



Ideas Competition reimagining croydon's subways

We asked for innovative ideas for how Croydon's subways could be transformed. This exhibition shows the shortlisted submissions.

Background

Croydon's population is anticipated to grow by over 60,000 in the next 20 years with an additional 46,000 new homes to be delivered over the same period. As a result, there is increasing pressure on space, especially in central Croydon.

All over the world, unloved spaces are being brought back into use. They are often reclaimed for a different purpose than originally intended to better respond to today's lifestyles. Some examples of this are:

- old Victorian lavatories being turned into London's hippest hangouts;
- railway arches being converted into studios, office spaces and retail;
- vehicular and pedestrian underpasses being repurposed to plant trees or collect rainwater;
- unwelcoming tunnels turned into living art galleries;
- telephone boxes becoming libraries.

Croydon town centre has a number of pedestrian subways, a legacy of the radical redevelopment of Croydon in the 1960s that placed vehicles at its heart. New crossings are now replacing these unfriendly spaces, making them redundant.

This provides us with a fantastic opportunity to work with our communities and develop ways to reuse these public spaces, so we invited ideas from architects, community groups, students and anybody with a love for Croydon.



Theatre in Leake Street tunnel, Waterloo

Bar in a Former Public Lavatory, Clapham

Tree planting in former subway, Croydon

The competition

We asked you for ideas for how Croydon could make the most of some of the unused subways in the town centre; to be as creative as you'd like, while keeping in mind the following;

- How would the maintenance costs for the space be covered?
- Is the idea a temporary or more permanent suggestion?
- Whether the proposal is specific to one subway or could be rolled out to all;
- Ideas should be in line with our Local Plan objectives (listed below).

Objectives: *Croydon Local Plan Consultation November 2019*

ENTERPRISING - A place renowned for its enterprise and innovation with a highly adaptable and skilled workforce and diverse and thriving local economy

LEARNING - A place that unleashes and nurtures local talent, is recognised for its support and opportunity for lifelong learning and ambitions for children and young people

CREATIVE - A place that draws people to its culture and creativity – an inspiration and enabler of new artistic and sporting talent in the country

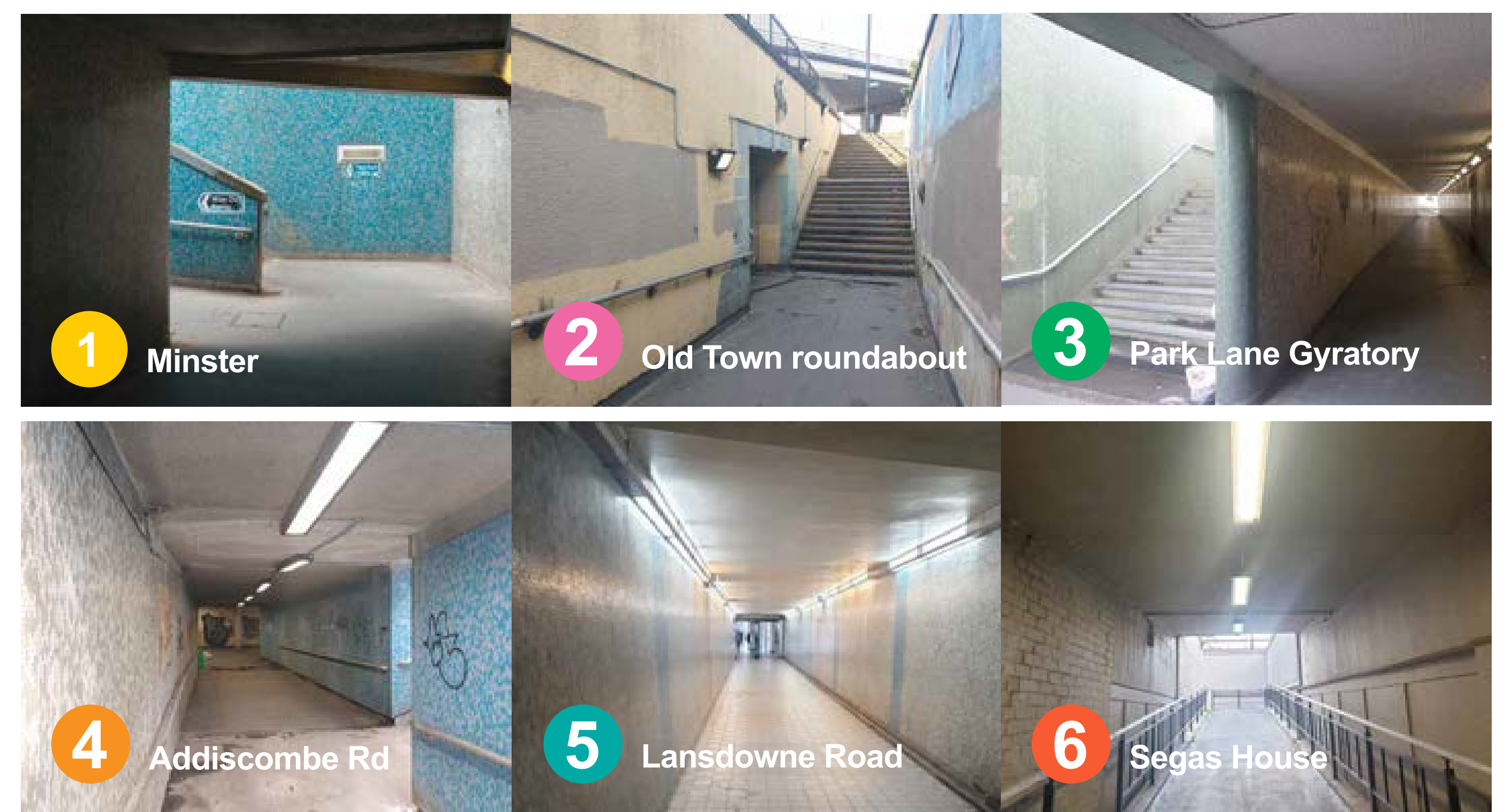
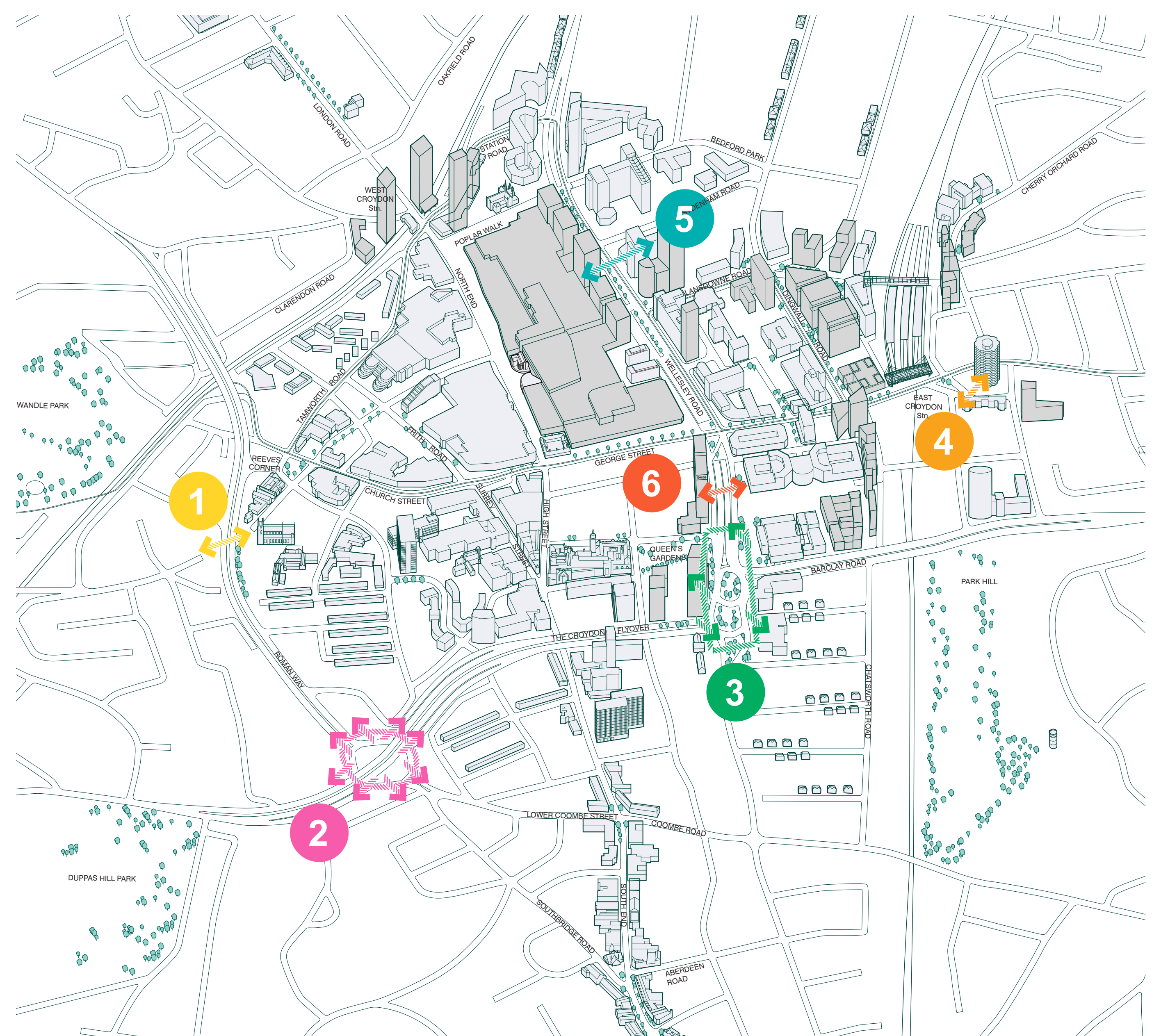
CONNECTED - A place that is well connected, easy to get to and around, and supported by infrastructure that enables people to easily come together, with one of the best digital, communications and transport networks in the country

