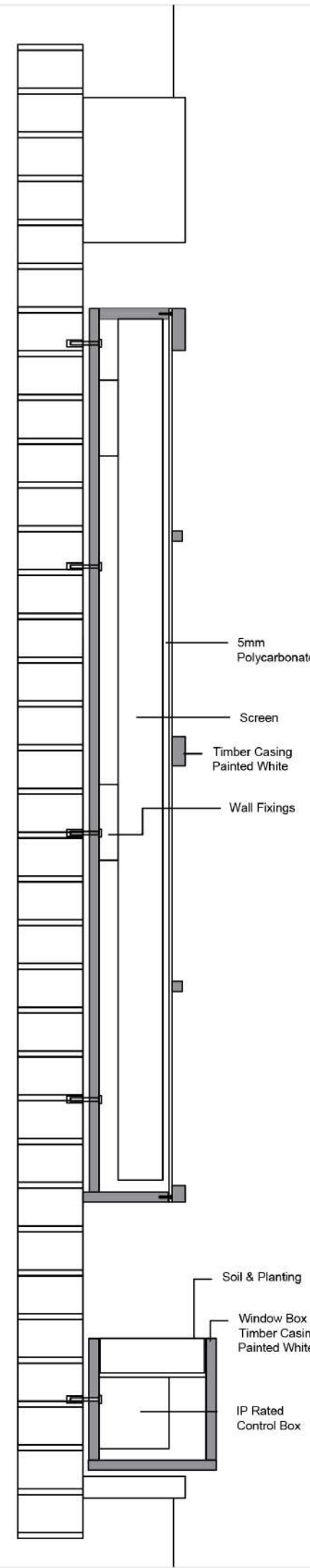
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04 Digital Window Detail (1:20)



