

ENTRANCE SIGNAGE NORTH YARD

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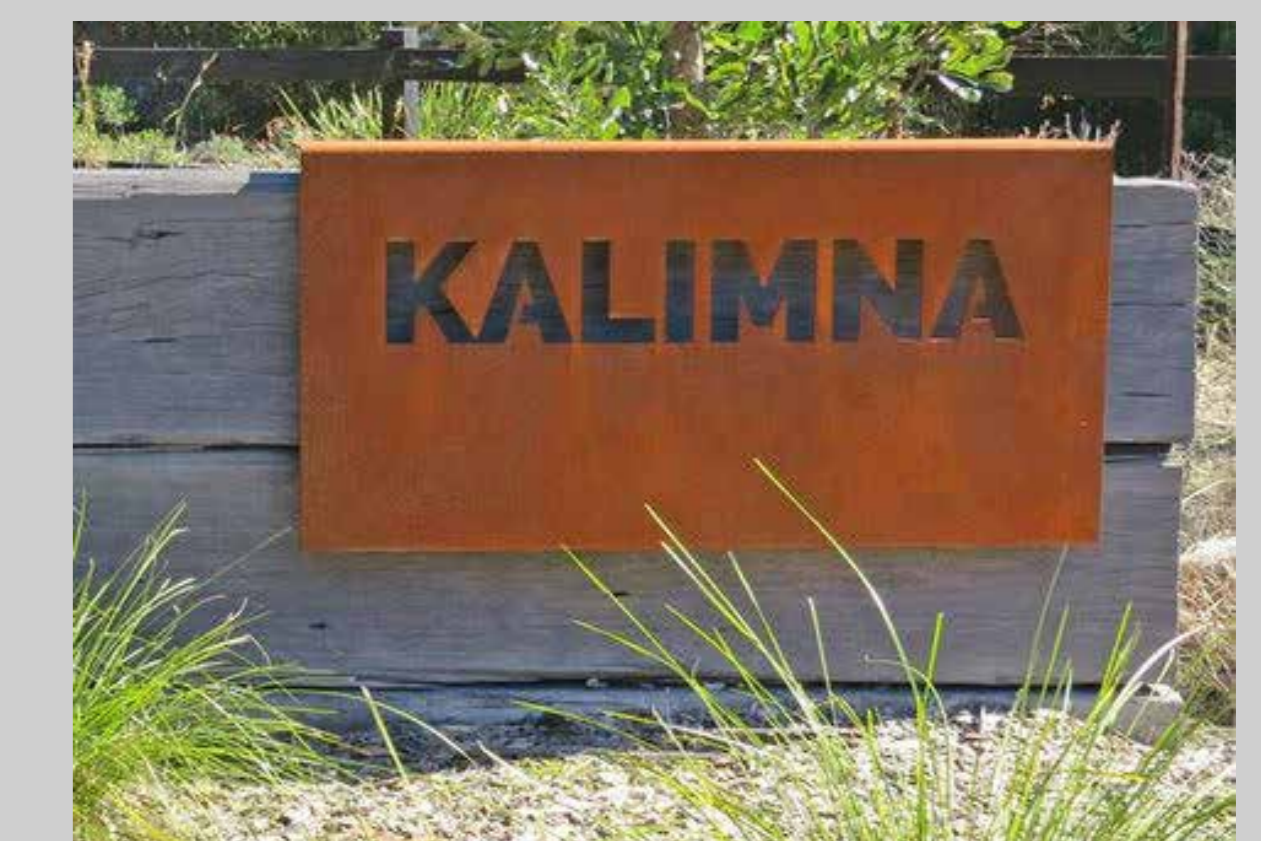
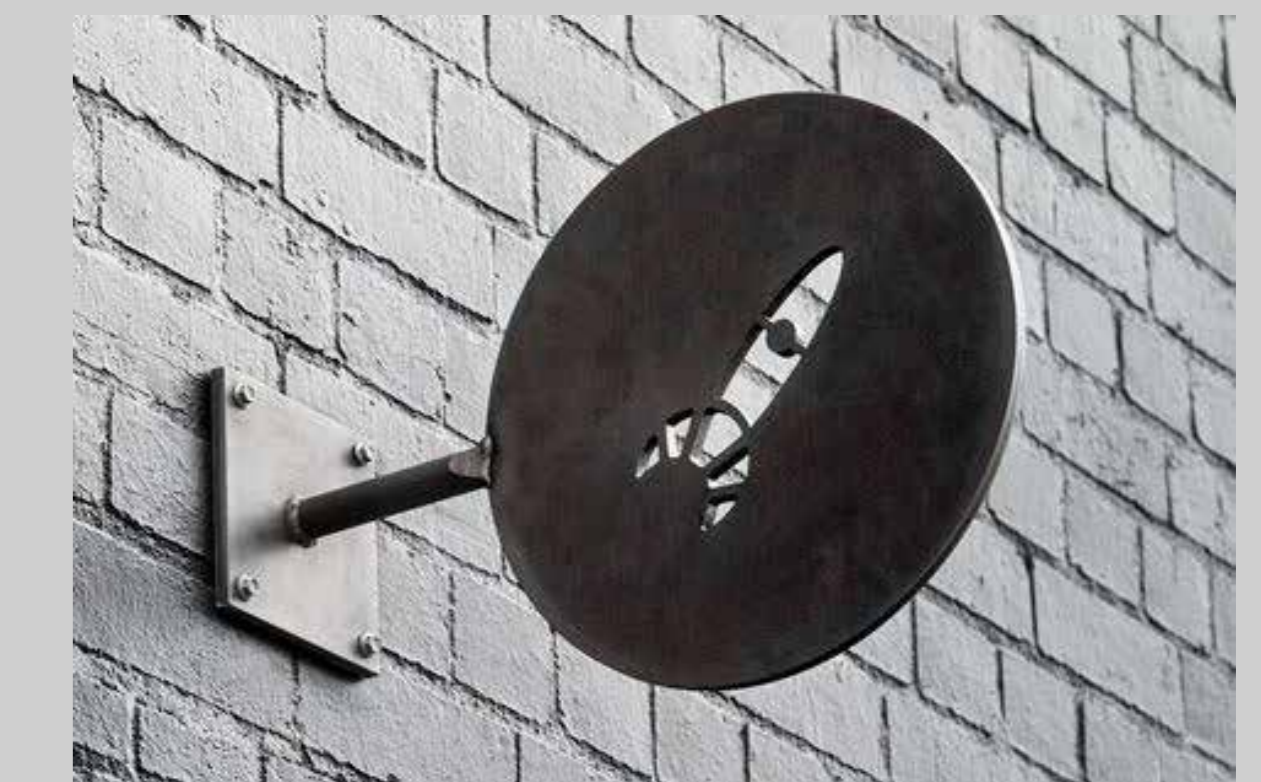
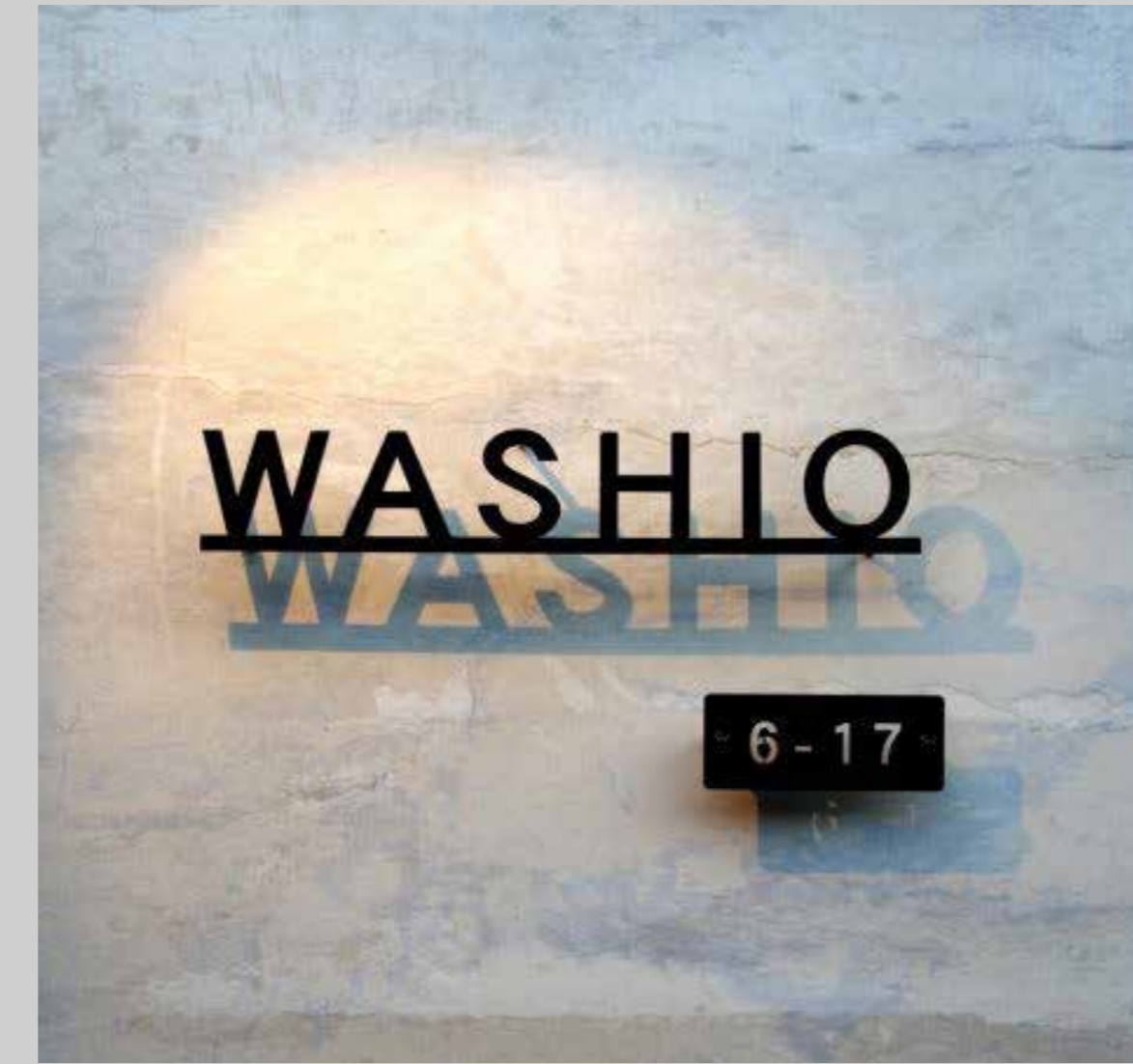
RESEARCH