SUSTAINABLE - A place that sets the pace amongst London boroughs on promoting environmental sustainability and where the natural environment forms the arteries and veins of the city

CARING - A place noted for its safety, openness and community spirit where all people are welcome to live and work and where individuals and communities are supported to fulfil their potential and deliver solutions for themselves



The subways



Your opinion matters!

We received 44 valid submissions split over three categories;

- professional
- non-professional and
- under 18s

13 submissions were shortlisted by a judging panel made up of Croydon Council officers and Councillors. The shortlisted proposals are displayed as part of this exhibition, and we'd like to hear your views on these! Please share your thoughts on the submissions by visiting the following site before 24th February 2020.

www.croydon.gov.uk/reimaginesubways

The winners will be announced in late February.

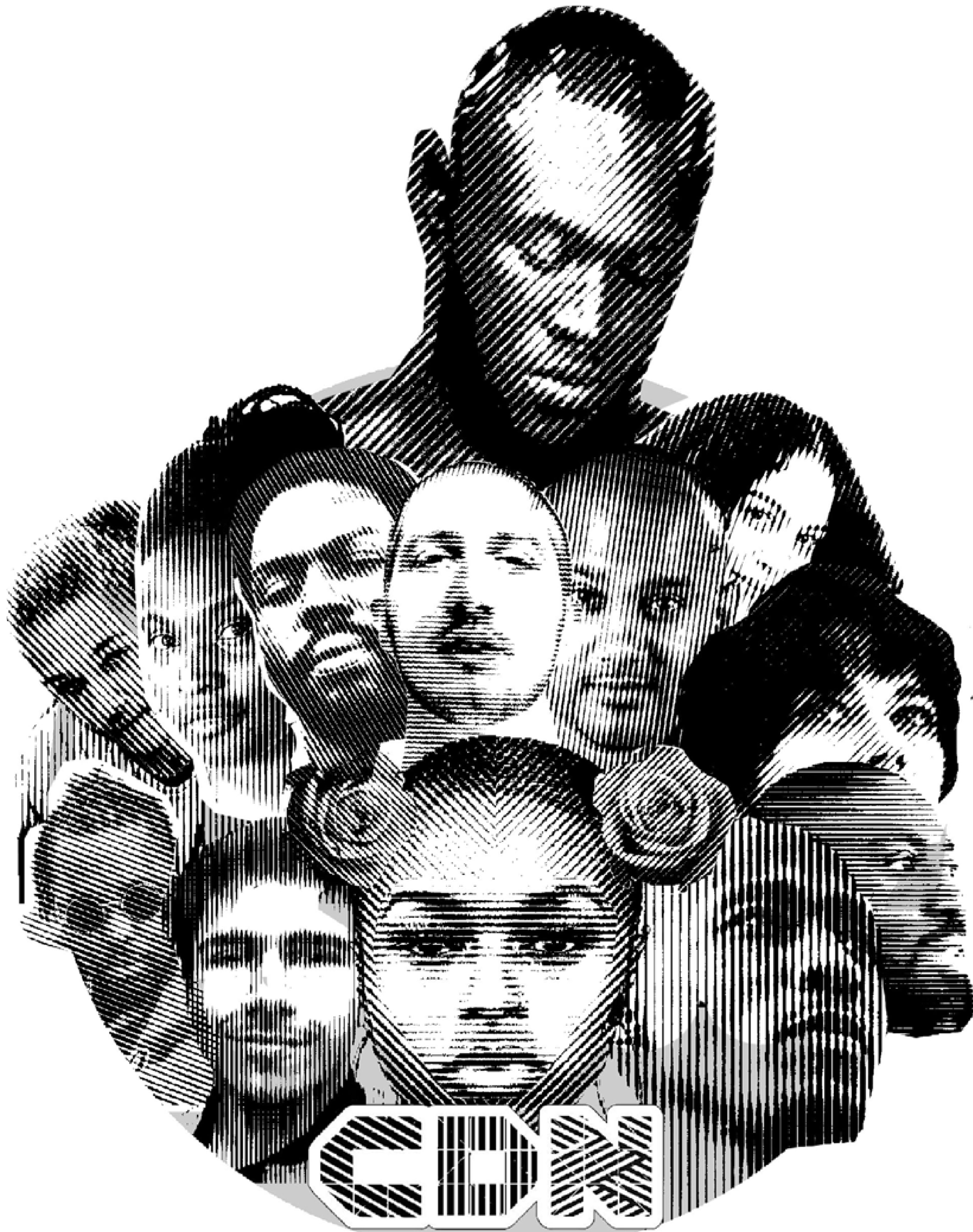
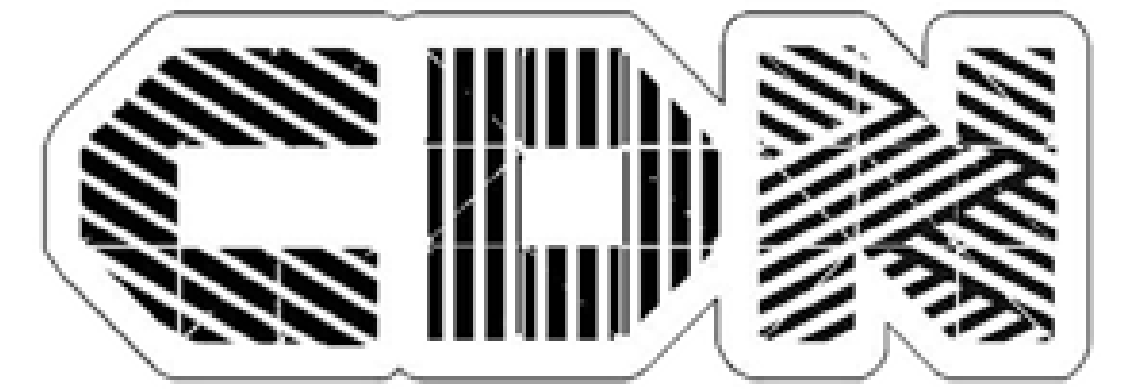


Category:
Professional

Title: **Croydon's Talents (Mural)**
By: **Wesley Baker**

My name is Wes Baker. I've lived in Croydon almost all my life. In that time I've loved Croydon as I felt I had a great childhood here. It's been a big inspiration for me as a creative person too. As a child the old Whitgift Centre's the Forum pub looked like something out of the Jetsons as did places like Lunar and Apollo houses.

The city skyline and the amount of diversity of people, cultures and landscapes from the skyline to the large open spaces throughout the borough over the last decade have been great for my photography and I've met so many talented singers, artists and other people here in the arts.



CDN reimagining croydon's subways

The composition of musicians, artists, rappers and spoken word artists on the previous page was created for the recent exhibition at First Floor Space. This would be a similar style to what I would create for the subways.

There are a variety of ways it could be created and placed on the walls of the subways such as painted directly onto the wall. The initial idea for this mural was to create it black electrical tape. If I was to be shortlisted for this competition I'd look forward to discussing how we can further develop this idea for the space/s

CDN reimagining croydon's subways

For the space I was inspired by the Sergeant Pepper album cover. I've always been keen on seeing the creative people of Croydon celebrated publicly and this would be the aim of this work. I think it could really open a lot of eyes about the area as I don't feel it's ever been promoted based on it's weird (in the best possible way), wonderful and unique characters. The full force of the talent here hasn't been pushed. For ages it was Kate Moss and now Stormzy but maybe imagery showing the masses of people who have achieved will speak volumes.

