

BREAD TALES

PLANNING SUBMISSION

OVERVIEW

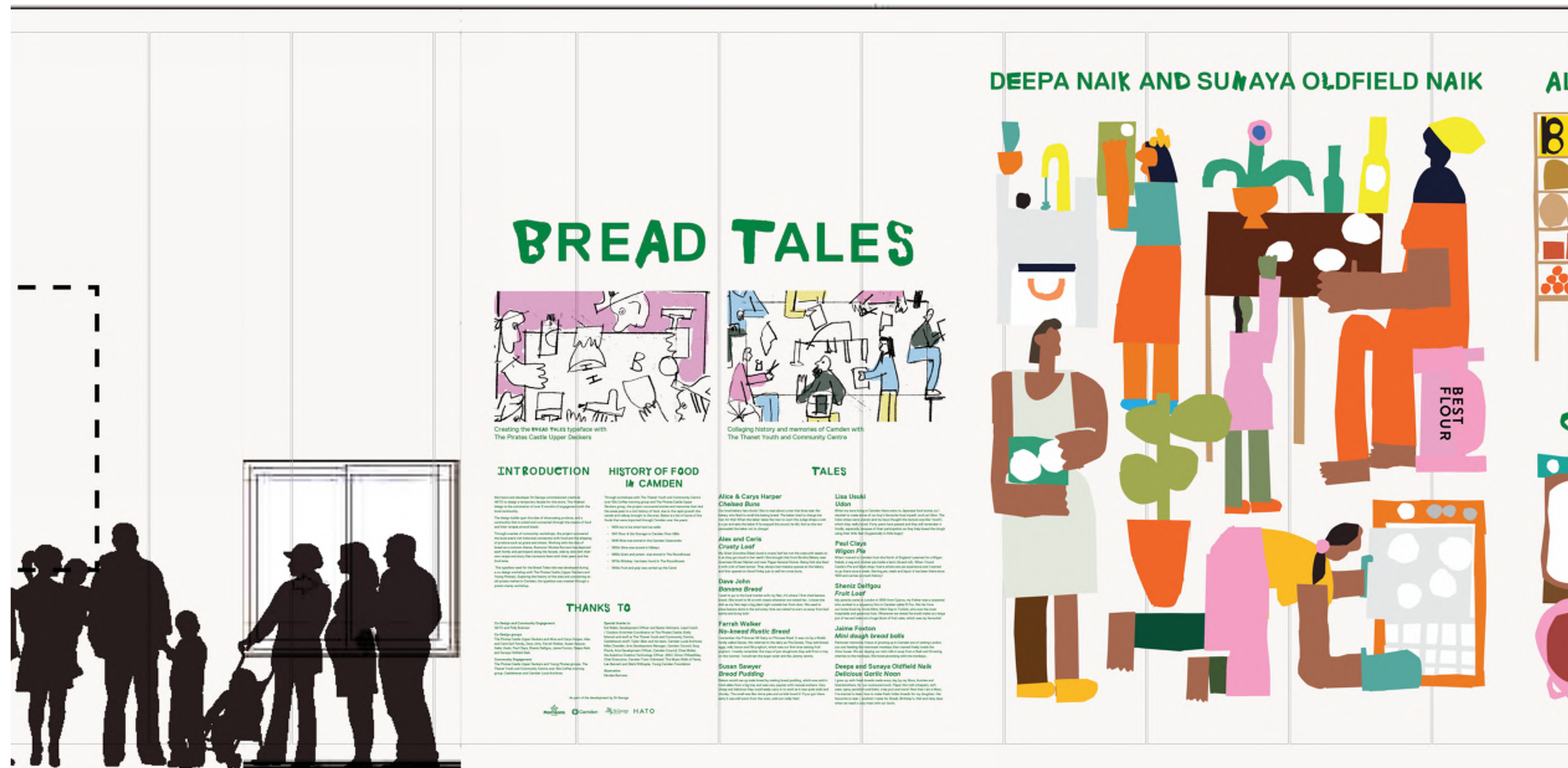
PLANNING SUBMISSION

Artwork area is integrated from right hand side of *Market Kitchen* hatch. Primary colour is a variation of Morrisons British Green brand colour. Interpretation panels are set to the left hand side of the artwork area.