CAMDEN MARKET
DESIGN PROPOSAL

ENTRANCE SIGNAGE
NORTH YARD
RESEARCH

REFERENCE

Methods & Materials



CAMDEN MARKET



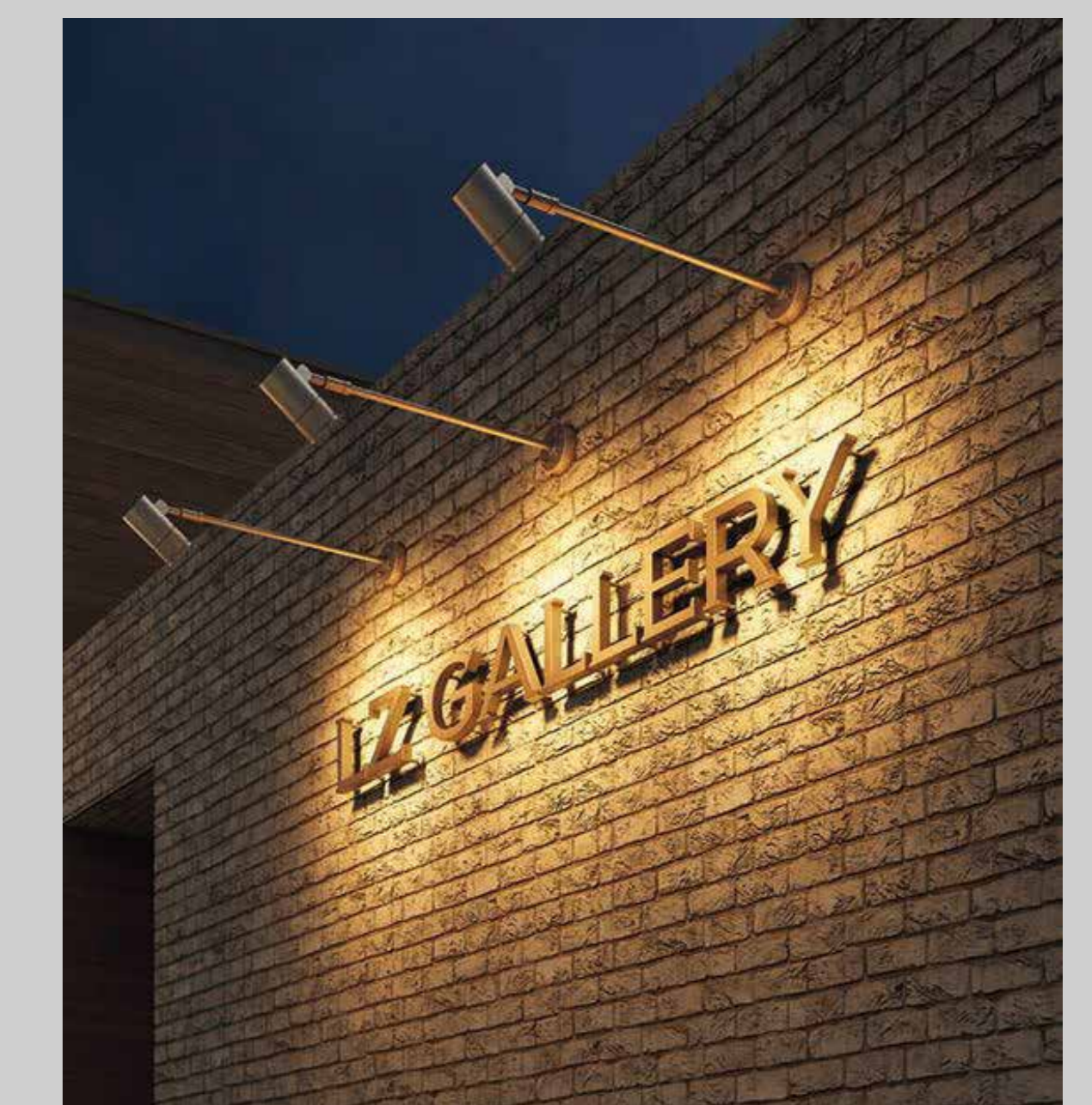
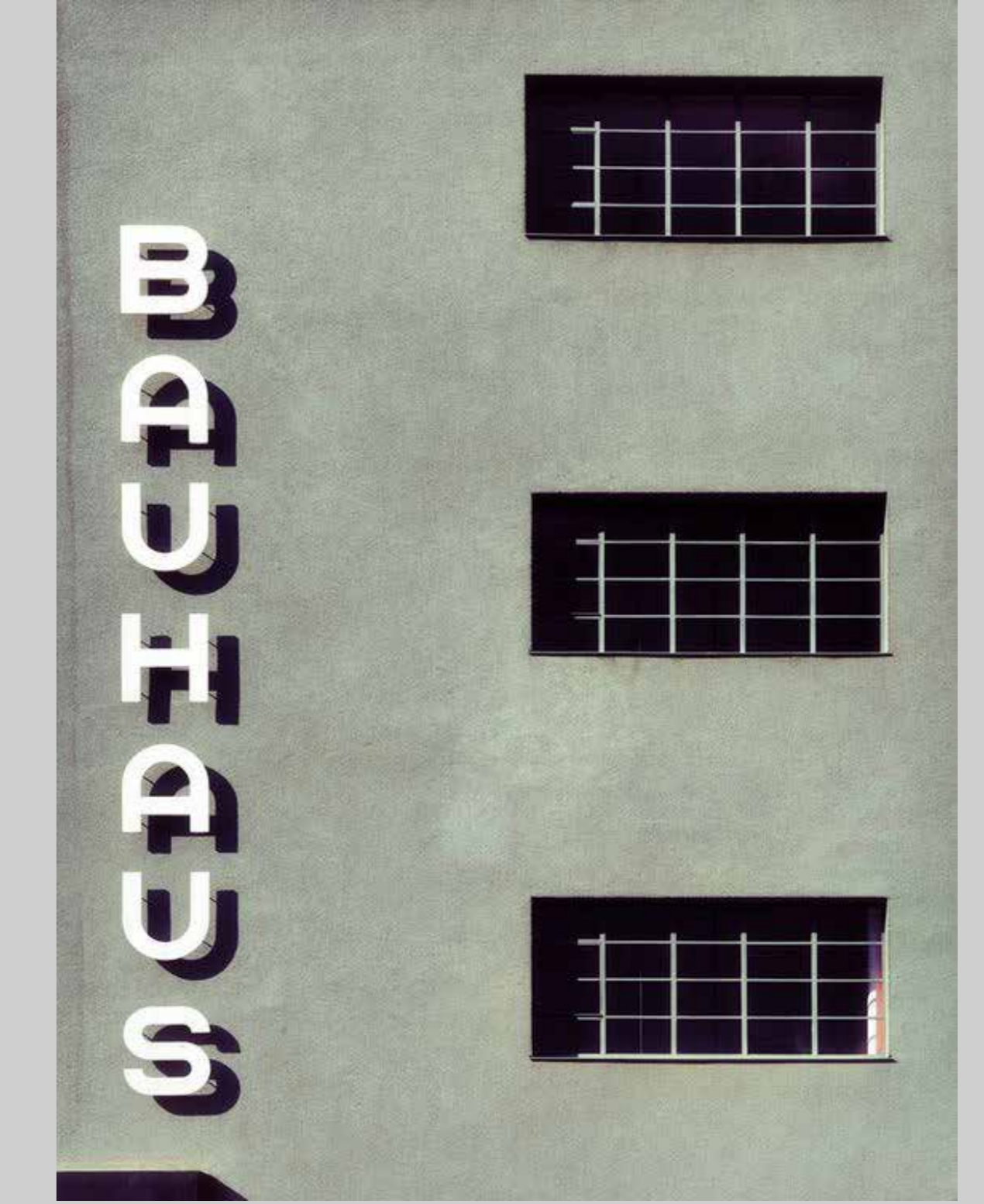
**CAMDEN MARKET
DESIGN PROPOSAL**