The scale of it means it could be confined to one of the subways or all of them as I'd look to depict people like Stormzy, Noel Fielding and more but also people who are up and coming from the area.

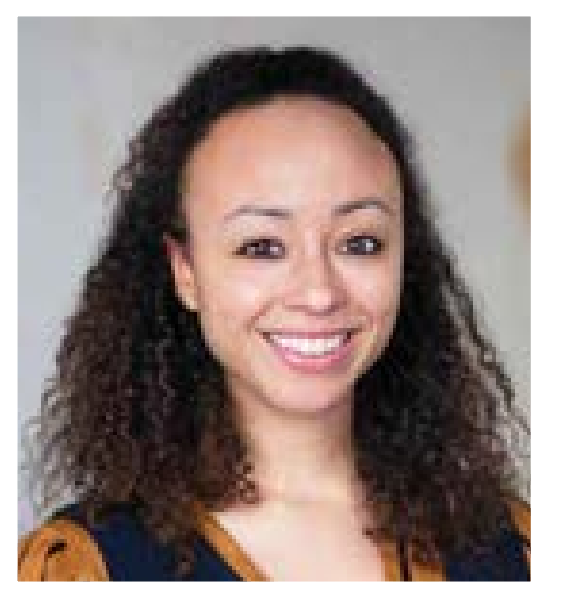
In terms of maintenance having photographed Croydon since 2008 and been at the Femme Fierce event by RISE Gallery I know especially with no ability to supervise the subways there could be tagging of the work. I think it would be a case of having to come back and fix or touch up areas of each mural.



Category: Professional

Title: Croydon Lives
By: Abigail Watts-Cherry

I am an architect with experience in a wide range of sectors including mixed-use, residential, transport, education and restaurants. I enjoy the use of digital design, architectural visualisation and video making in my design process. Through working on small residential projects across Croydon over the past few years, I have become familiar with the borough's Local Plan and future design objectives.



I have a particular passion for Croydon - it is a great place to live as a young person and has a strong sense of local community, as well as a thriving urban art and music scene. I have seen the town transform dramatically over the past few years and I am excited by all of the new developments yet to come; I really want to be a part of it.

CROYDON LIVES / CROYDON EATS / CROYDON CREATES / CROYDON MAKES / CROYDON DRINKS / CROYDON PERFORMS / CROYDON RUNS / CROYDON PLAYS / CROYDON LAUGHS / CROYDON PAINTS / CROYDON THINKS / CROYDON SKATES / CROYDON GROWS / CROYDON WORKS / CROYDON DANCES / CROYDON INNOVATES / CROYDON THRIVES / CROYDON SHOPS / CROYDON SINGS / CROYDON WATCHES / CROYDON REMEMBERS / CROYDON LEARNS / CROYDON WORSHIPS / CROYDON ENTERTAINS

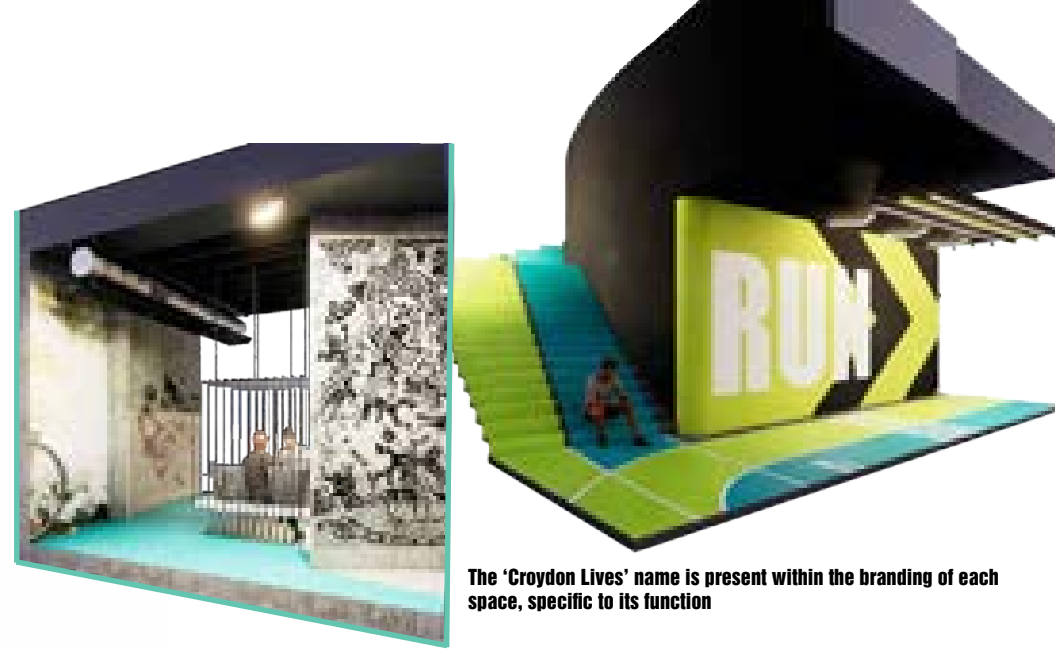
Introduction

Croydon has developed significantly over the past few years. New homes and industry have attracted a huge amount of new residents. With this, we have seen the addition of exciting new spaces. There is a spirit of reappropriation, with venues such as Mathews Yard, First Floor Space and Trive Hub that have sprung out of disused space; the town embraces a vibrant street art scene, which plays as much of a role in the colour and character of the town centre as the built form does.

Design

As Croydon grows and prospers, it is important that it does not lose its sense of identity to the gloss that usually comes with new development. Its history should not be completely disguised behind expensive cladding and shiny finishes; embracing the existing urban fabric, Croydon Lives has sought to retain the grit and authenticity of the existing 1960s subway architecture, whilst enhancing it with bold graphics, rich colour and modern industrial style light fittings.

Croydon Lives is a collection of urban interventions that re-purpose old subways into useable spaces that are suited to the needs of the people of Croydon. The functions of each subway are specific to the surrounding context and heritage of their location. Local business and the spirit of community remain at the heart of these interventions.



The 'Croydon Lives' name is present within the branding of each space, specific to its function.

The design language of the subways draws inspiration from the graphics used in Box Park. Large text and shapes such as ticks, arrows and lines are incorporated within the architecture - useful for way-finding and adding to the urban aesthetic of the town centre.

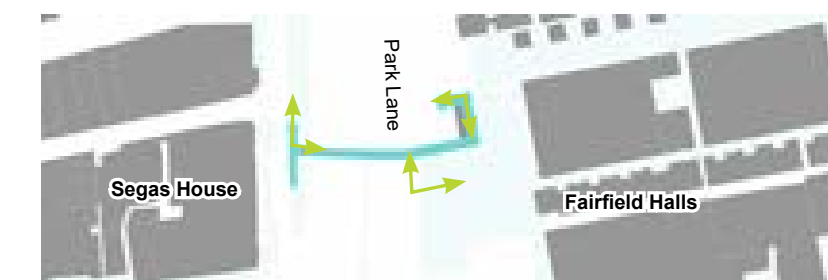
Branding

The naming 'Croydon ...' can be easily transferred to brand other interventions in the town, such as Croydon Groves, which will be an allotment and garden in the centre of the Old Town Roundabout. The distinctive visual branding allows for additional spaces around the city to be easily recognised as part of the brand. This could also be extended to other disused spaces that require re-purposing, such as old garages and warehouses.



CROYDON PERFORMS

Location: Segas House



Location

Located next to Fairfield Halls, Croydon Performs sits within a cultural hub and houses two small underground cinema auditoriums. The spaces are part of an independent cinema that could screen all sorts of films including locally made and independent films. With luxurious seating and foot rests, smaller screens and drinks served to seats, this could be a mature and laid back alternative to other Croydon cinemas.

The auditoriums could also be used as a comedy club or lecture theatre for events. Access could be from either side of the road or from the underground car park to Fairfield Halls that takes you to the centre of the subway.



The underground cinema



People waiting for a film to begin in the underground cinema



CROYDON EATS

Location: Addiscombe Road

Croydon Eats is a pop up restaurant that serves as a launchpad for small food businesses. The restaurant could feature a different chef for a small period of time or a collection of chefs that rotate regularly, creating a dynamic venue that is in a constant state of flux as the menu changes.

Croydon Eats would become a food hub for emerging and local restaurant businesses and being located a stone's throw from Box Park, the area would become the 'Food Quarter' of Croydon - a specific destination that locals would come to especially to eat. With East Croydon Station so close, people from Central London could also get here easily to sample the diverse cuisine that Croydon has to offer.



Location



Workers to business meetings in the restaurant during the day time



A section through the restaurant



CROYDON EATS

Location: Addiscombe Road

Perfect for young chefs, local food companies or caterers who are looking to establish their reputation in Croydon or gain funding, they could then move on to more permanent establishments.