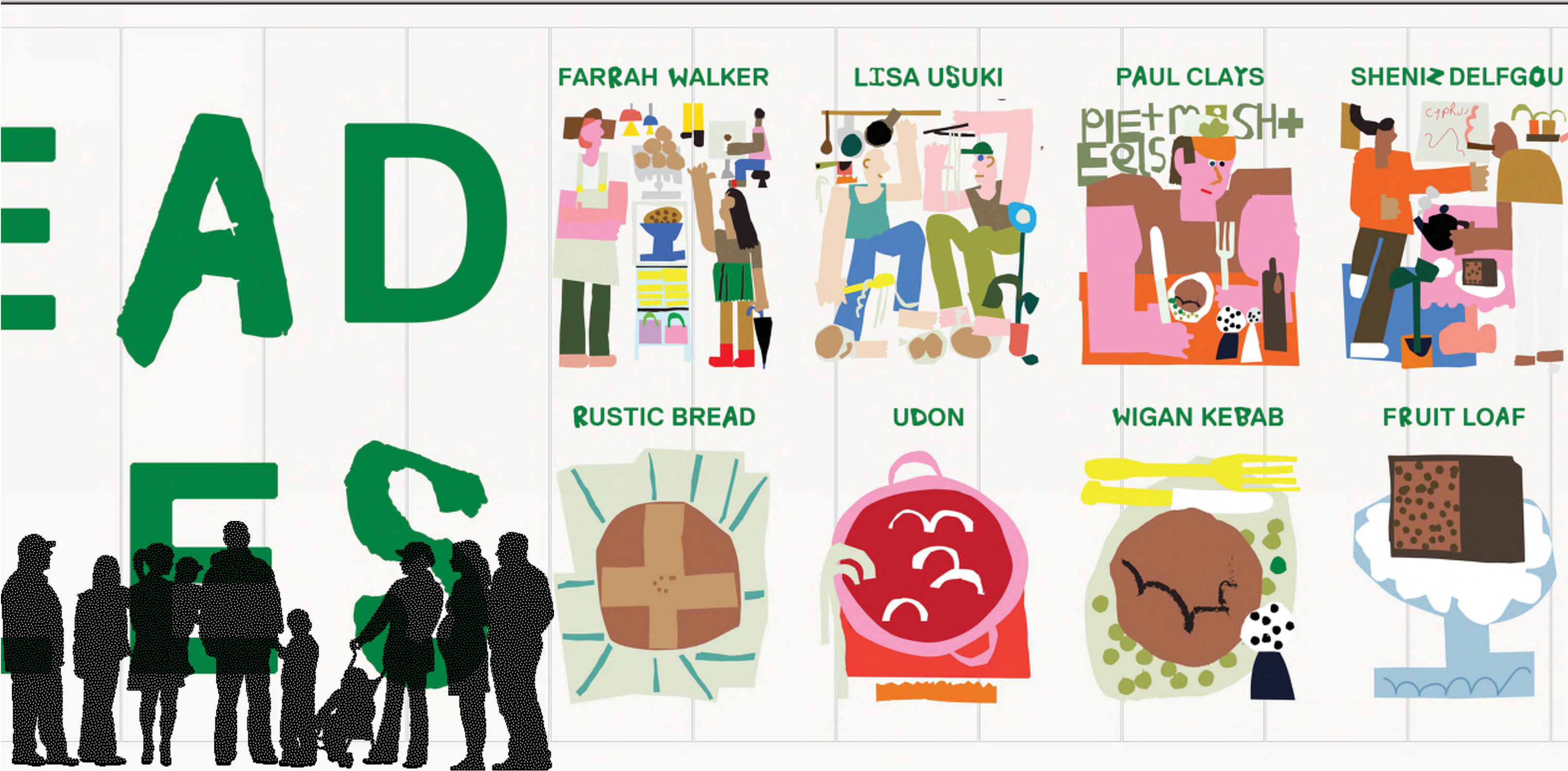
The Interpretation Panels have been typeset to be legible for all ages and accessibility requirements.







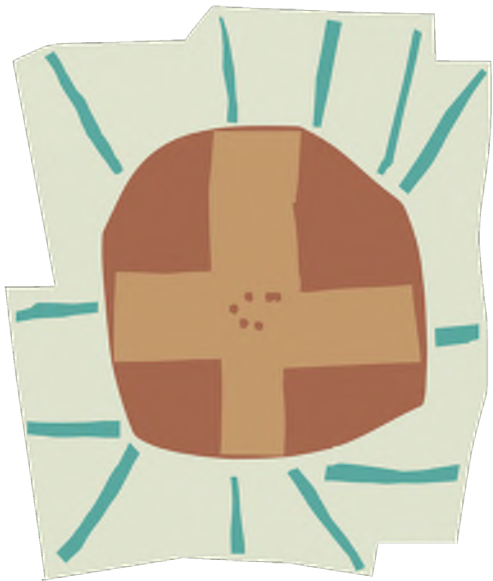
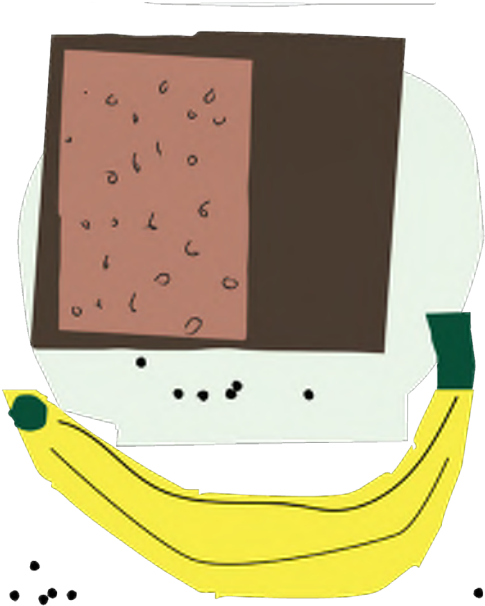
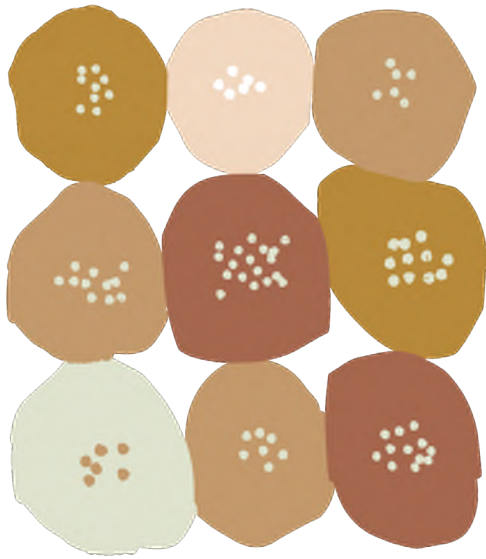
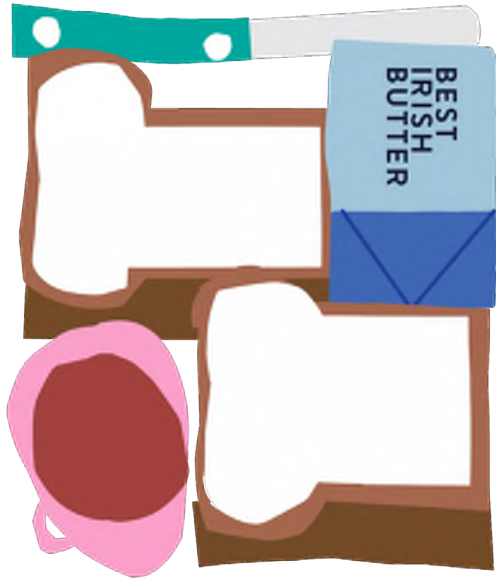
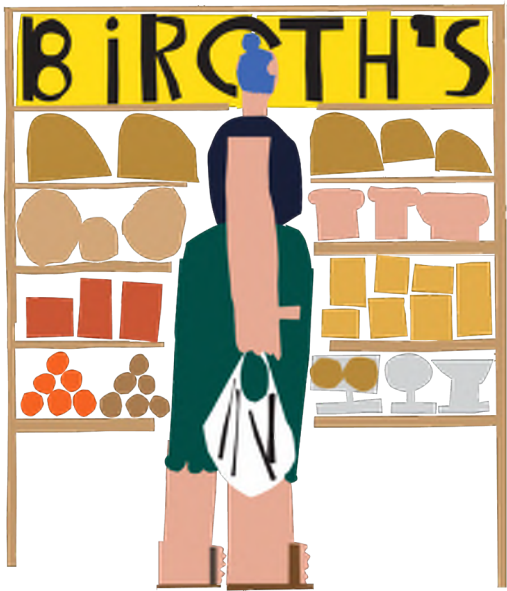