**ENTRANCE SIGNAGE
NORTH YARD
RESEARCH**

**REFERENCE
CONTINUED**

Methods & Materials

**CAMDEN
MARKET**

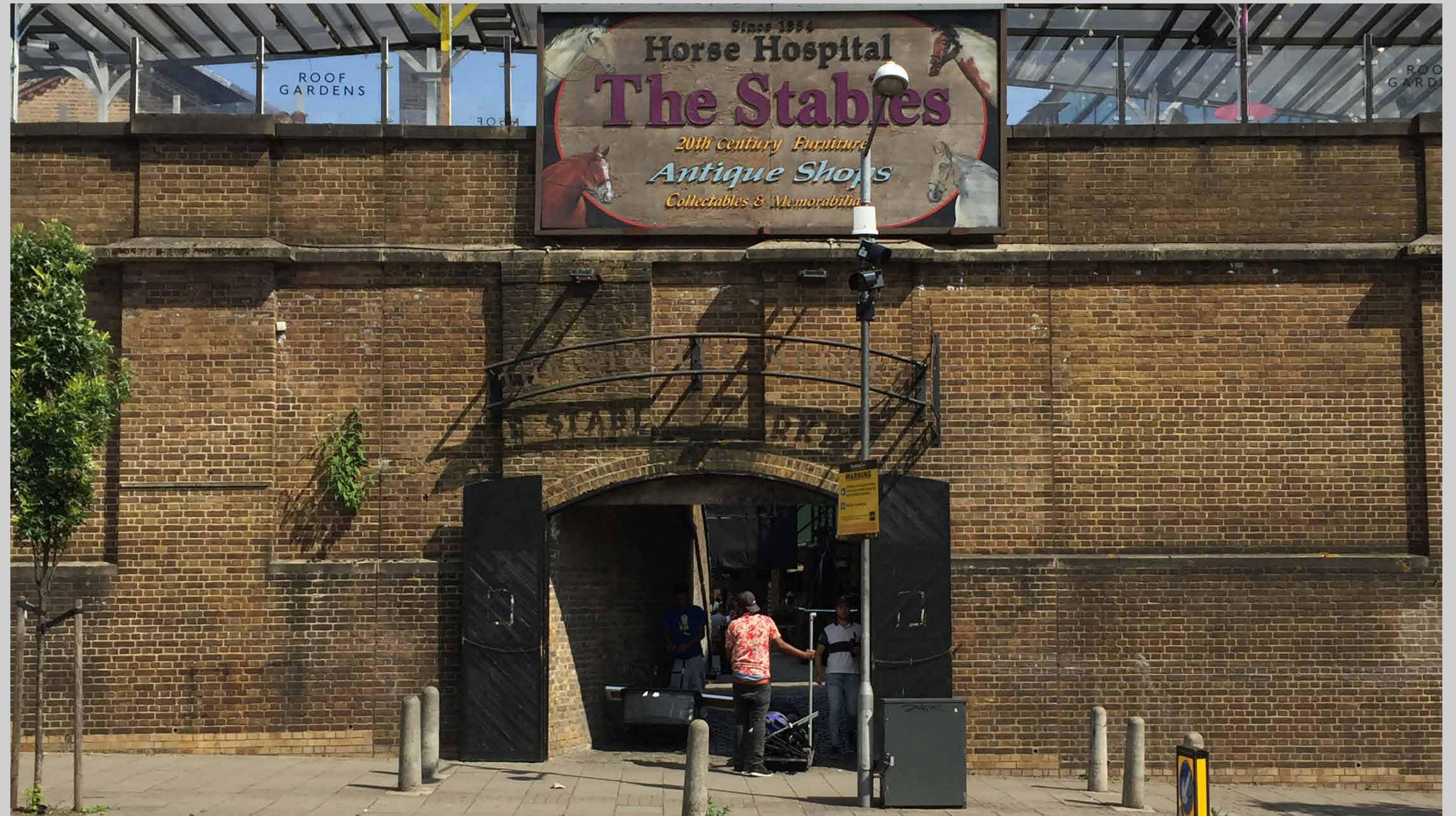


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ENTRANCE SIGNAGE
NORTH YARD
RESEARCH

CONSIDERATIONS

Existing signage



CAMDEN
MARKET

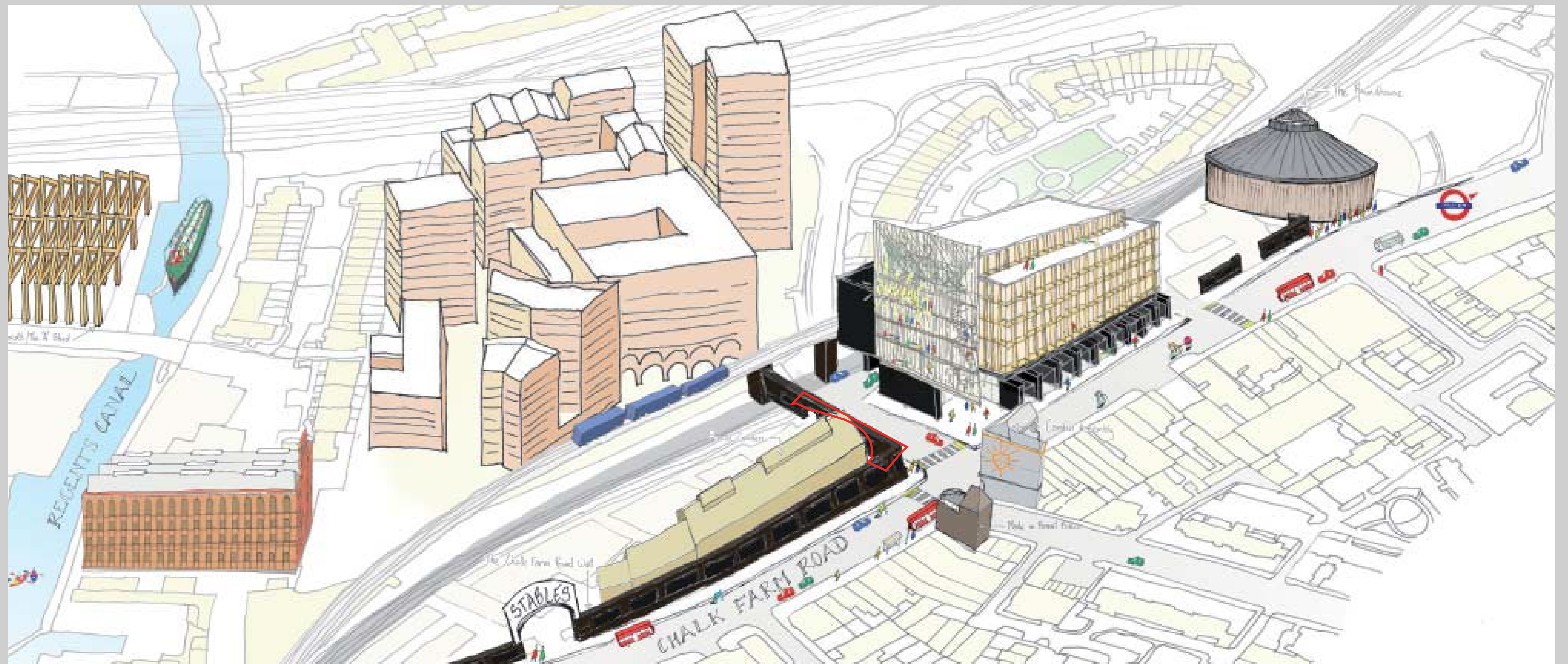


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DESIGN PROPOSAL**

**ENTRANCE SIGNAGE
NORTH YARD
RESEARCH**

**CONSIDERATIONS
CONTINUED**

The changing landscape



**CAMDEN
MARKET**

SIGNAGE METHOD

SIGNAGE METHOD



Fascia Signage

- Extruded metal lettering
- Fixed to brickwork with aluminium channel/fixing rails and bolts directly to the wall

Projecting Signage (Option 2)