A cut through the bar and kitchen spaces where chefs can chat to people as they are eating



Locals having a drink in the outdoor terrace



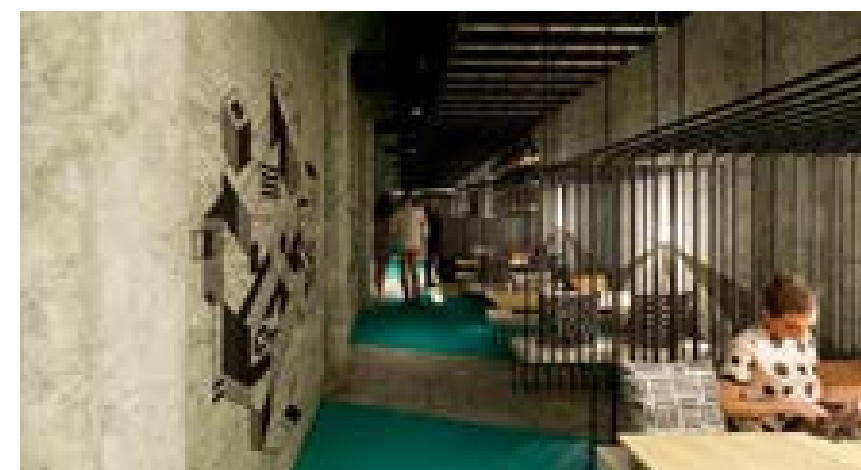
CROYDON CREATES

Location: Addiscombe Road

Croydon Creates is an underground street art gallery that would serve as the epicentre of the thriving Croydon street art scene. Artists would have the freedom to paint directly onto the subway walls for their exhibitions. As in the temporary nature of street art, these would then be gradually painted over as the scene develops.

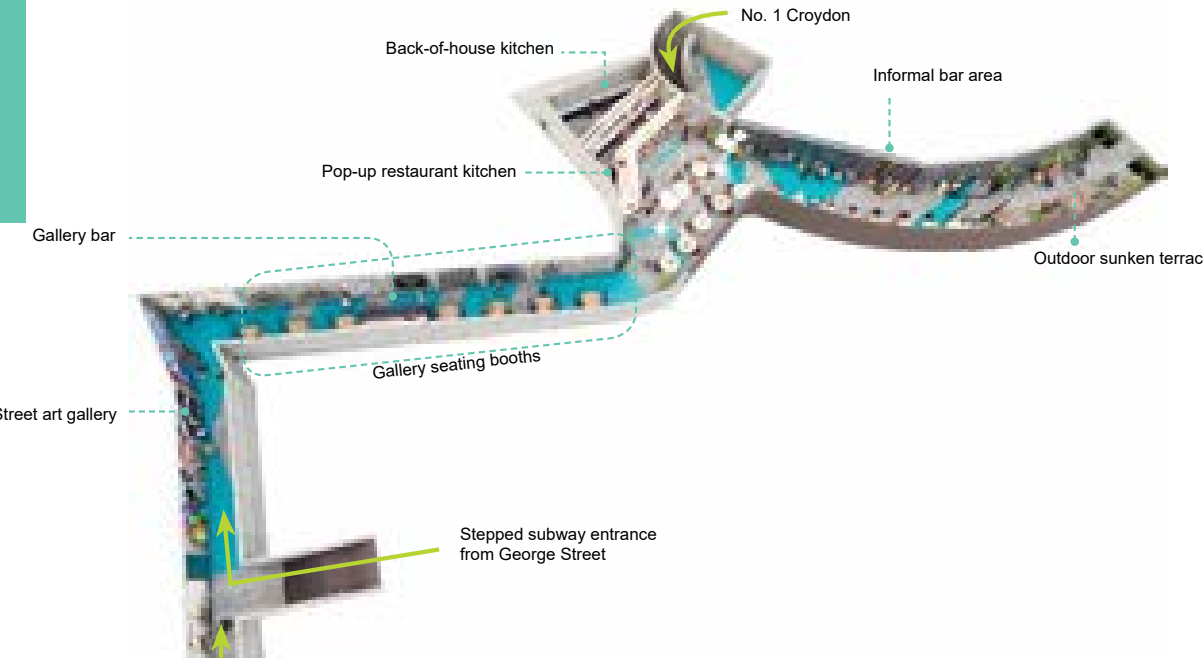


Children being taught by a local street artist



Locals viewing art in the street art gallery

This is a constantly evolving space, where street artists can give demonstrations, practice their craft or teach in street art classes.



CROYDON CREATES

Location: Addiscombe Road

The long bar that connects the gallery with Croydon Eats contains seating pods that hang from the ceiling amongst the painted walls and could be a source of revenue for the gallery.

The art exhibited does not have to be limited to just street art.



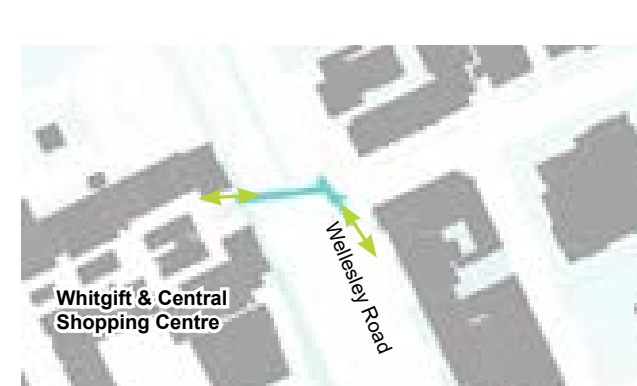
A view of locals enjoying art next to the gallery bar



CROYDON SHOPS

Location: Lansdowne Road

Croydon Shops is a shopping corridor that links between Wessley Road and Whiffi Shopping Centre. It has fold away market stalls, where young businesses that cannot yet afford permanent retail spaces can benefit from the footfall of shoppers.



Location



People enjoying the Christmas market

There would be weekly themed markets, such as craft, regional, specific cuisine or festive markets. This concept takes inspiration from the Canopy Market at Granary Square, Kings Cross. The subway is already well used by people crossing the road to the shopping centre.

A gate would be closed, ensuring security at night time and when the space was not in use. The subway could showcase local street art on its walls, commissioned by artists from Croydon Creates.



CROYDON RUNS

Location: Park Lane Gytratory

Croydon Runs is an underground running track that has a marked circuit for people to exercise. With the inclines and declines of the subway, it provides a varied course, ideal for working out. The course would be well lit with CCTV, regular monitoring and closed with gates at night, providing a safe space to run in the evenings.

The closest athletics facility is currently in South Norwood - being located in the town centre would provide young athletes an easily accessible space to train and could be used as a week night training space for local teams.

The track could also be hired out for school and sports team fitness training. The shape of the subways creates a circular course, allowing for people to run circuits. Clear markers on the floor show distance from the beginning of the course. The bold graphics and motivational running quotes on the wall serve as a mental stimulant.



Runners exercising in the underground running track



Category: Professional

Title: Lighting installation

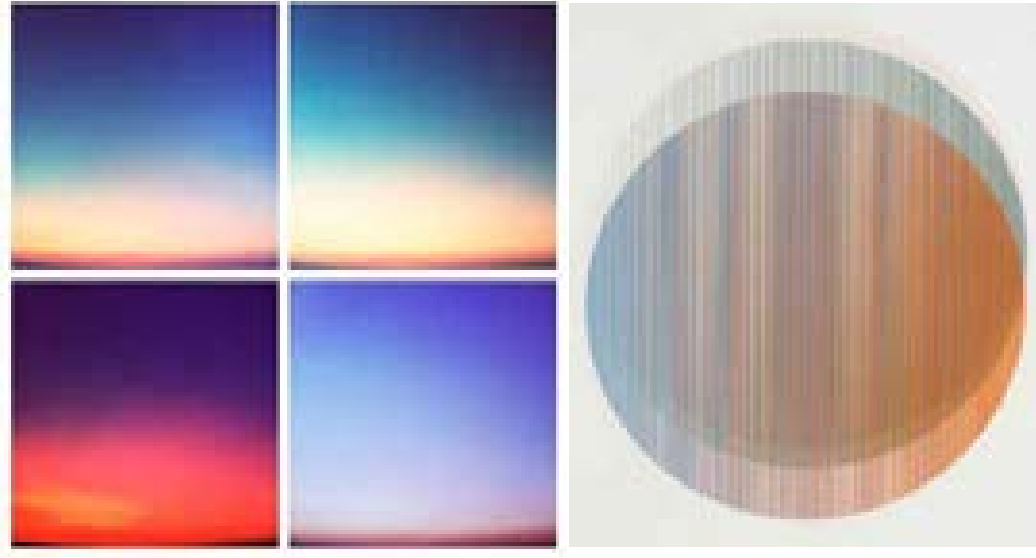
By: Accent London Ltd + Mark McClure Studio

Mark McClure Studio embraces bespoke surface design alongside public art, sculpture and gallery works, all in his bold, geometric style. Mark has exhibited widely both in the UK and internationally. Working with wood, paint and other materials, he collaborates with interior designers, architects and public bodies to bring the bold, geometric works to both private and public spaces. Accent is a London based creative agency. We work alongside councils, agencies and stakeholders to provide contemporary and bespoke artwork for interior and exterior spaces.