02 Digital Window Fixing Detail & Section (1:10)



05 Digital Window Access Detail (1:5)

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Drawing Status **PLANNING**

PROJECT **Seven Dials Window Installation**

TITLE **Digital Windows Detail & Sections**

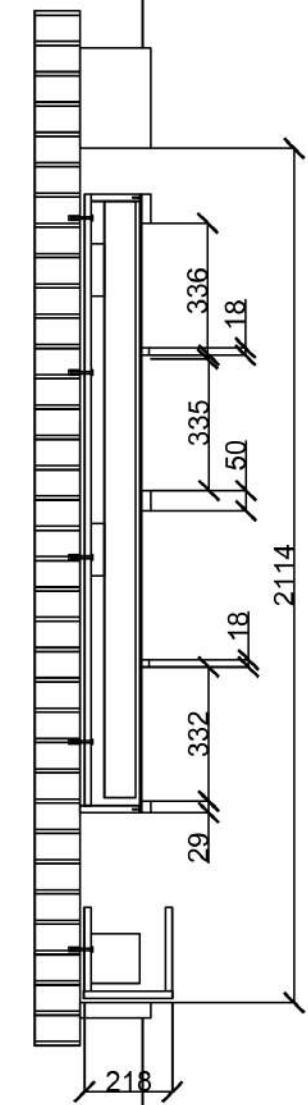
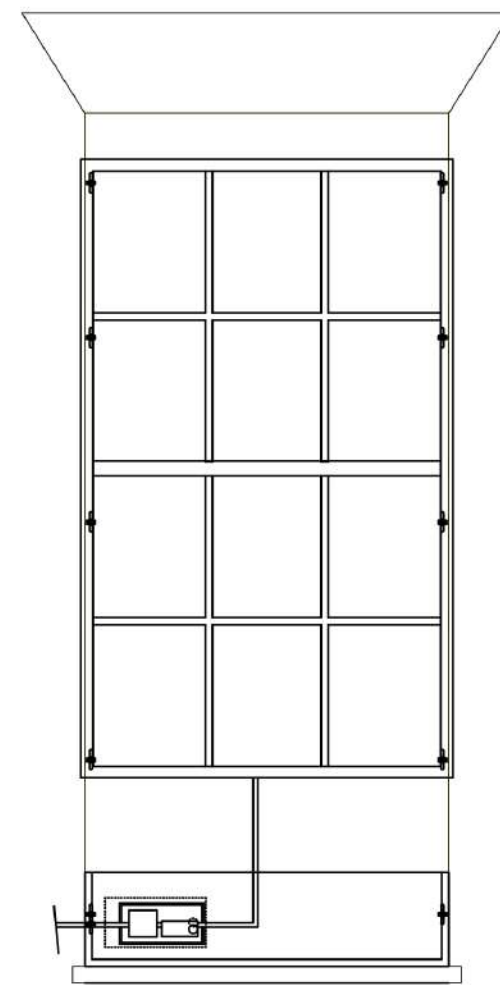
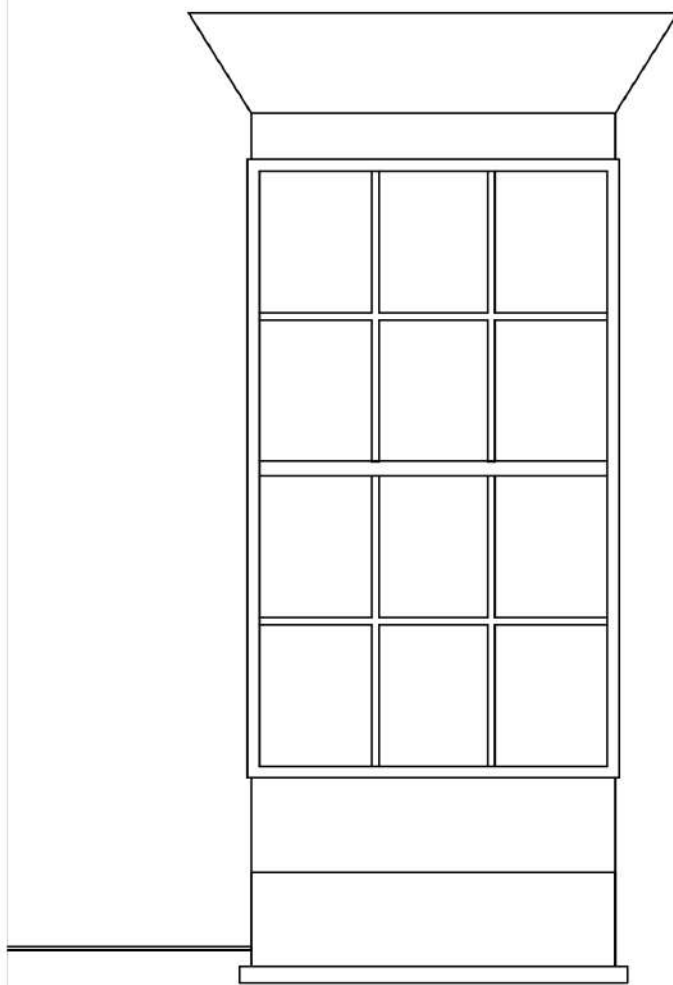
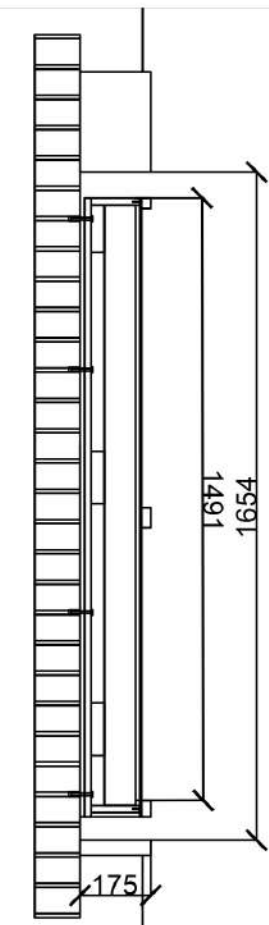
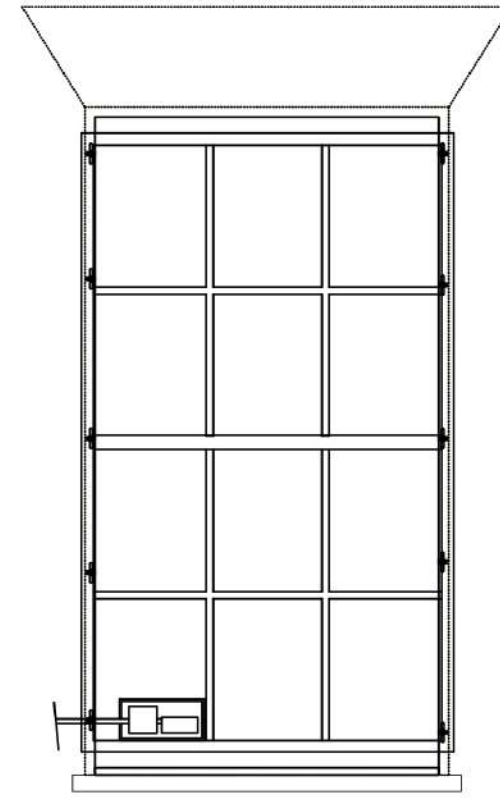
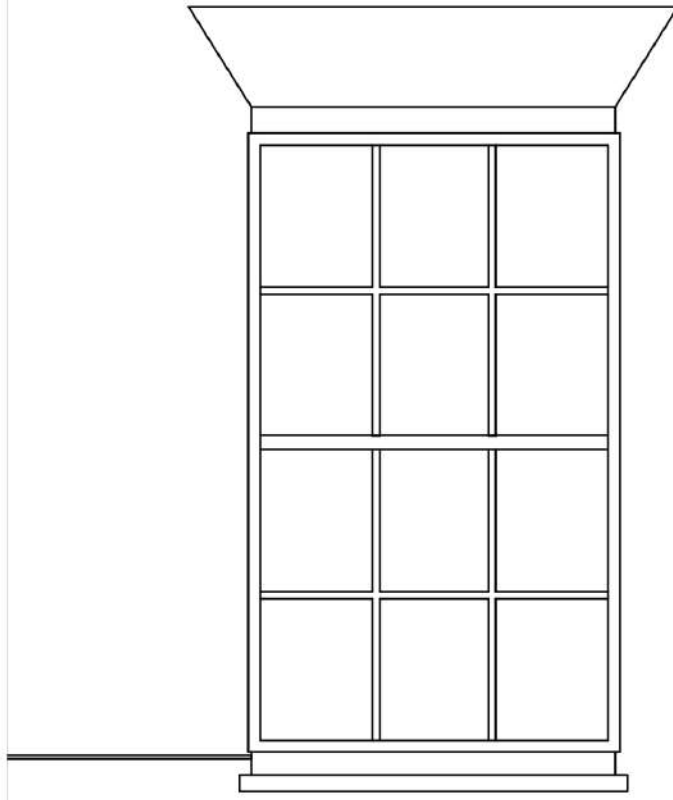
CLIENT **Shaftesbury Covent Garden**