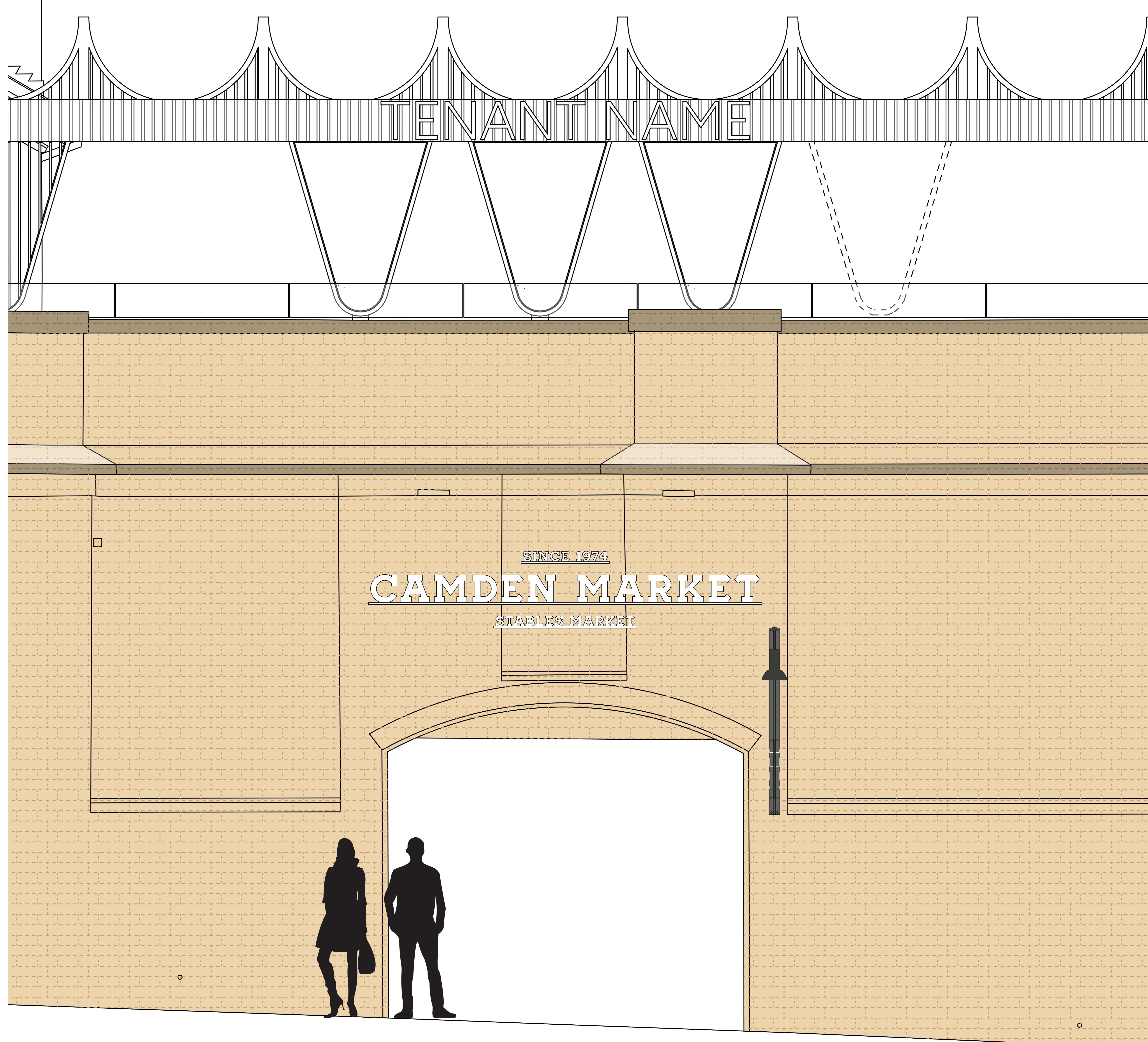
- Single unit sign with extruded metal lettering and lamp

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DESIGN PROPOSAL**

**ENTRANCE SIGNAGE
NORTH YARD**

**SIGNAGE METHOD
ELEVATIONS**

North Yard entrance



**CAMDEN
MARKET**

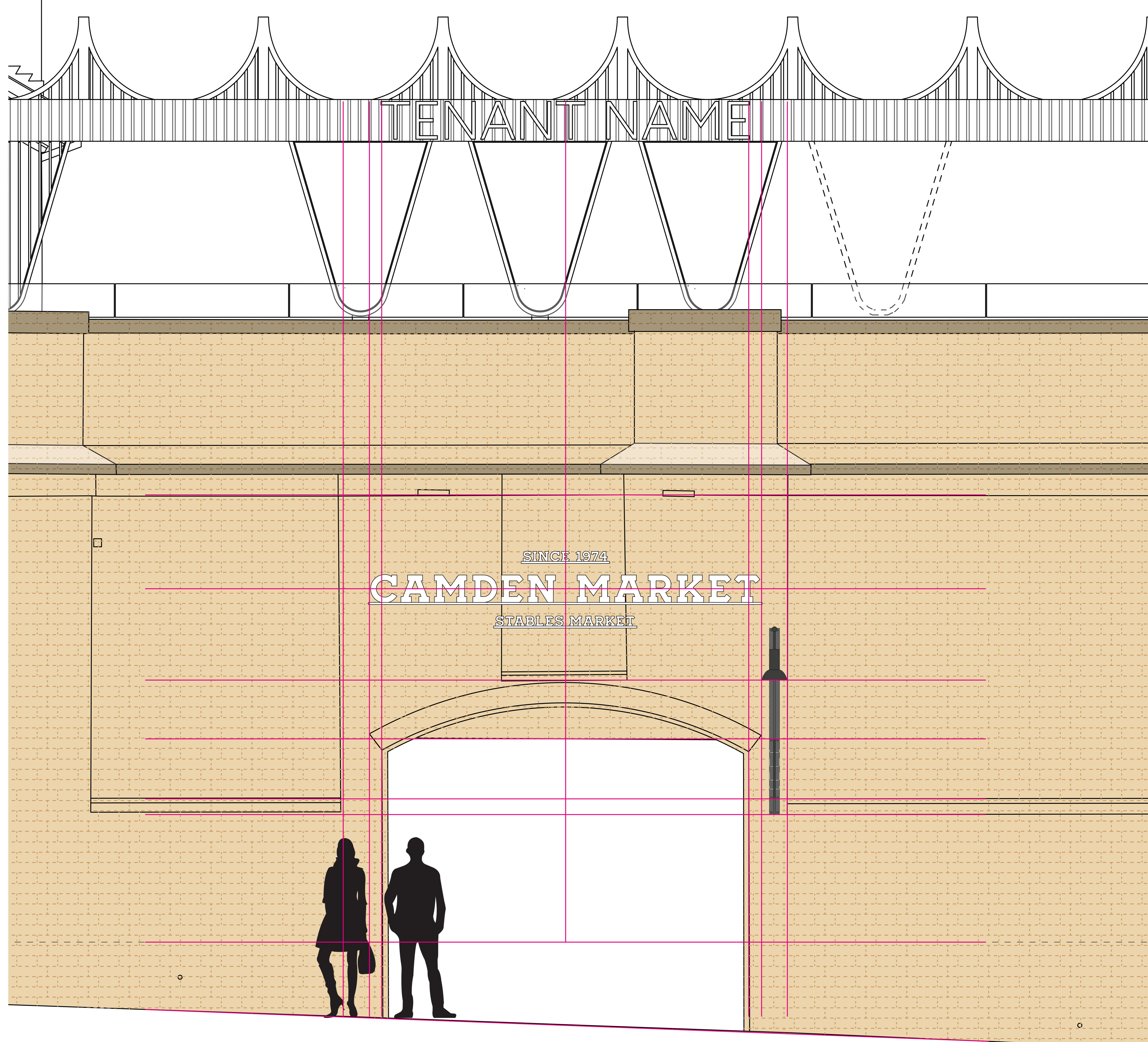
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**ENTRANCE SIGNAGE
NORTH YARD**