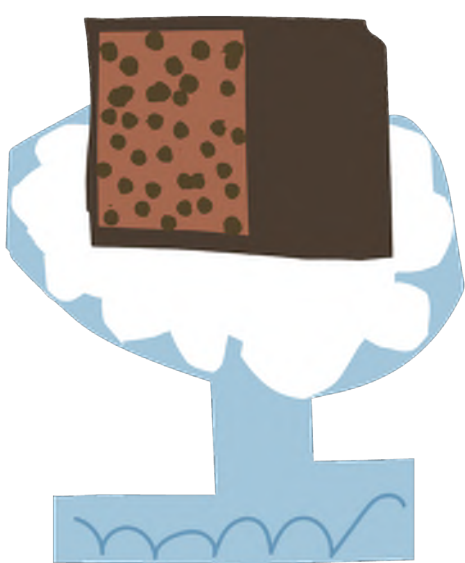
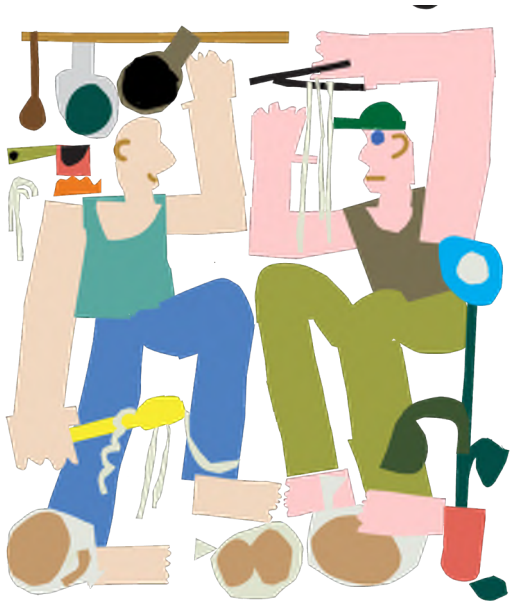


ILLUSTRATIONS

BREAD TALES ILLUSTRATIONS



BREAD TALES ILLUSTRATIONS



COLLAGED ILLUSTRATION

All the illustrations will be treated in a similar way to this for the artwork to be installed. Incorporating textures and collage as a reference to the collage workshops run throughout the co-design development with the Thanet Group, Pirates and Bread Tales Activity Pack.



INTERPRETATION

BREAD TALES



Creating the BREAD TALES typeface with The Pirates Castle Upper Deckers



Collaging history and memories of Camden with The Thanet Youth and Community Centre

INTRODUCTION

Morrison's and developer St George commissioned creative HATO to design a temporary facade for this store. The highest design is the celebration of over 6 months of engagement with the local community.

The design builds upon the idea of celebrating products, and a community that is united and connected through the memory of food and their unique shared bread.

Through a series of community workshops, the project uncovered the local area's rich historical connection with food and the shipping of produce such as grapes and wheat. Working with the idea of bread as a common theme, illustrator Nicola Barnes highlighted each family and participant along the facade, able to add with their own recipe and story that connects them with their parent and the local area.

The typeface used for the Bread Tales title was developed during a design workshop with The Pirates Castle Upper Deckers and Young Pirates. Exploring the history of the area and engaging an old pirate market in Camden, the typeface was created through a pirate stamp workshop.

HISTORY OF FOOD IN CAMDEN

- 1800 Flour & Grain Storage in Camden Flour Mills
- 1800 Wine was stored in Camden Catacombs
- 1800s Green and potato were stored in The Roundhouse
- 1800s Whiskey has been found in The Roundhouse
- 1900s Fruit and pulp was carried up the Canal

TALES

Alice & Carys Harper

Chelsea Buns

Our local bakery has a bun I like to read about a man that lives near the bakery who likes to read the baking bread. The baker tried to change the bun for that. When the baker takes the bun to cook the Judge drops a coin in it and asks the baker if he enjoyed the bun. He did. And the man persuaded the baker not to change!

Alex and Ceris

Crusty Loaf

My Great Grandma loved a crusty loaf but not the ones with seeds on it as they got stuck in her teeth! She brought this from Bristol Bakery near Downham Street Market and near Pages General Store. Being a bit of a foodie I with a bit of seed butter. They always had massive queues at the bakery and that's why I loved it! I just love it!

Dave John

Banana Bread

I used to go to the local market with my Nan, it's where I first tried banana bread. She loved to bake with banana whenever we visited her. I loved this bread as my Nan kept a big plant right outside her front door. We used to plant banana plants in the soil every time we visited to keep us away from bad spirits and bring luck!

Farrah Walker

No-knead Rustic Bread

I remember the first time I saw a rustic bread. It was not by a shop, it was by a house. I was with my Nan and she was with my Great Grandma. They were all in the kitchen. I was with my Nan and she was with my Great Grandma. They were all in the kitchen. I was with my Nan and she was with my Great Grandma. They were all in the kitchen.