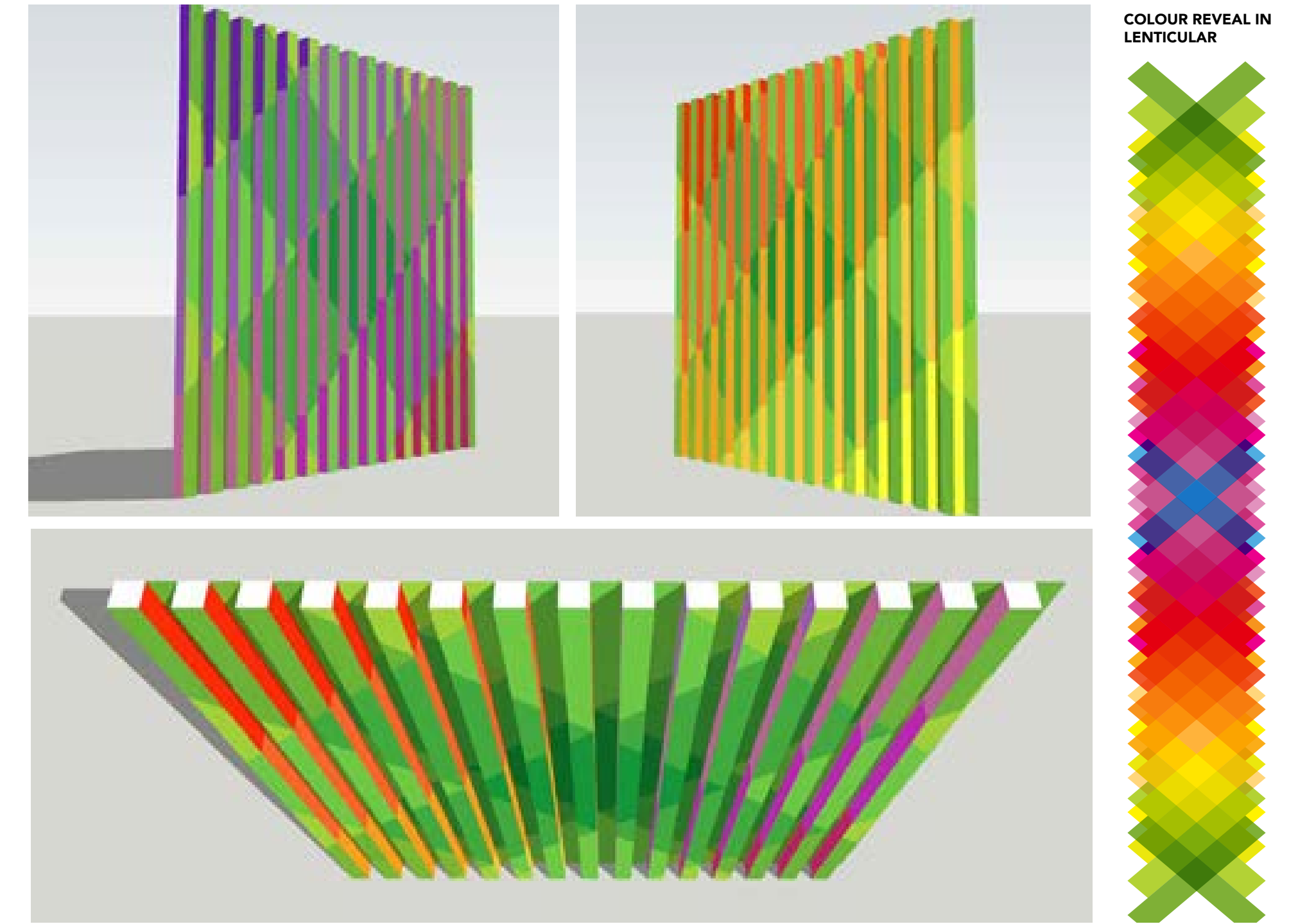
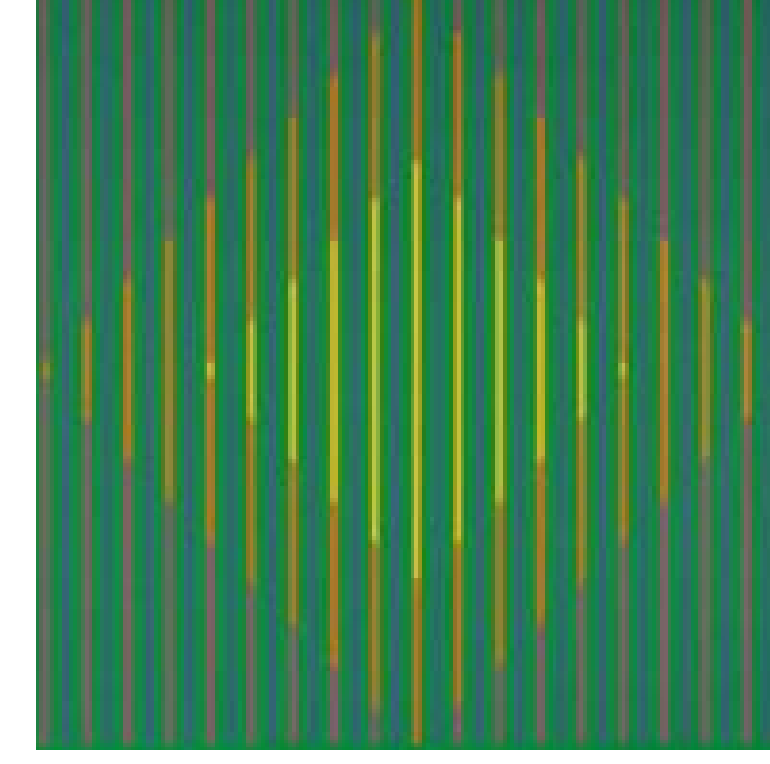
CONVERSION INSPIRATION

The process of changing or causing something to change from one form to another. Inspired by traditional concepts of union within Croydon's subways, the concept of changing forms from above ground to below has led us to explore other visual forms of conversions. Representing how Croydon itself has changed across its long history and also how it changes throughout each single day, this concept explores visualising daily change across the 24 hour clock and the colours that represent this overlapping of people and colours to shift and converge to become something new.



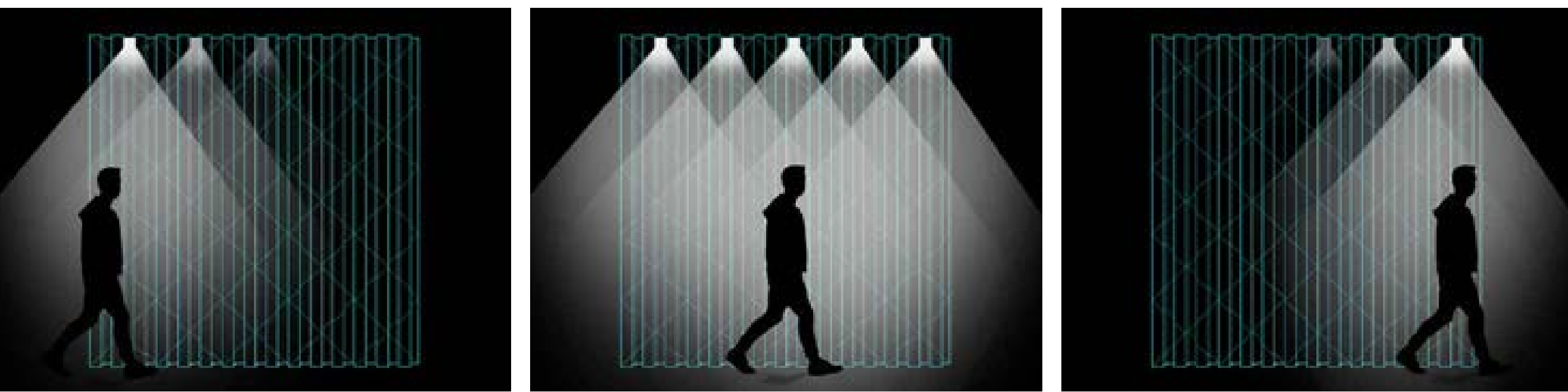
CONVERSION DETAIL

Lenticular panels are attached to the wall. This will expose the 3 differing designs through the space dependant on the aspect you view the work from. Depth and the textural quality will be revealed through the bespoke Aluminium batons which will be printed on to avoid scratching and lack of vibrancy of colour. The ceiling and floor colours will be sympathetic and contrasting to create moments of surprise.