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Drawing Status **PLANNING**

PROJECT **Seven Dials Window Installation**

TITLE **Digital Windows Detail w/ Dims**

CLIENT **Shaftesbury Covent Garden**

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Impact

Aesthetic

As previously stated, it is important that the aesthetic is in keeping with the surrounding area. We also plan - where possible - to hide any cables and use inconspicuous colours so that the required cabling is no more noticeable than existing cables on the building.

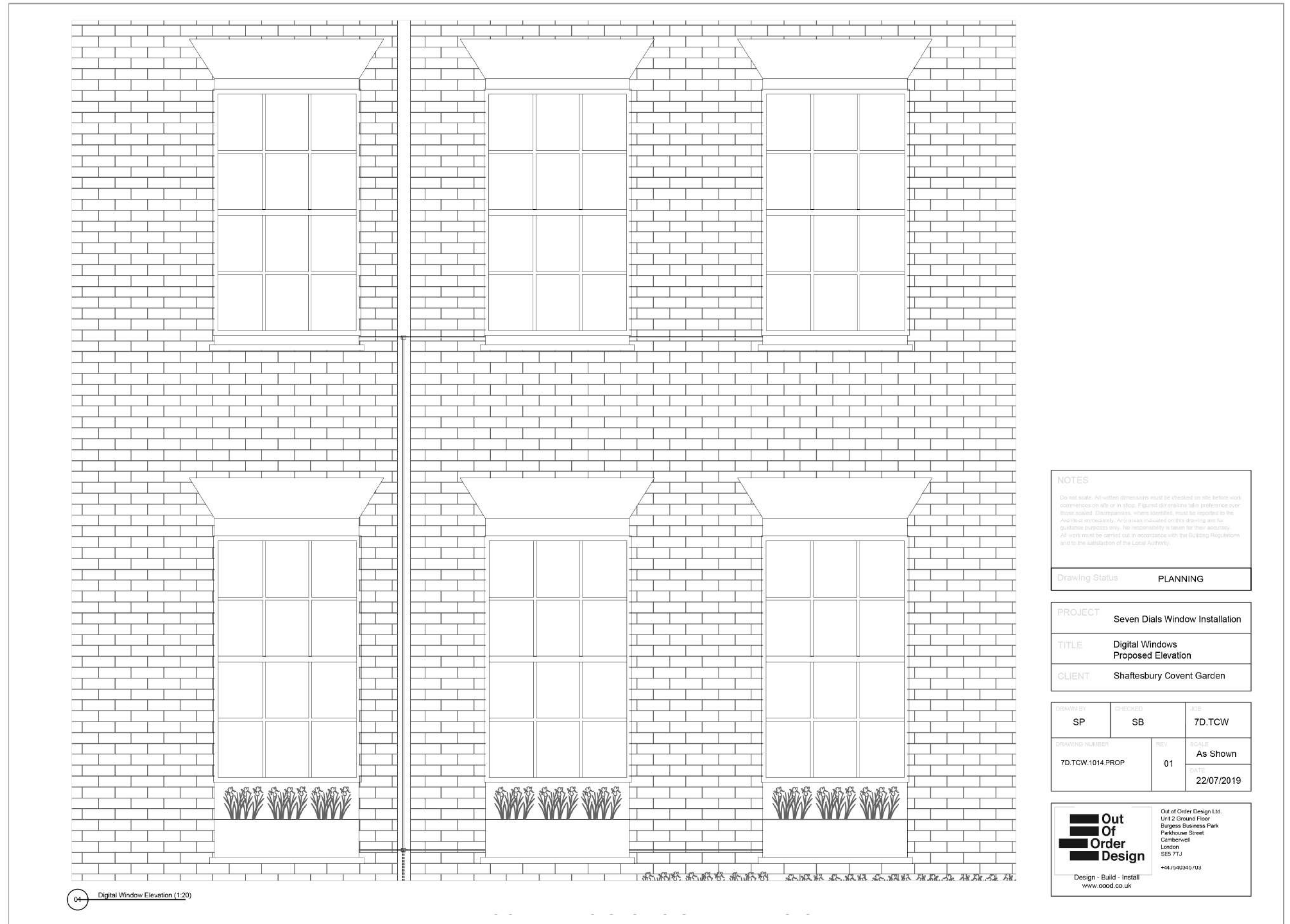
Light Levels

The light level of the art installation will be no greater than that of the street light located on Tower Court. However, we have planned for allowing the installation to dim programmatically in order to prevent any disruption to residents. In addition to this, the installation is not directly opposite a living space but instead opposite a communal stairwell and therefore we anticipate minimal-to-no disruption to local residents.

We expect the Nits - that is the light produced by the installation - to not exceed 800. This is about as bright as a phone screen. This would reduce down to less than 50 nits at night, which is less than the nearby streetlights. Additionally, a digital timer can be used to switch the installation off after a certain hour and turn back on automatically the next day.

After Uninstall

The components that make up the installation will be pre-fabricated to essentially slot in and out of the voids and require little in terms of physical fixings. This means that the installation will leave almost no trace when it is eventually removed. The cabling will be hidden along mortar joints and behind the existing drain pipe.



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Drawing Status **PLANNING**

PROJECT **Seven Dials Window Installation**

TITLE **Digital Windows Proposed Elevation**

CLIENT **Shaftesbury Covent Garden**

DRAWN BY	CHECKED	JOB
SP	SB	7D.TCW
DRAWING NUMBER	REV	SCALE
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3.12

Lifespan

We plan for the installation to run for 2 years before being removed completely.



Maintenance

In regards to maintaining the software side of the installation, the programs will be accessible remotely meaning that updates or alterations to the visuals can be made without the need to have physical access to the artwork.

If any maintenance is required of the electrical components, the enclosures will have small access doors to allow us to easily get to each component reducing the need of specialist tools and will provide the least disruption to the installation.

The units will be weatherproofed as much as possible using IP rated electrical enclosures. The screens will be set in a timber/metal frame painted and sealed to protect against any potential water ingress.

3.14

Security

Due to the height of the artworks it is very unlikely to be accessible to be vandalised. The units will be secured to the brick wall and have tamper proof fittings where needed.

The units will also be very close to the Seven Dials Estate Office. Because of this, the artworks will be checked by member of Seven Dials estate team regularly throughout its run.



4.0 Installation

Install Strategy

Timings

The install will take no longer than 1-2 days, meaning very little disruption to foot traffic on Tower Court and surrounding streets.

Access

The installation will require access to the windows via a scissor lift. All health and safety precautions will be arranged prior to install. Loading and unloading will be done via Earlham Street. The installation area will be segregated from the public right of way.

As everything will be pre-fabricated, we only need to attach the installation to the wall and connect the piece to Ethernet and power.