**SIGNAGE METHOD
SITE RHYTHMS**

North Yard entrance

**CAMDEN
MARKET**

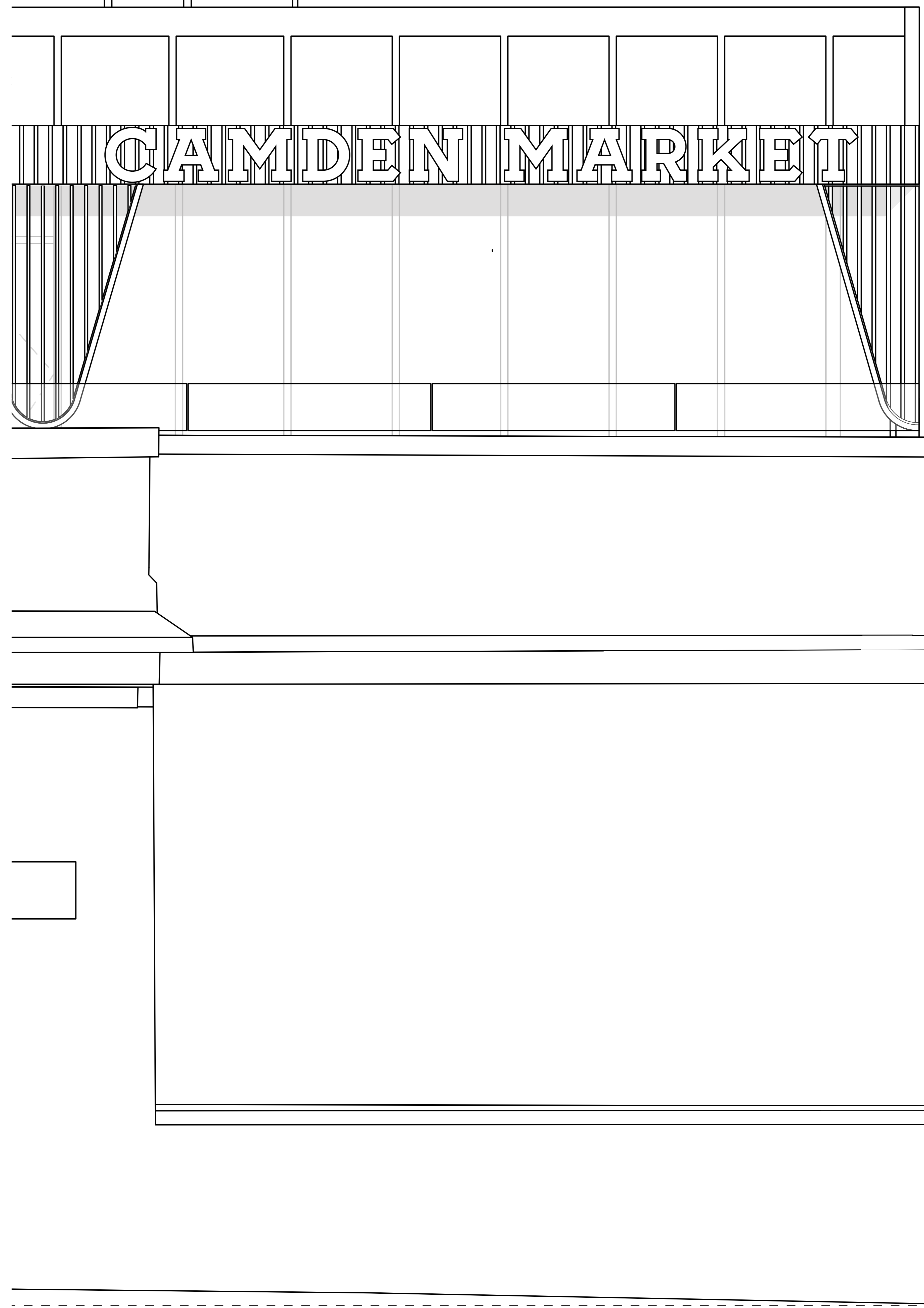


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DESIGN PROPOSAL**

**ENTRANCE SIGNAGE
NORTH YARD**

**SIGNAGE METHOD
ELEVATIONS**

Chalk Farm Road



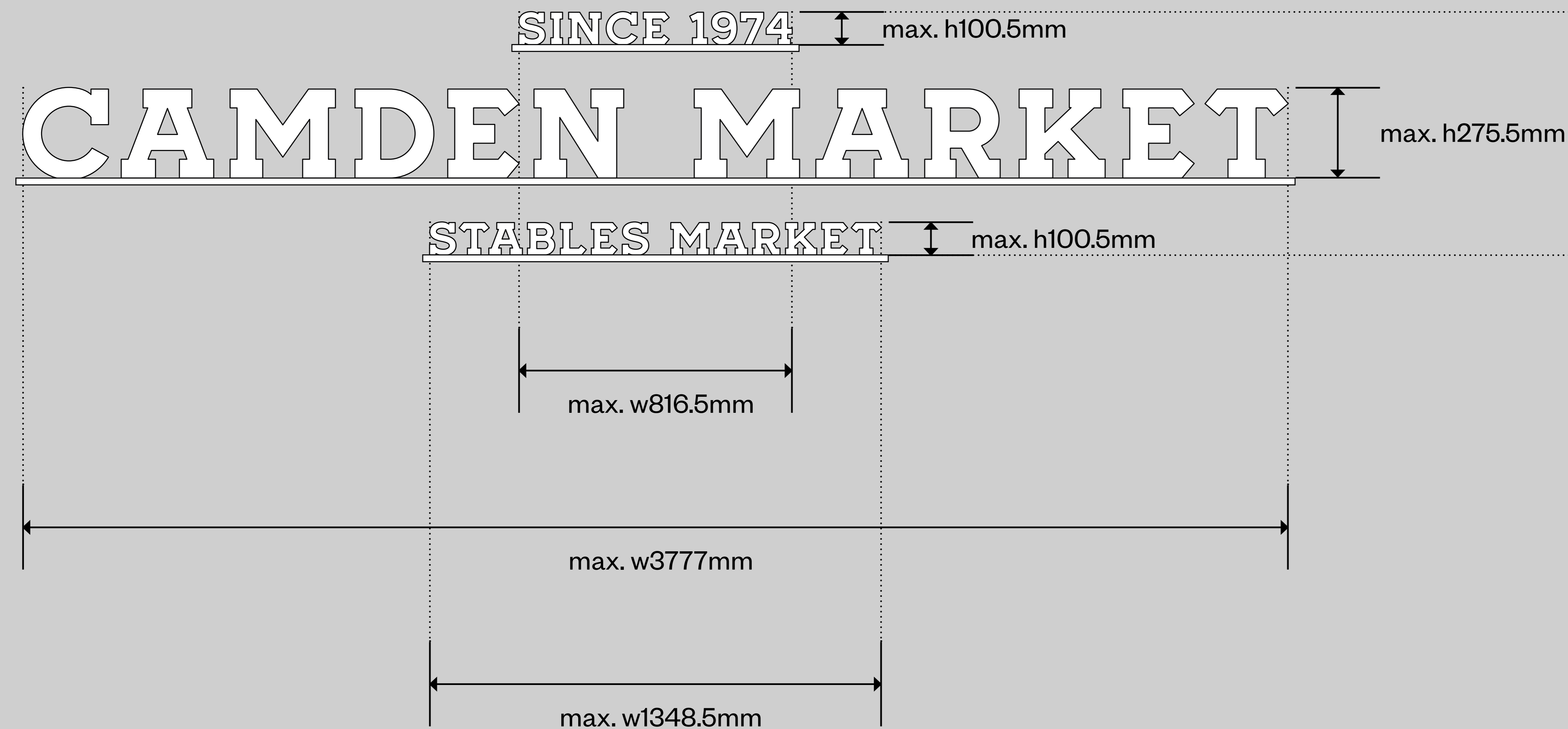
**CAMDEN
MARKET**

LETTERING SIGNAGE DETAIL

LETTERING SIGNAGE DETAIL