CONVERSION DYNAMIC ILLUMINATION

We could use proximity sensors to create a intimate and interactive experience when moving through the space with a light that seems to follow you and guide your way. This is a simple way to also create an environmentally friendly lights off piece during certain hours when use of lighting is less frequent.

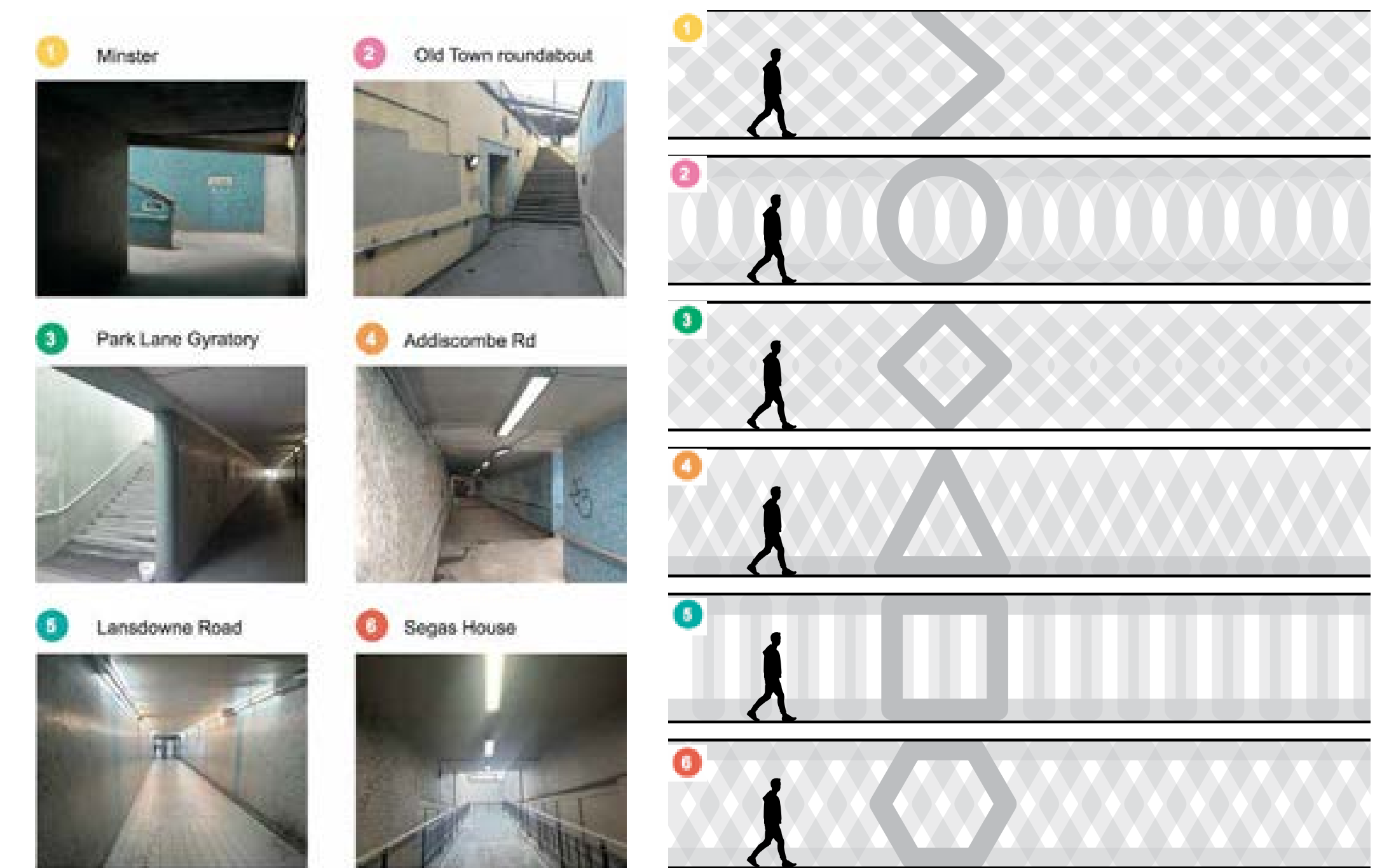


CONVERSION DESIGN SOLUTIONS

We would look to explore differing colour palettes in each of the 6 subways to create a dynamic and individual atmosphere in each of the spaces.

Through the use of our lenticular detail which would be applied to the walls we would create a really dynamic and interesting backdrop which would be instantly recognisable as each stations mission statement.

We would look to create public engagement within the project educating the residents about the pattern and design ethos but also going into schools and creating screen printing workshops and T shirt printing workshops to explain the colour change and patterning at work.



PUBLIC ENGAGEMENT



THAMESMEAD 2018

Pattern Recognition, 2014
Agents: Peabody Housing Association Thamesmead Estate, Erith, London

Brief: Create a painted mural that brightens up a less used undercroft of the South London estate.

Solution: The painted mural was created over a fortnight - after consultation with residents and other stakeholders. The dynamic design encourages residents to enjoy the space and brightens up the once unloved, drab part of the estate.

DIAGONAL DANCE 2019

Diagonal Dance 2019
Tower Gallery
Eastbourne

Brief: Celebrate the 10th anniversary of the gallery with a vibrant full building mural.

Solution: Exploring a bold colour palette and a striking design, this mural pulls the Tower Gallery into the forefront of the town's landscape. 'Diagonal Dance' is Lothar Giger's large-scale geometric artwork for the Brewers Tower Commission, which has transformed the exterior walls, responding to the unique architecture of the gallery.

ODESSEY TABLETS 2015

Odyssey Tablets 2015
Lousdon and Nelson House, Cardiff

Brief: Create an aesthetic and community lead solution to an environmental barrier

Solution: The aim of creating an urban regeneration project lies in involving the community in artwork which tells their story and that of the area. Our intention with this piece was to explore the characters of the estate through engagement activities, creating a piece the community was proud of. Through using the stars and their connection to the racial ties of the community.

Category: Professional

Title: Subspace
By: Annabel Brown & Gytis Bickus

Annabel, an award winning architect with over 20 years' experience, runs a small, innovative architecture and design practice based in a high street shop. We design buildings, furniture and artworks; working with the community, businesses and private individuals to create clever, colourful solutions that improve peoples' lives.

Originally from Lithuania, Gytis moved to the UK at a young age. One of his courses of study in College was 3D design, which pushed him to continue his studies in the field of architecture. He studied architecture at The University of Greenwich, with a strong focus on sustainability and community projects. Following a year in practice he has returned to Greenwich to continue his education at master's level, RIBA Part II, whilst also working with Annabel. He is also enlisted in the British army reserve and became a private in the 3rd battalion, Princess of Wales Royal Regiment based in Kent.



Subspace 2np2b9ce

A highly adaptable, modular wall system providing power, light, connectivity, furniture and advertising. The units are wall mounted to one side of any subway. Furniture made from recycled plastics providing robust, easy to clean surfaces for many uses. Strong metal shutters close up the units when not in use.

How would the maintenance costs for the space be covered?

Subspace is an flexible, modular wall system that allows for hire of either the whole subway for an event or a selected number of units. Each unit provides light, power, wifi and surfaces for sitting, working, making and display.

This adaptability allows for occupation by independent traders and community groups as well as larger corporate events companies.

Units could be booked like theatre seats using a Subspace app. Booking will give an access code allowing the user to unlock the shutter to a numbered unit and access and use its contents. Some of the revenue generated from the hire of these units will be fed back into maintenance and cleaning of the subways.

Is your idea a temporary or more permanent suggestion? We'll consider both, but please tell us if you see it being short or long term.

The Subspace wall system is fixed and provides light, power, wifi and flexible furniture. This is all housed behind a lockable shutter which closes the unit up when not in use.