Susan Sawyer

Bread Pudding

Bread was used to make bread by making bread pudding, which was sold in thick slices from a big tray and was very popular with manual workers. Very cheap and delicious they could make it in 10 minutes and was quite well liked. The bread was like mince pies and as little bread if it was good there was a small square from the oven, called a little loaf!

Lisa Usuki

Udon

When we were kids in Camden there were no Japanese food stores, so I decided to make some of our best Japanese food myself, such as Udon. The Udon strips were square and my boys thought the texture was like 'mushy', which they really loved. Every year we have passed and they still remember it fondly, especially because of their participation as they help knead the dough using their little hands (especially in the legs!).

Paul Clays

Wigan Pie

When I moved to Camden from the North of England I learned for a Wigan. It was a pie and it was a pie made with a very thick crust. When I moved to Camden I was a pie and it was a pie made with a very thick crust. When I moved to Camden I was a pie and it was a pie made with a very thick crust.

Sheniz Delfgou

Fruit Loaf

My grandpa lived in London in 1900 from Cyprus. My father was a carpenter who worked in a carpentry firm in Camden called F Fox. Not far from our home lived my Grandpa, who was a very kind and generous host. Whenever we visited he would make us a large pot of tea and a large loaf of fruit cake, which was my favourite!

Jaime Foxton

Mini dough bread balls

Particular memories I have of growing up in Camden are of visiting London and of having the most delicious memories that came from the bread. We used to go to the market and buy mini dough balls in a bag from a stall and throwing them to the dogs. We used to go to the market and buy mini dough balls in a bag from a stall and throwing them to the dogs.

Deepa and Sunaya Oldfield Naik

Delicious Garlic Naan

When we were kids in Camden there were no Indian food stores, so I decided to make some of our best Indian food myself, such as Naan. The Naan strips were square and my boys thought the texture was like 'mushy', which they really loved. Every year we have passed and they still remember it fondly, especially because of their participation as they help knead the dough using their little hands (especially in the legs!).

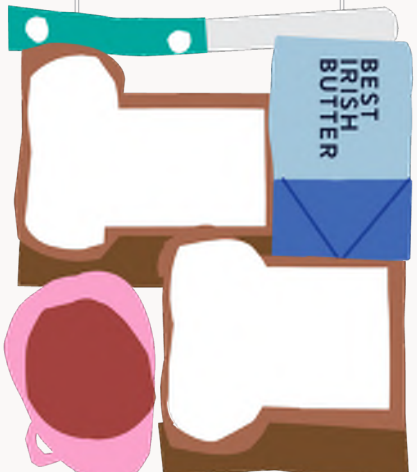
DEEPA NAIK AND SUNAYA OLDFIELD NAIK



ALEX AND CERIS



CRUSTY LOAF



ALICE



CHE



The Pirates Castle Upper Deckers

INTRODUCTION

Morrisons and developer St George commissioned creatives HATO to design a temporary facade for this store. The finished design is the culmination of over 6 months of engagement with the local community.

The design builds upon the idea of showcasing produce, and a community that is united and connected through the means of food and their recipes around bread.

Through a series of community workshops, the project uncovered the local area's rich historical connection with food and the shipping of produce such as grains and wheat. Working with the idea of bread as a common theme, illustrator Nicolas Burrows has depicted each family and participant along the facade, side by side with their own recipe and story that connects them with their peers and the local area.

The typeface used for the Bread Tales title was developed during a co-design workshop with The Pirates Castle (Upper Deckers and Young Pirates). Exploring the history of the area and uncovering an old potato market in Camden, the typeface was created through a potato stamp workshop.

HISTORY OF FOOD IN CAMDEN

Through workshops with The Thanet Youth and Community Centre over 50s Coffee morning group and The Pirates Castle Upper Deckers group, the project uncovered stories and memories that tied the areas past to a rich history of food, due to the rapid growth the canals and railway brought to the area. Below is a list of some of the foods that were imported through Camden over the years:

- 1839 Ice to Ice wharf and ice wells
- 1841 Flour & Gin Storage to Camden Flour Mills
- 1846 Wine was stored in the Camden Catacombs
- 1850s Wine was stored in Gilbey's
- 1860s Grain and potato was stored in The Roundhouse
- 1870s Whiskey has been found in The Roundhouse
- 1940s Fruit and pulp was carried up the Canal

THANKS TO

Co-Design and Community Engagement
HATO and Polly Brannan

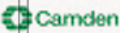
Co-Design groups
The Pirates Castle Upper Deckers and Alice and Carys Harper, Alex and Ceris Earl Family, Dave John, Farrah Walker, Susan Sawyer, Keiko Usuki, Paul Clays, Sheniz Delfgou, Jaime Foxton, Deepa Naik and Sunaya Oldfield Naik

Community Engagement
The Pirates Castle Upper Deckers and Young Pirates groups, The Thanet Youth and Community Centre over 50s Coffee morning group, Castlehaven and Camden Local Archives

Special thanks to
Kal Webb, Development Officer and Beate Hohmann, Lead Coach / Outdoor Activities Coordinator at The Pirates Castle; Emily Momoh and staff at The Thanet Youth and Community Centre; Castlehaven staff; Tudor Allen and his team, Camden Local Archives; Mike Chandler, Arts Development Manager, Camden Council; Suzy Plumb, Arts Development Officer, Camden Council; Chas Mollet, the Assistive Creative Technology Officer ,WAC; Simon Pitkeathley, Chief Executive, Camden Town Unlimited; The Music Walk of Fame, Lee Bennett and Mark Willingale, Young Camden Foundation

Illustration
Nicolas Burrows

As part of the development by St George



The Thanet Youth and Community Centre

TALES

Alice & Carys Harper
Chelsea Buns

Our local bakery has a book I like to read about a man that lives near the bakery who liked to smell the baking bread. The baker tried to charge the man for this! When the baker takes the man to court the Judge drops a coin in a jar and asks the baker if he enjoyed the sound, he did. And so the two persuaded the baker not to charge!