Not to scale

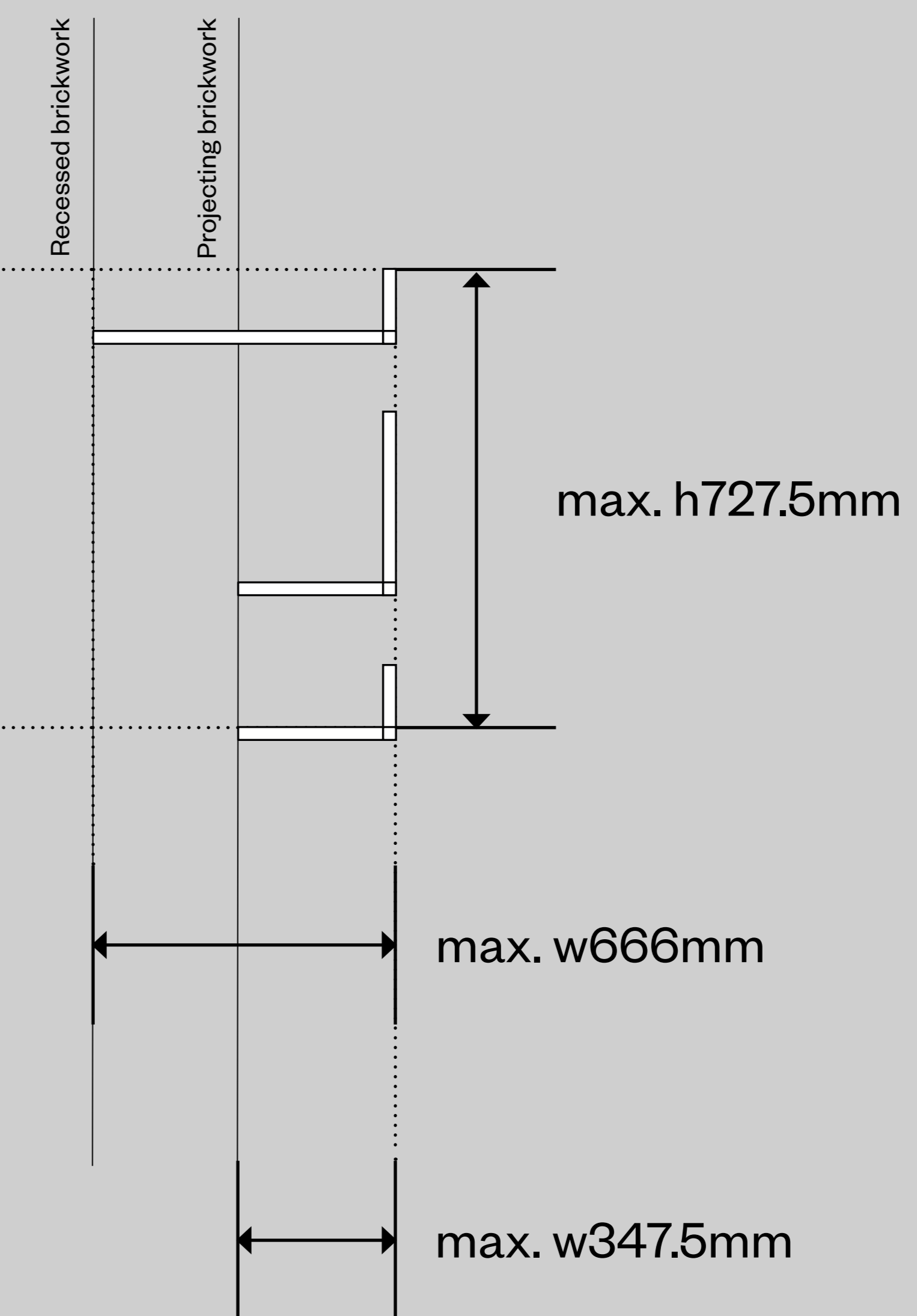
Front view



Lettering Signage Dimensions

'Camden Market'	max. w5260mm x max. h380mm
'Since 1974'	max. w1140mm x max. h150mm
'Stables Market'	max. w1880mm x max. h150mm

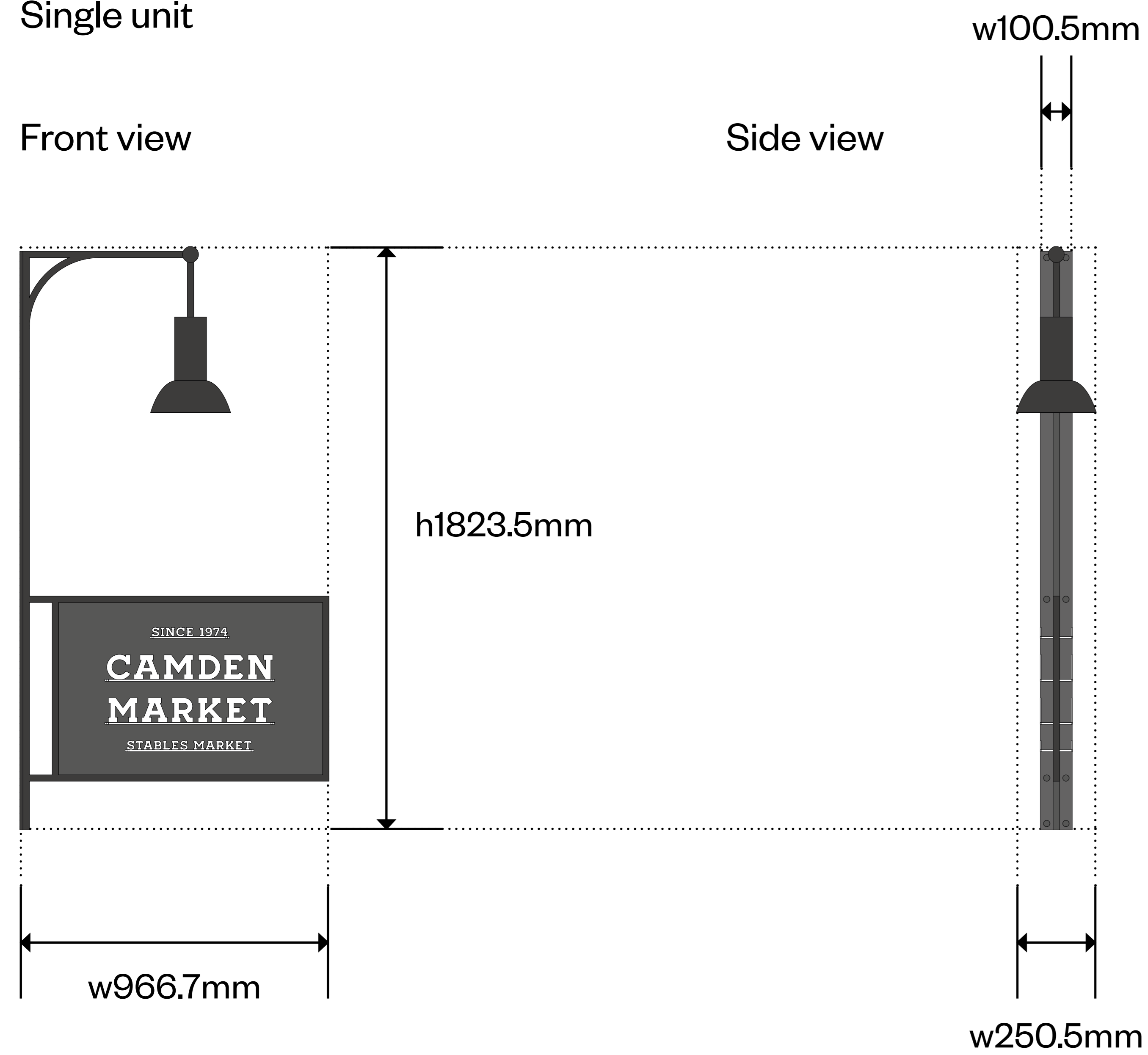
Side view



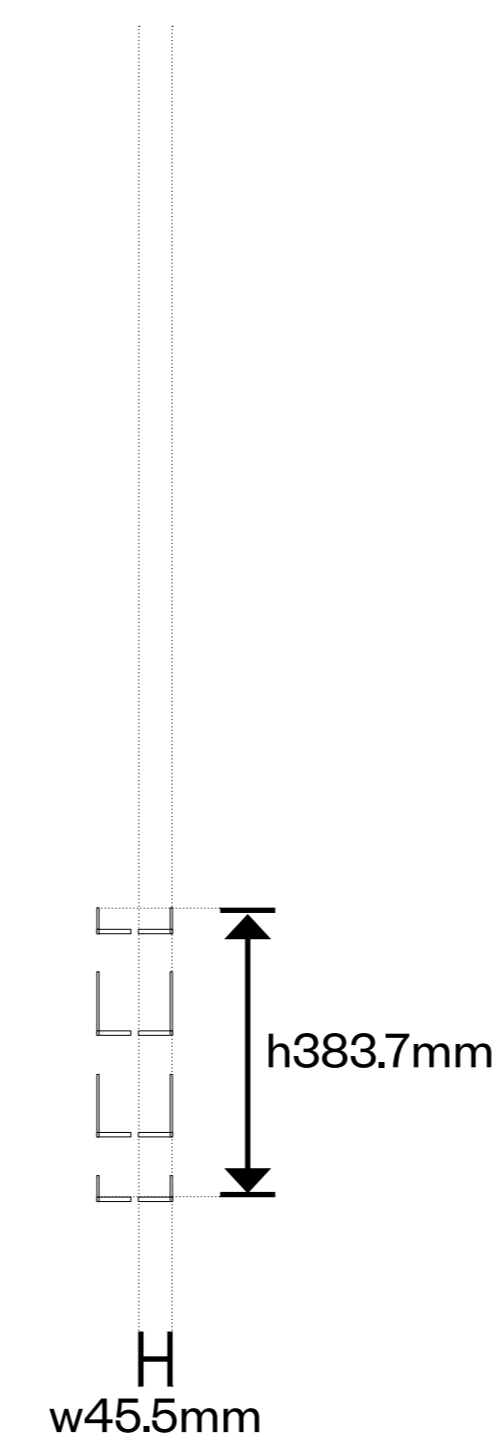
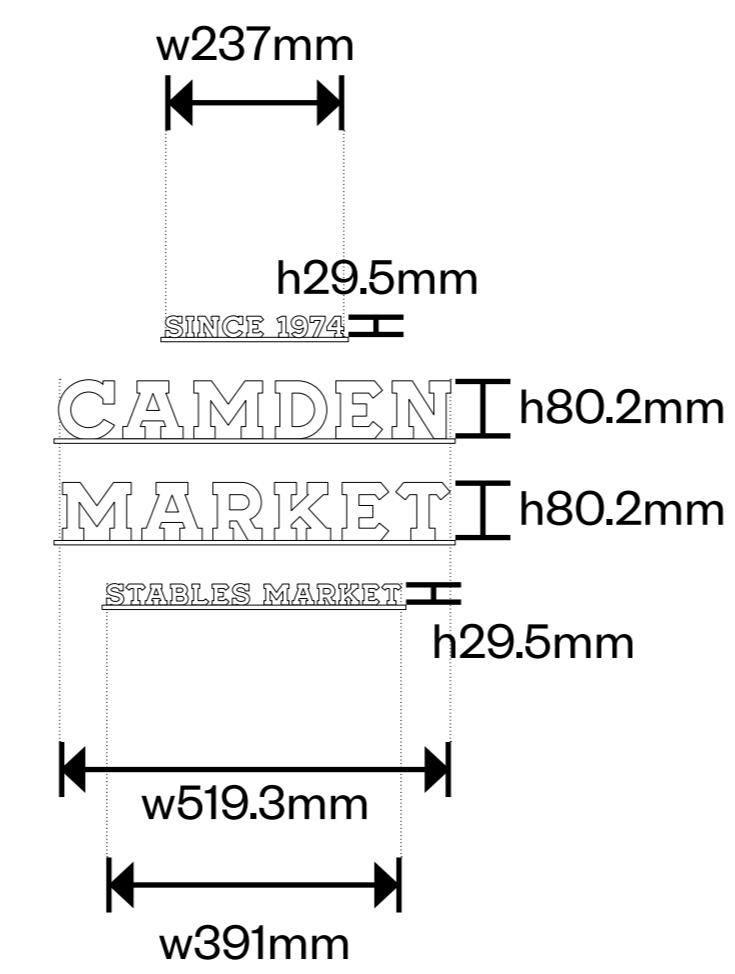
PROJECTING SIGNAGE DETAIL