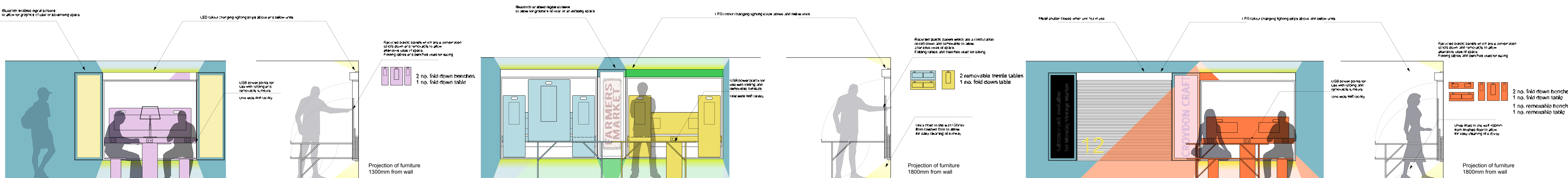
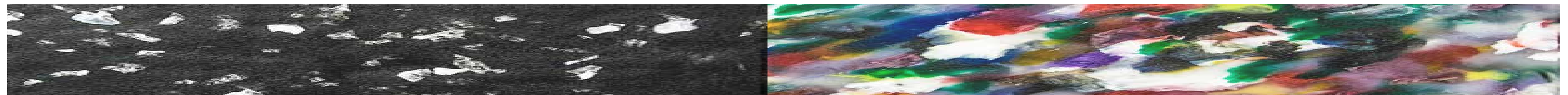
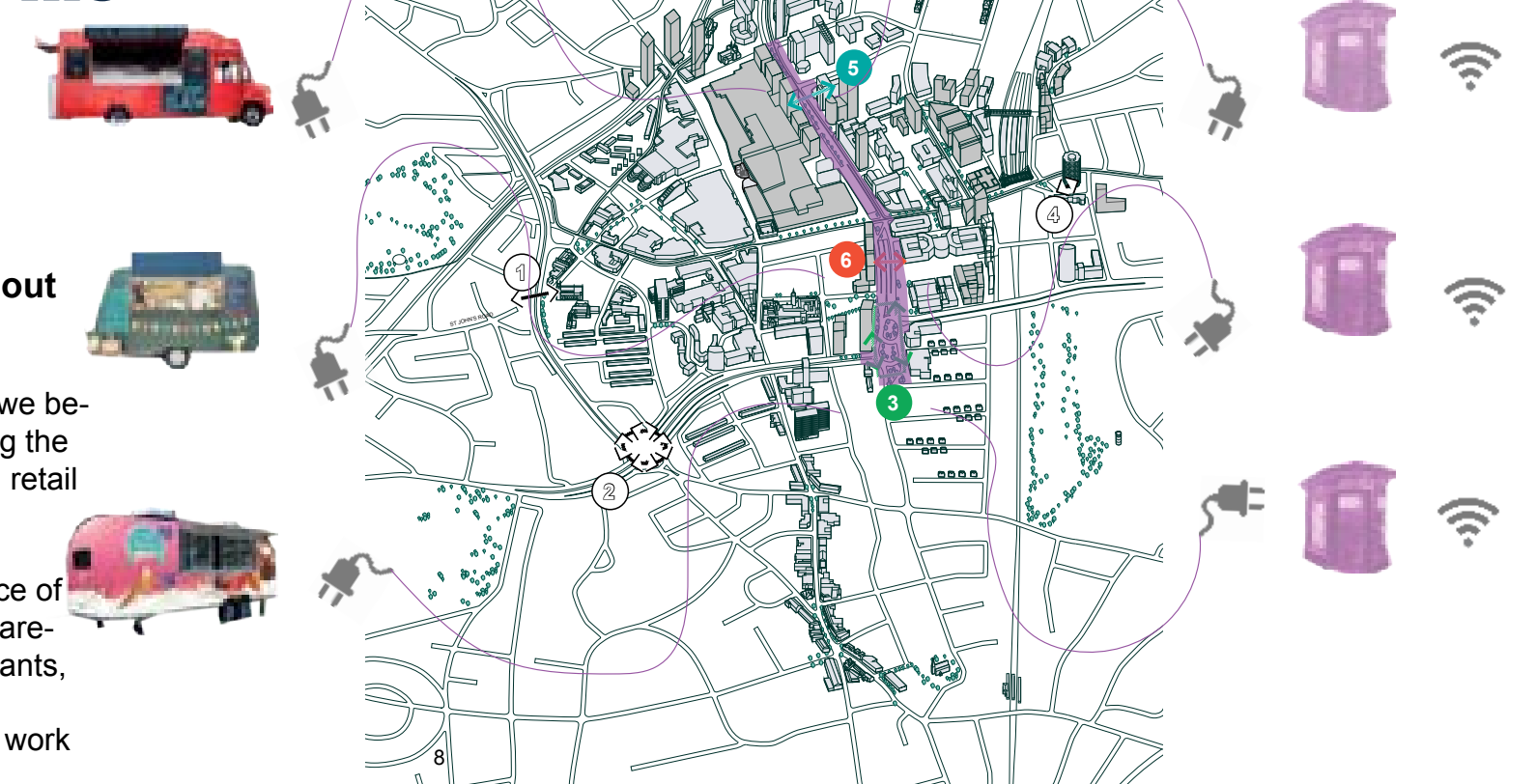
Uses can be temporary with some necessitating closure of the subway during the occupation and others, such as market traders, operating whilst the subway remains in operation.

The entire subway can be hired for a specialist event such as a food fair, vintage market, or classroom space.

Your proposal might be specific to one subway or could be rolled out to all?

Subspace units could be rolled out throughout the subways in Croydon however we believe the greatest community and commercial benefit would be created by uplifting the three subways areas along Wellesley Road. These subways connect residential, retail and commercial areas along a primary thoroughfare of the town.

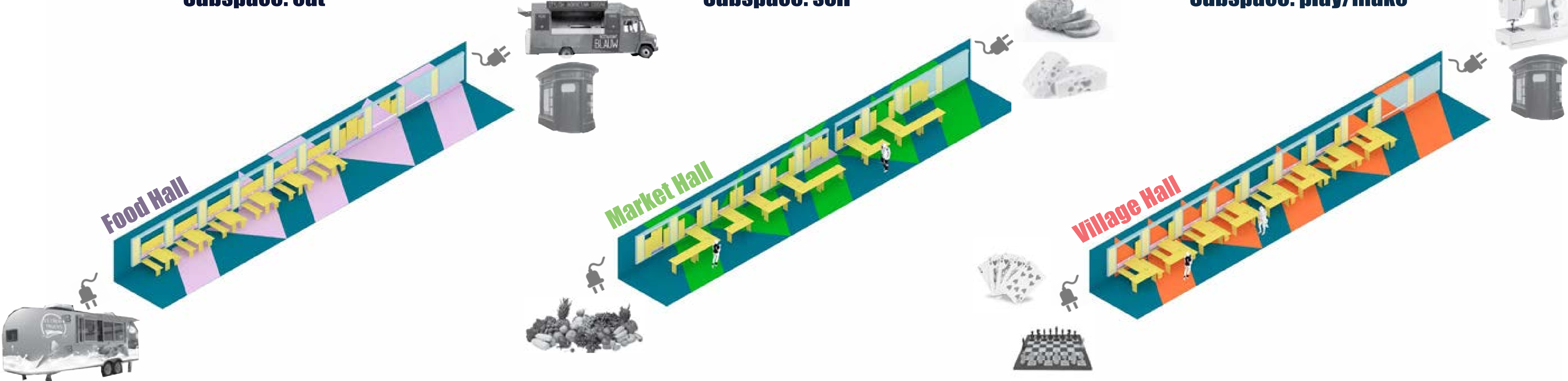
The entrance canopy and street carpet designs can then enable this sequence of Subspace installations to be made visible at street level. The width of pavement areas and access to adjoining car parking will allow for plug-ins from mobile restaurants, night clubs and provides sites for public toilets and further facilities. The proposal has been worked out on a nominal subway width of 3.5m but could work to a subway width of 3m.



Subspace: eat

Subspace: sell

Subspace: play/make



2np2b9ce

ENTERPRISING

Spaces used commercially by small, independent vendors. Flexible system allows for multiple vendors or larger hire

LEARNING

The space can be used as a classroom for learning events. This will encourage use by schools, colleges and adult education groups

CREATIVE

Subspace supports creative groups by providing the facilities for making workshops

CONNECTED

Subspace is WIFI enabled and within walking distance from central areas. Power supply to each unit provide spaces for people to meet and connect



Materials

Recycled plastic boards make up all furniture surfaces—tough and easy to clean



Street level

Lighting, advertising and colour extending up onto street level to mark use and entrances. Subways will 'glow' at night at street level

SUSTAINABLE

Modular units created from robust, recycled materials. Spaces on established walking and bus routes enabling people to embrace sustainable modes of travel

CARING

By providing for commercial and community groups these spaces act as 'village halls' within the centre of Croydon. These spaces have the potential to help alleviate loneliness and isolation within the community.