Alex and Ceris
Crusty Loaf

My Great Grandma Eileen loved a crusty loaf but not the ones with seeds on it as they got stuck in her teeth! She brought this from Biroths Bakery near Inverness Street Market and near Pages General Stores. Being Irish she liked it with a bit of best butter. They always had massive queues at the bakery and first opened on Good Friday just to sell hot cross buns.

Dave John
Banana Bread

I used to go to the local market with my Nan, it's where I first tried banana bread. She loved to fill us with treats whenever we visited her. I chose this dish as my Nan kept a big plant right outside her front door. We used to place banana skins in the soil every time we visited to warn us away from bad spirits and bring luck!

Farrah Walker
No-knead Rustic Bread

I remember the Primrose Hill Dairy on Princess Road. It was run by a Welsh family called Davies. We referred to the dairy as The Davies. They sold bread, eggs, milk, bacon and Ski yoghurt, which was our first time tasting fruit yoghurt. I mostly remember the trays of jam doughnuts they sold from a tray on the counter. I would eat the sugar outer and the Jammy centre.

Susan Sawyer
Bread Pudding

Bakers would use up stale bread by making bread pudding, which was sold in thick slabs from a big tray and was very popular with manual workers. Very cheap and delicious they could easily carry it to work as it was quite solid and chunky. The smell was like mince pies and us kids loved it! If you got there early it was still warm from the oven, sold out really fast!

Lisa Usuki
Udon

When we were living in Camden there were no Japanese food stores, so I decided to make some of our boy's favourite food myself, such as Udon. The Udon strips were uneven and my boys thought the texture was like 'mochi', which they really loved. Forty years have passed and they still remember it fondly, especially because of their participation as they help knead the dough using their little feet (hygienically in little bags)!

Paul Clays
Wigan Pie

When I moved to Camden from the North of England I yearned for a Wigan Kebab, a veg and chicken pie inside a barm (bread roll). When I found Castle's Pie and Mash shop I had a whole new pie experience and I started to go there once a week. Serving pie, mash and liquor it has been there since 1934 and carries so much history!

Sheniz Delfgou
Fruit Loaf

My parents came to London in 1955 from Cyprus, my Father was a carpenter who worked in a carpentry firm in Camden called R.Fox. Not far from our home lived my Uncle Mimi, Mimi Dayi in Turkish, who was the most hospitable and generous host. Whenever we visited he would make us a large pot of tea and take out a huge block of fruit cake, which was my favourite!

Jaime Foxton
Mini dough bread balls

Particular memories I have of growing up in Camden are of visiting London zoo and feeding the marmoset monkeys that roamed freely inside the rhino house. We sat dipping our mini rolls in soup from a flask and throwing cherries to the monkeys. We loved picnicking with the monkeys.

Deepa and Sunaya Oldfield Naik
Delicious Garlic Naan

I grew up with fresh breads made every day by my Mum, Aunties and Grandmothers, for our communal lunch. Paper thin totli (chapati), soft naan, spicy paratha's and bakri, vrisy puri and more! Now that I am a Mum, I've started to learn how to make fresh Indian breads for my daughter. Her favourite is naan - zzwhich I make for Diwali, Birthday's, Holi and rainy days when we need a cosy treat with our lunch.



DESIGN DETAILS

TOOL KIT

Aa

Replica Regular
Reading text in interpretation
panels

Aa

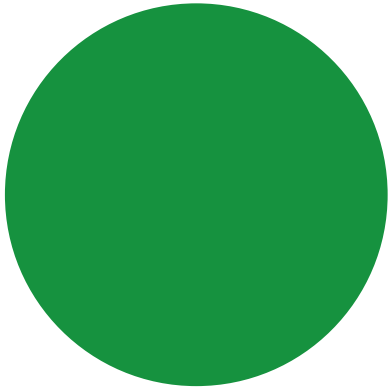
Replica Italic
Quotation and references in pan-
els

BREAD

BREAD

BREAD

Bread Display
Bespoke characters designed with Pirates Youth Club are paired with Replica Bold

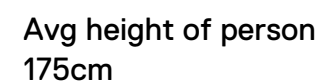


Primary Colour
British Green - Lightened
C82 M5 Y100 H17



Base Colour
C0 M2 Y2z K3

HATO



INTERPRETATION PANELS OVERVIEW
DISTANCE FROM GROUND LEVEL

Title start height
215cm

Text start height
195cm

Text end height
136cm

Text start height
105cm


Title start height
119cm

Text end height
68cm


Logo start height
53cm

BREAD TALES

Creating the **WHARF TALES** typeface with
The Pirates Castle Upper Deckers



Collaging history and memories of Camden with
The Thamel Youth and Community Centre



INTRODUCTION

Through workshops with The Thamel Youth and Community Centre, we created a typeface that tells the story of Camden. The design is a collage of images, text, and illustrations that represent the history and culture of the area. The typeface is a mix of old and new, with a focus on the letters B, I, and O.

HISTORY OF FOOD IN CAMDEN

Through workshops with The Thamel Youth and Community Centre, we created a typeface that tells the story of Camden. The design is a collage of images, text, and illustrations that represent the history and culture of the area. The typeface is a mix of old and new, with a focus on the letters B, I, and O.

TALES

Alice & Carys Harper
Chelsea Buns
Our food takes a lot of time to make. It's not just about the ingredients, it's about the love and care that goes into it. We've been making Chelsea Buns for over 10 years, and we're proud to share them with you.

Alex and Ceris
Crocity Loaf
We've been making Crocity Loaf for over 10 years, and we're proud to share them with you. It's a loaf that's full of love and care, and it's a loaf that's perfect for anyone who loves a good loaf.

Dave John
Banana Bread
I used to go to the local market with my mum. It was a place where you could find everything you needed, and it was a place where you could find everything you needed.

Farah Walker
No-knead Rustic Bread
I used to go to the local market with my mum. It was a place where you could find everything you needed, and it was a place where you could find everything you needed.

Susan Sawyer
Bread Pudding
I used to go to the local market with my mum. It was a place where you could find everything you needed, and it was a place where you could find everything you needed.

Lisa Ukoli
Udon
I used to go to the local market with my mum. It was a place where you could find everything you needed, and it was a place where you could find everything you needed.