PROJECTING SIGNAGE DETAIL

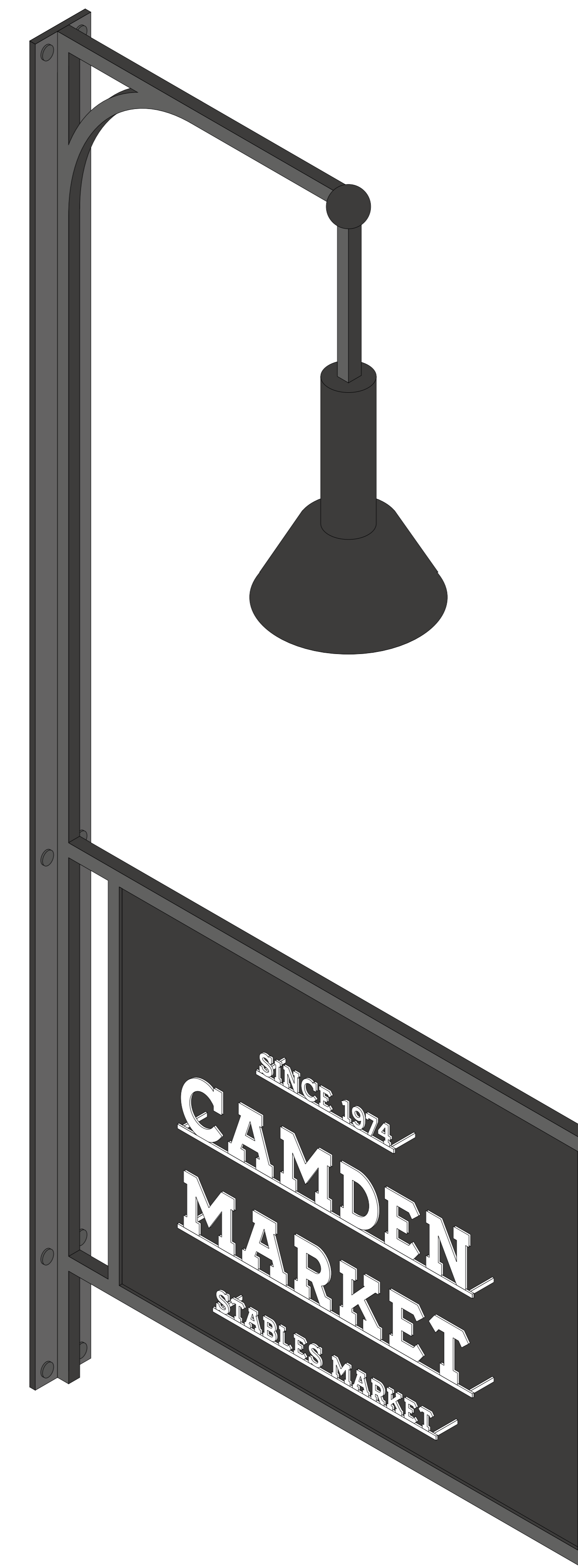
Not to scale
Single unit



Lettering detail



3D view



Lettering Signage Dimensions

'Camden'	w519.3mm x h80.2mm
'Market'	w519.3mm x h80.2mm
'Since 1974'	w237mm x h29.5mm
'Stables Market'	w391mm x h29.5mm