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Drawing Status: **PLANNING**

PROJECT Seven Dials Window Installation
TITLE Site Plan As Existing
CLIENT Shaftesbury Covent Garden

DRAWN BY SP	CHECKED BY SB	JOB 7D.TCW
DRAWING NUMBER 7D.TCW.1010.SITEPLAN	REV 01	SCALE 1:500 @ A3
		DATE 22/07/2019

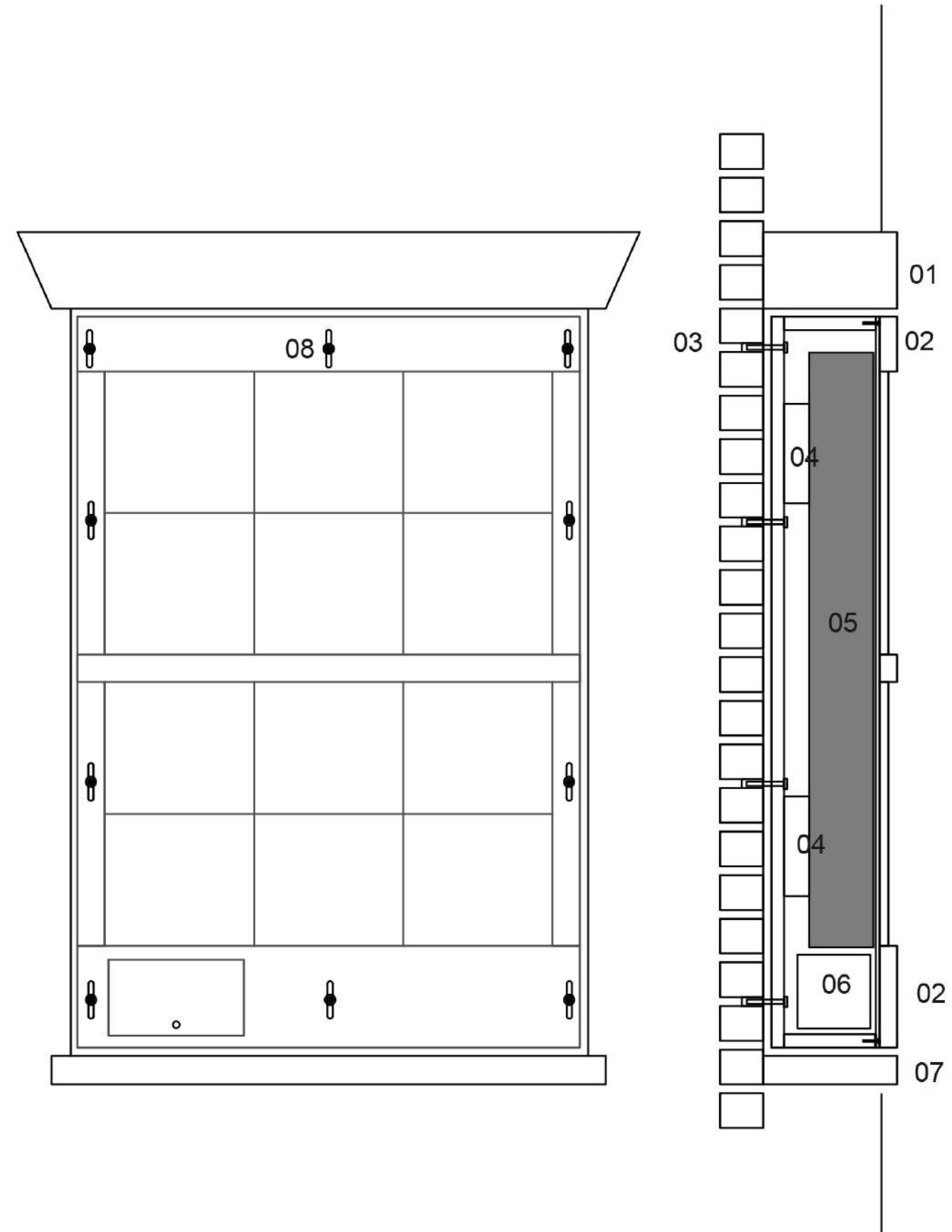
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Fixings

We plan to use brackets that are fixed with screws and plugs into the mortar. The benefit of doing it this way is that it leaves no lasting damage to the masonry and allows us to easily install and remove the artwork. The artwork will weigh no more than 50kg so will only require 10 masonry screws with appropriate rawl plugs to handle the load. The fixings will be in machined slots allowing for adjustment of the screw location to ensure it fixes in to the mortar.

Diagram

- 01 - Existing Brick Lintel
- 02 - Decorative Facade
- 03 - Slotted Screw Fixing
- 04 - Screen Mount
- 05 - Screen
- 06 - Control Box
- 07 - Existing Window Cill
- 08 - Slotted Screw Fixing



Thank You.

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