Paul Clay
Wagon Pie
I used to go to the local market with my mum. It was a place where you could find everything you needed, and it was a place where you could find everything you needed.

Sheniz Deltgou
Fruit Loaf
I used to go to the local market with my mum. It was a place where you could find everything you needed, and it was a place where you could find everything you needed.

Jaime Faxon
Mini dough bread rolls
I used to go to the local market with my mum. It was a place where you could find everything you needed, and it was a place where you could find everything you needed.

Deepta and Sunaya
Oldfield Nalk
I used to go to the local market with my mum. It was a place where you could find everything you needed, and it was a place where you could find everything you needed.

THANKS TO


Special thanks to the following people who helped us create this typeface:

- The Thamel Youth and Community Centre
- The Pirates Castle Upper Deckers
- The Thamel Youth and Community Centre
- The Pirates Castle Upper Deckers
- The Thamel Youth and Community Centre
- The Pirates Castle Upper Deckers

Development by HATO

HATO

DEEPA NAIK AND SUNAYA



HATO

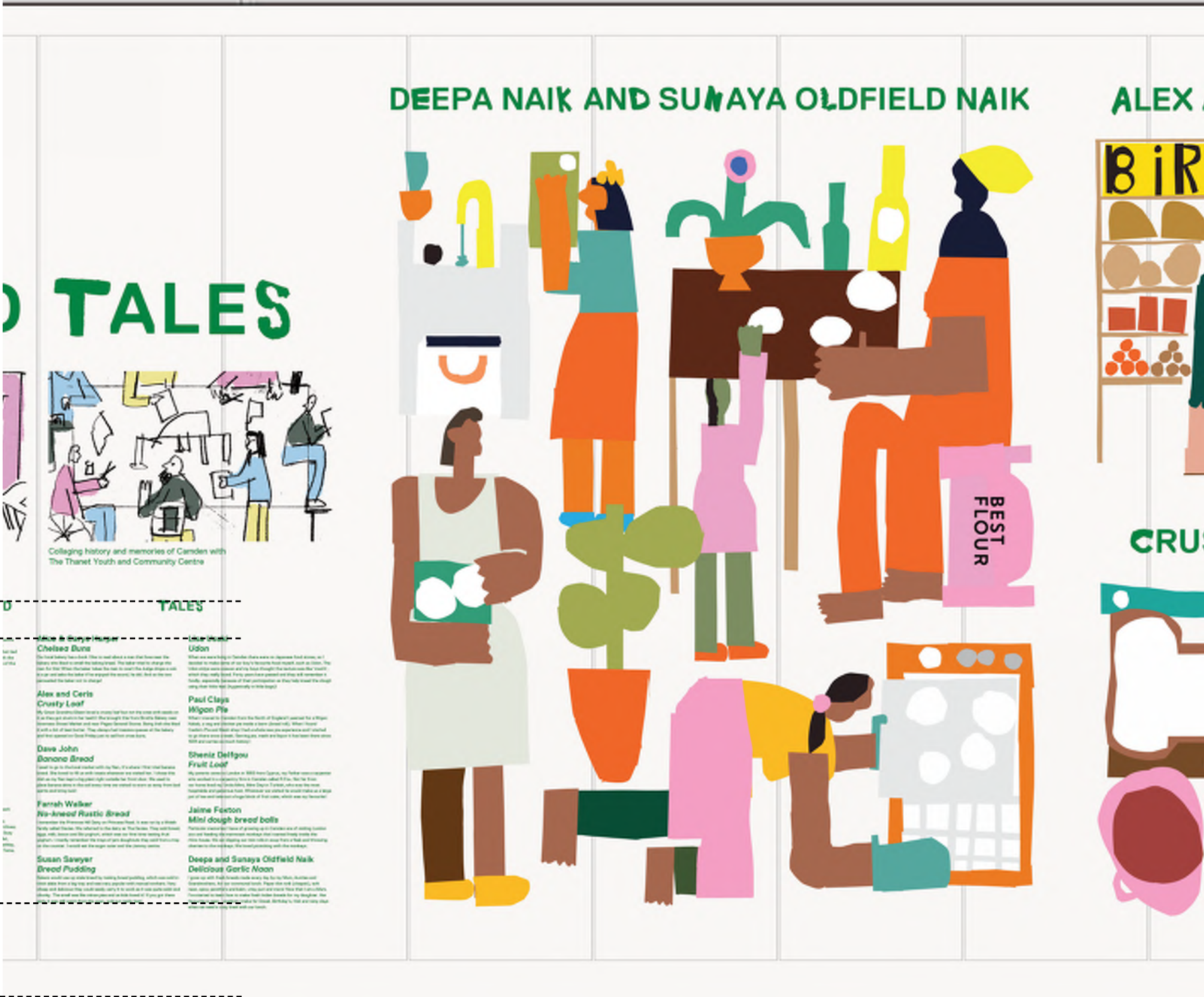
St George
Designed for life

INTERPRETATION PANELS OVERVIEW
DISTANCE FROM GROUND LEVEL

Title start height
214cm

Text start height
195cm

Text end height
51cm



STORIES OVERVIEW
DISTANCE FROM GROUND LEVEL

Title start height 490cm
Title end height 478cm

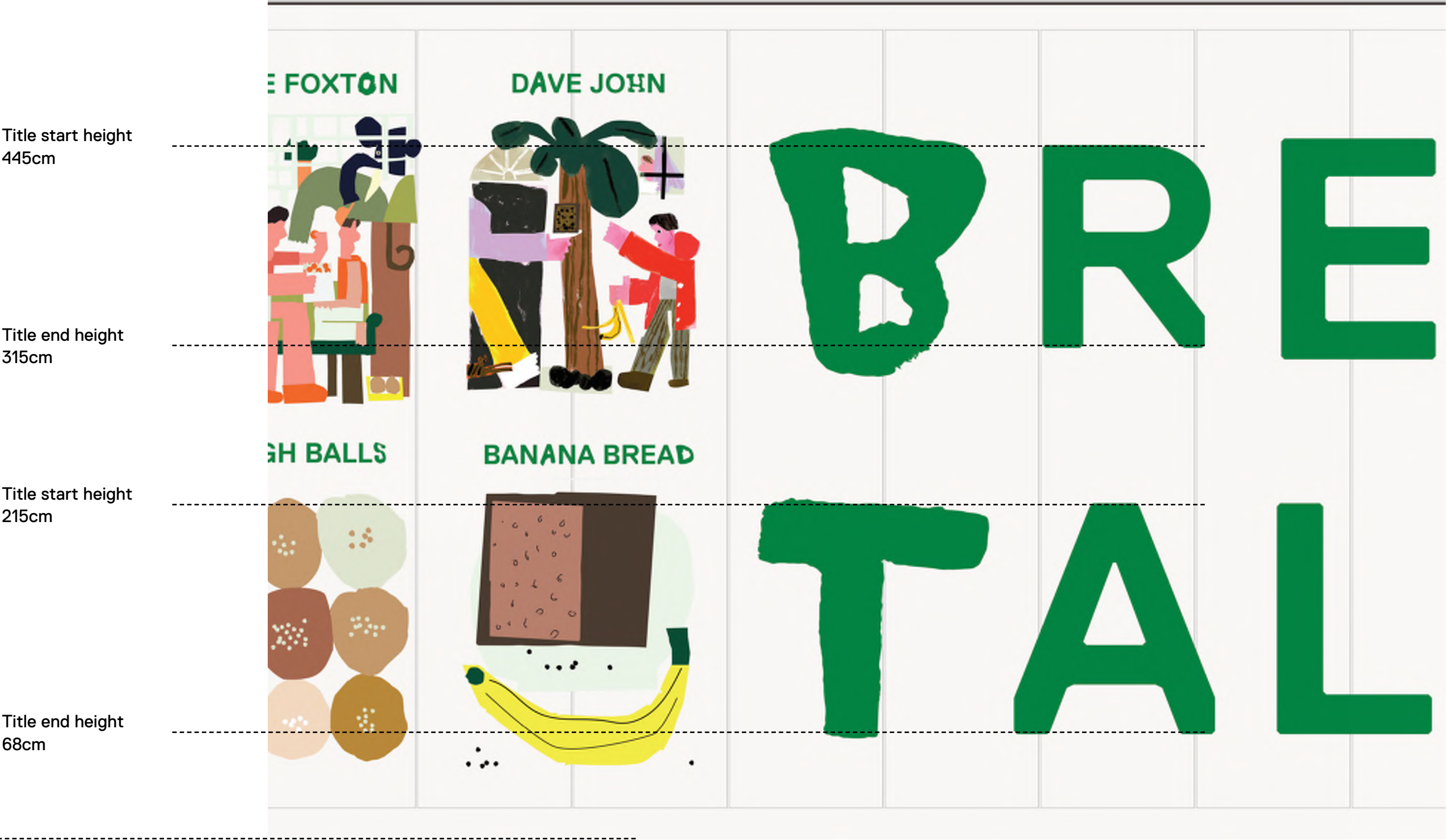
Image start height 469cm
Image end height 277cm

Title start height 252cm
Title end height 239cm

Image start height 230cm
Image end height 38cm



STORIES OVERVIEW
DISTANCE FROM GROUND LEVEL



INTERPRETATION PANEL

Replica Bold
210pt

Replica Regular
65/90pt
~ 11 words per line
~ 163 words

Replica Bold

Replica Regular
65/90pt
~ 11 words per line
~ 72 words

INTRODUCTION

Morrisons and developer St George commissioned creatives HATO to design a temporary facade for this store. The finished design is the culmination of over 6 months of engagement with the local community.

The design builds upon the idea of showcasing produce, and a community that is united and connected through the means of food and their recipes around bread.