SIGNAGE METHOD LIGHTING CONCEPTS

**CAMDEN MARKET
DESIGN PROPOSAL**

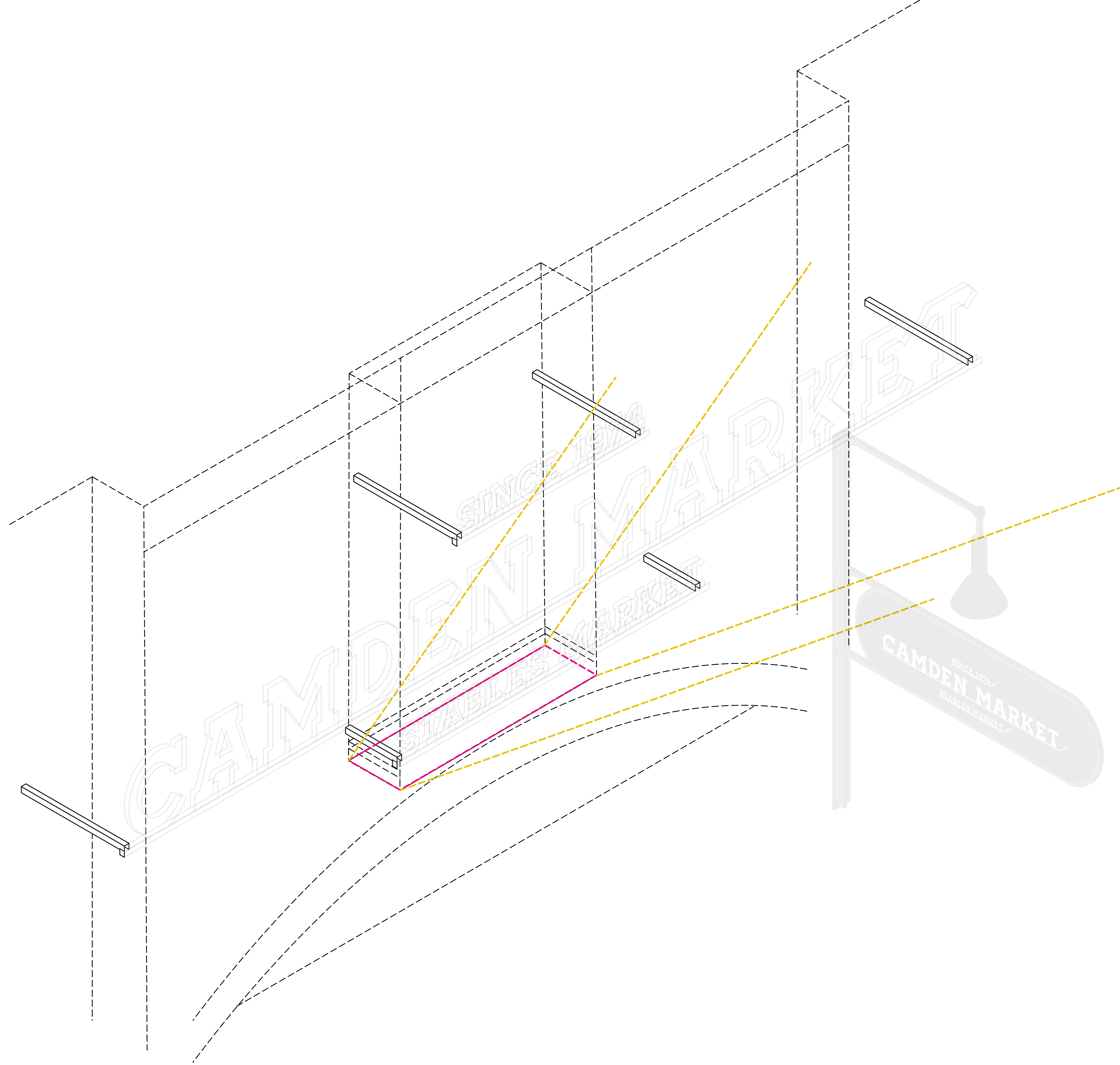
**ENTRANCE SIGNAGE
NORTH YARD**

**SIGNAGE METHOD
LIGHTING**

CONCEPT 1

Uplit from wall ledge area

- Lighting
- Direction of light



**CAMDEN
MARKET**

**CAMDEN MARKET
DESIGN PROPOSAL**

**ENTRANCE SIGNAGE
NORTH YARD**

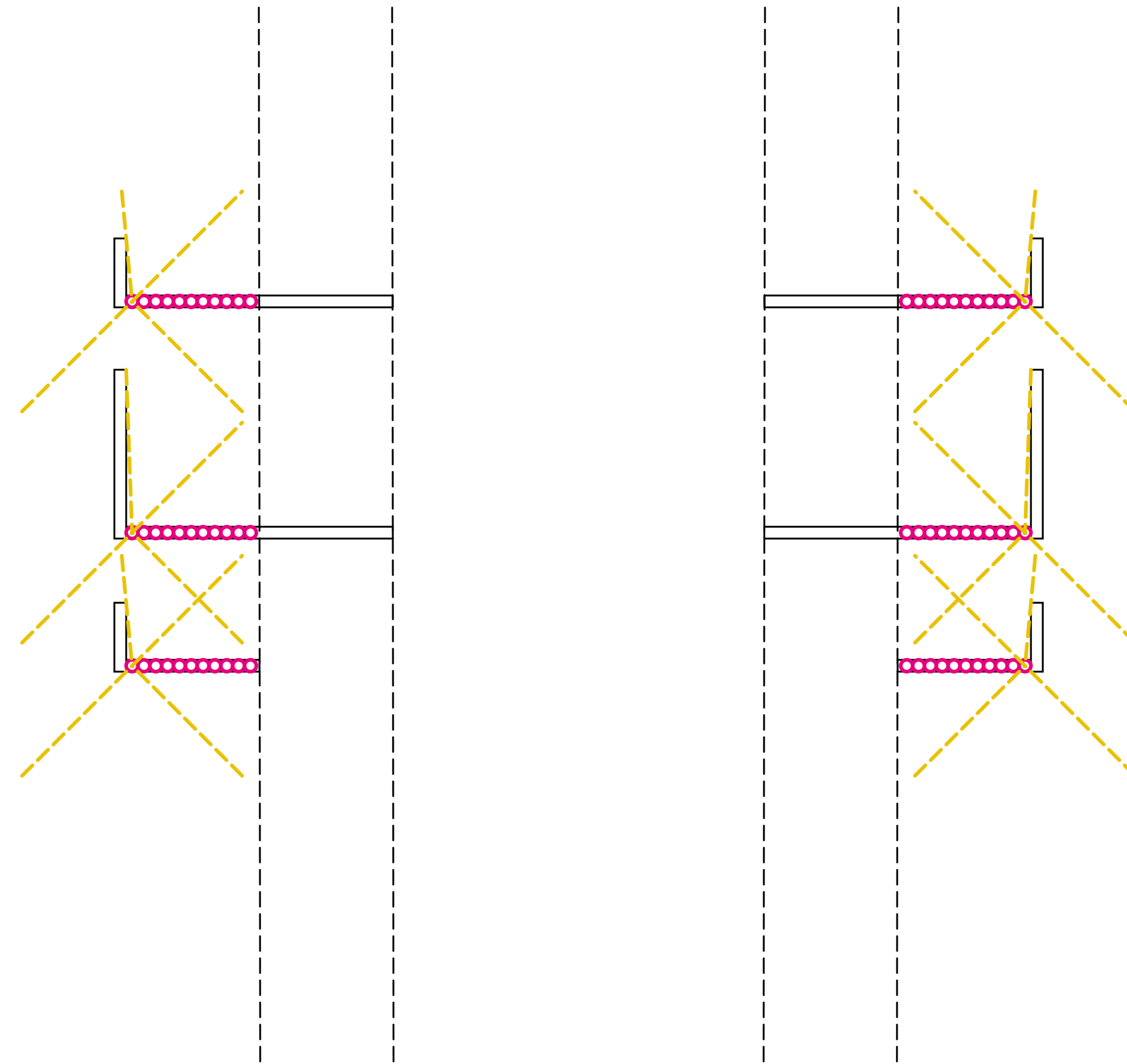
**SIGNAGE METHOD
LIGHTING**

CONCEPT 2

LED strip lighting to metal
lettering support posts

- Lighting
- Direction of light

Lettering Sign, Side views



**CAMDEN MARKET
DESIGN PROPOSAL**

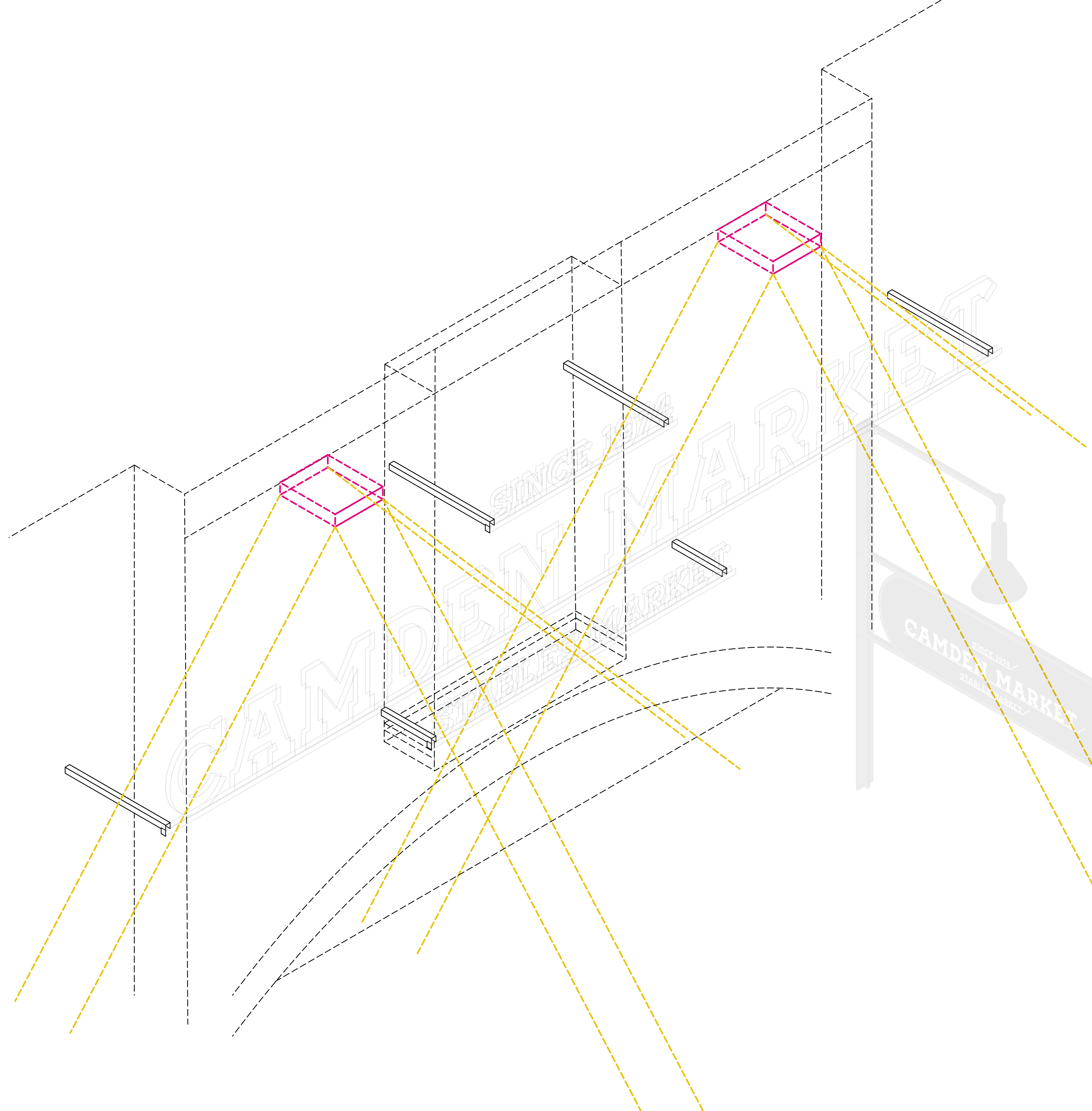
**ENTRANCE SIGNAGE
NORTH YARD**

**SIGNAGE METHOD
LIGHTING**

CONCEPT 3

Use of existing floodlights

- Lighting
- Direction of light



**CAMDEN
MARKET**

**CAMDEN MARKET
DESIGN PROPOSAL**

**ENTRANCE SIGNAGE
NORTH YARD**

THANK YOU

**CAMDEN
MARKET**

DECEMBER 2020