Through a series of community workshops, the project uncovered the local area's rich historical connection with food and the shipping of produce such as grains and wheat. Working with the idea of bread as a common theme, illustrator Nicolas Burrows has depicted each family and participant along the facade, side by side with their own recipe and story that connects them with their peers and the local area.

The typeface used for the Bread Tales title was developed during a co-design workshop with The Pirates Castle (Upper Deckers and Young Pirates). Exploring the history of the area and uncovering an old potato market in Camden, the typeface was created through a potato stamp workshop.

HISTORY OF FOOD IN CAMDEN

Through workshops with The Thanet Youth and Community Centre over 50s Coffee morning group and The Pirates Castle Upper Deckers group, the project uncovered stories and memories that tied the areas past to a rich history of food, due to the rapid growth the canals and railway brought to the area. Below is a list of some of the foods that were imported through Camden over the years:

- 1839 Ice to Ice wharf and ice wells
- 1841 Flour & Gin Storage to Camden Flour Mills
- 1846 Wine was stored in the Camden Catacombs
- 1850s Wine was stored in Gilbeys
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- 1870s Whiskey has been found in The Roundhouse
- 1940s Fruit and pulp was carried up the Canal

Replica Regular
65/90pt
~ 11 words per line
~ 125 words

THANKS TO

Co-Design and Community Engagement
HATO and Polly Brannan

Co-Design groups
The Pirates Castle Upper Deckers and Alice and Carys Harper, Alex and Ceris Earl Family, Dave John, Farrah Walker, Susan Sawyer, Miko Usuki, Paul Clays, Sheniz Delfgou, Jaime Foxton, Deepa Naik and Sunaya Oldfield Naik

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Illustration
Nicolas Burrows

Replica Regular
65/90pt
~ 11 words per line
~ 86 words

As part of the development by St George



TALES

Replica Bold
130/150pt

Replica Italic
130/150pt

Replica Regular
65/90pt
~ 15 words per line
~ 70 words

Alice & Carys Harper
Chelsea Buns

Our local bakery has a book I like to read about a man that lives near the bakery who liked to smell the baking bread. The baker tried to charge the man for this! When the baker takes the man to court the Judge drops a coin in a jar and asks the baker if he enjoyed the sound, he did. And so the two persuaded the baker not to charge!

Alex and Ceris
Crusty Loaf

My Great Grandma Eileen loved a crusty loaf but not the ones with seeds on as they got stuck in her teeth! She brought this from Biroths Bakery near Inverness Street Market and near Pages General Stores. Being Irish she liked it with a bit of best butter. They always had massive queues at the bakery and first opened on Good Friday just to sell hot cross buns.

Dave John
Banana Bread

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Farrah Walker
No-knead Rustic Bread

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Susan Sawyer
Bread Pudding

Bakers would use up stale bread by making bread pudding, which was sold in thick slabs from a big tray and was very popular with manual workers. Very cheap and delicious they could easily carry it to work as it was quite solid and chunky. The smell was like mince pies and us kids loved it! If you got there early it was still warm from the oven, sold out really fast!

Lisa Usuki
Udon

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Paul Clays
Wigan Pie

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Sheniz Delfgou
Fruit Loaf

My parents came to London in 1955 from Cyprus, my Father was a carpenter who worked in a carpentry firm in Camden called R.Fox. Not far from our home lived my Uncle Mimi, Mimi Dayi in Turkish, who was the most hospitable and generous host. Whenever we visited he would make us a large pot of tea and take out a huge block of fruit cake, which was my favourite!

Jaime Foxton
Mini dough bread balls

Particular memories I have of growing up in Camden are of visiting London zoo and feeding the marmoset monkeys that roamed freely inside the rhino house. We sat dipping our mini rolls in soup from a flask and throwing cherries to the monkeys. We loved picnicking with the monkeys.

Deepa and Sunaya Oldfield Naik
Delicious Garlic Naan

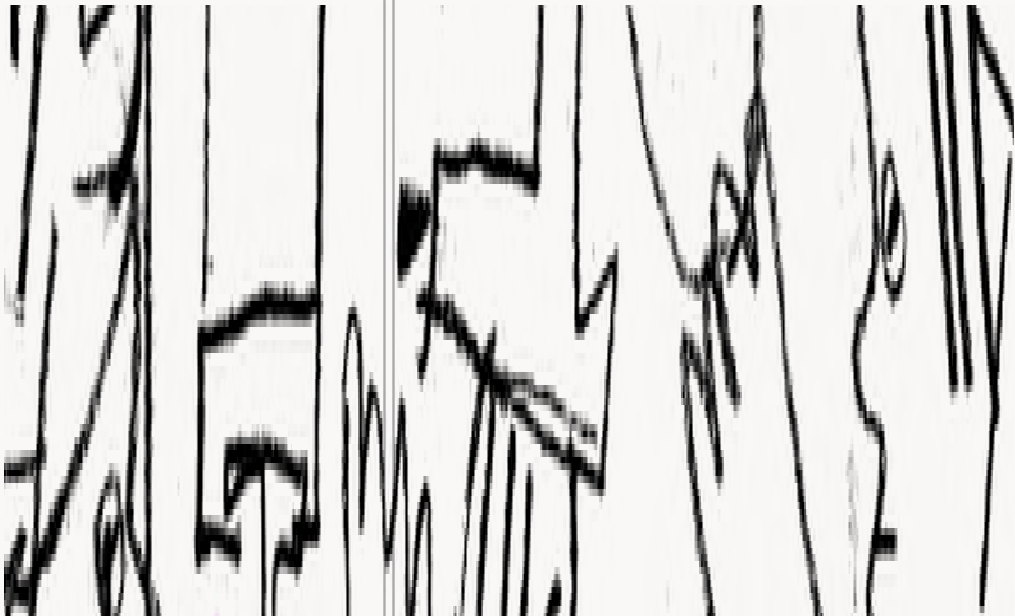
I grew up with fresh breads made every day by my Mum, Aunties and Grandmothers, for our communal lunch. Paper thin totli (chapati), soft naan, spicy paratha's and bakri, vrisy puri and more! Now that I am a Mum, I've started to learn how to make fresh Indian breads for my daughter. Her favourite is naan - zzzwhich I make for Diwali, Birthday's, Holi and rainy days when we need a cosy treat with our lunch.

CAPTIONS

Replica Bold
109pt

BREAD TALES

Replica Regular
130/160pt



Creating the BREAD TALES typeface with
The Pirates Castle Upper Decker

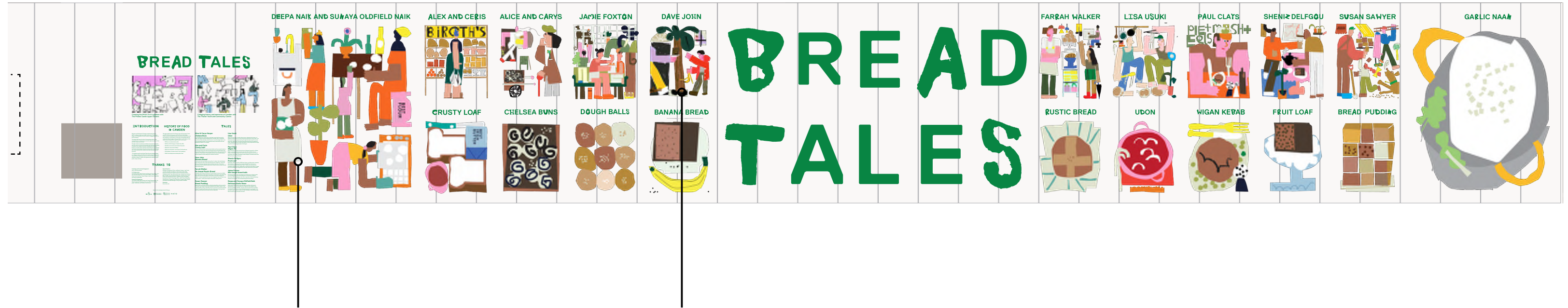


Collaging history and memories of Camden with
The Thanet Youth and Community Centre

INTRODUCTION

HISTORY OF FOOD
IN CAMDEN

TALES



Larger Panel
374x430cm



Small Panel
192x167cm