Street level visibility



Subspace: eat

Subspace: sell

Subspace: play/make



Food Hall



Linear Market Hall



Village Hall

Eat:
One off pop up restaurant
Themed night in which mobile restaurants take over the subway.
Use requires plug-ins of mobile catering trucks at street level
Lower level lighting and plug in lights to give more intimate atmosphere to each table

Sell:
Linear market space
Subway remains open to allow pedestrians to pass stalls.
This could be a set time every week.
A perfect place for a semi outdoor market on rainy days

Make/Play:
Craft groups
Gaming nights
Temporary school classroom
Subway can be shut during use

Category: Professional

Title: Music in the Subways

By: YYYY Design

We are a small start-up company, specialising in architecture, design and graphics – based in London. We bring our experience from working in Architecture. As members of previous companies, we have worked on several public realm and urban renewal projects including for Balham Town Centre (2013). YYYY Design believe engaging with the local community is essential for the design process and are ready to share our experience of creative collaboration.

YYYY Design was founded by Yang Yu. Our idea for Croydon's subway was produced by Lukas Westcott. Our affection for Croydon come as a frequent visitors. Croydon is diverse and buzzing. We feel there's a really strong identity here which is slightly separate from the rest of London.



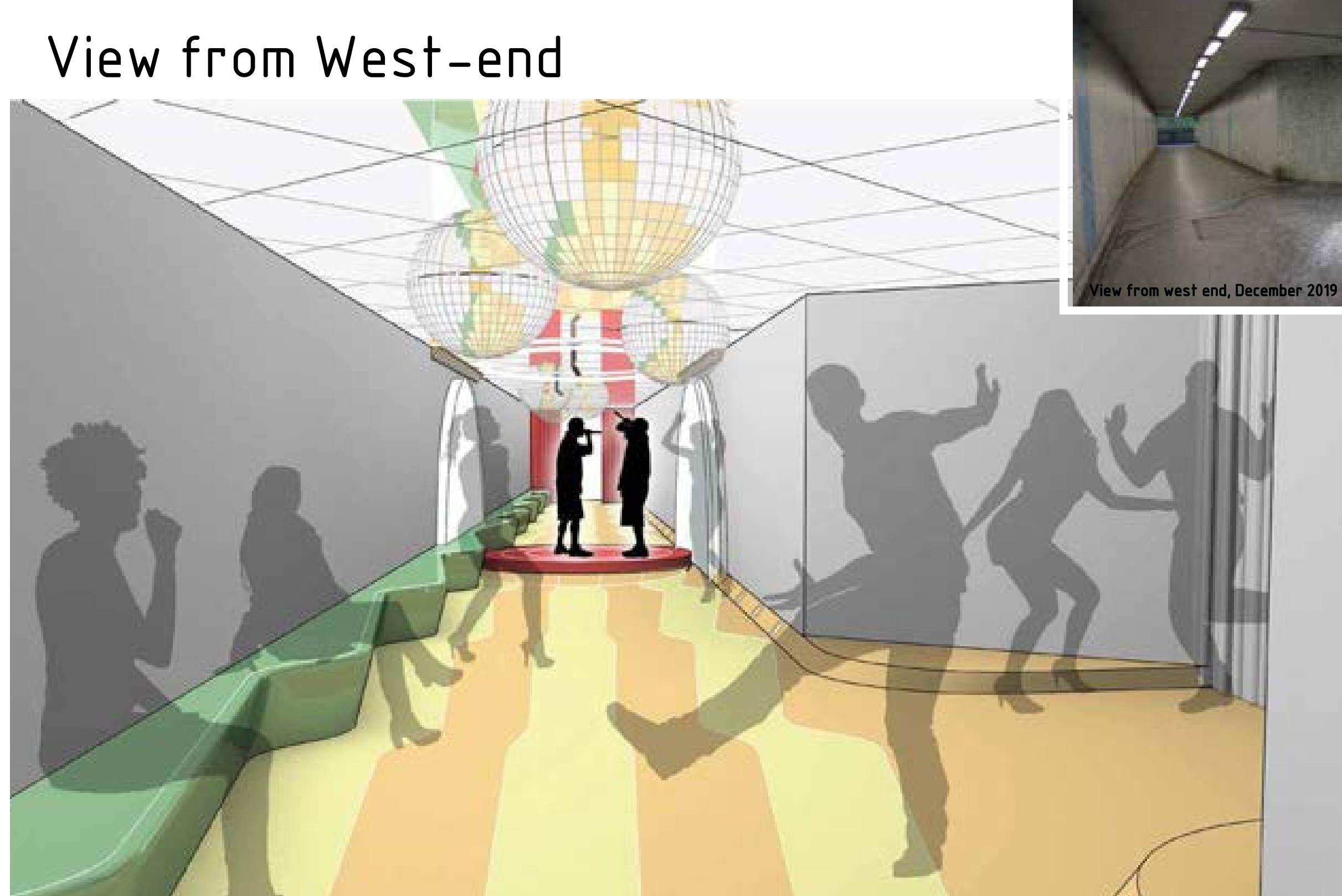
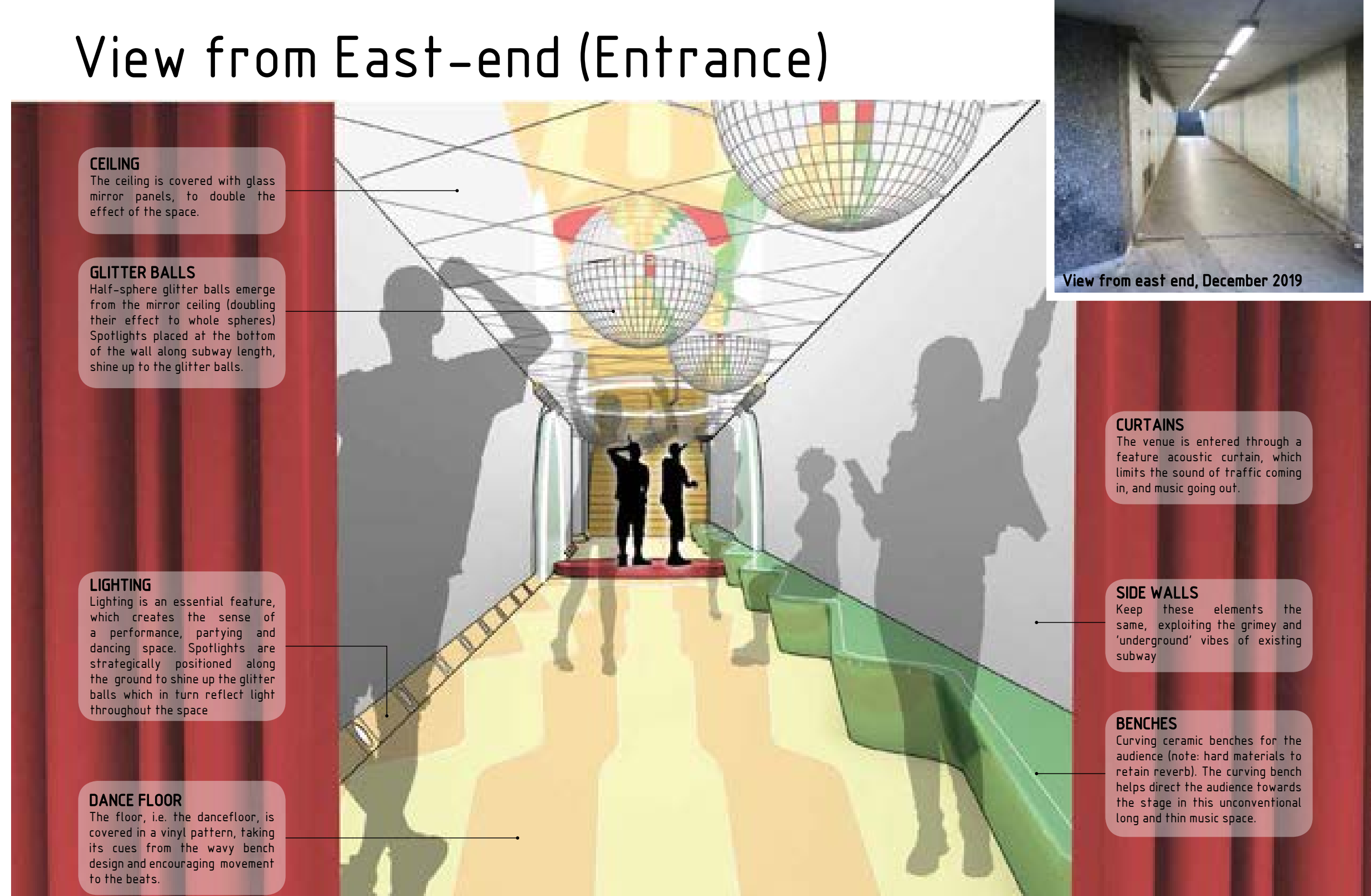
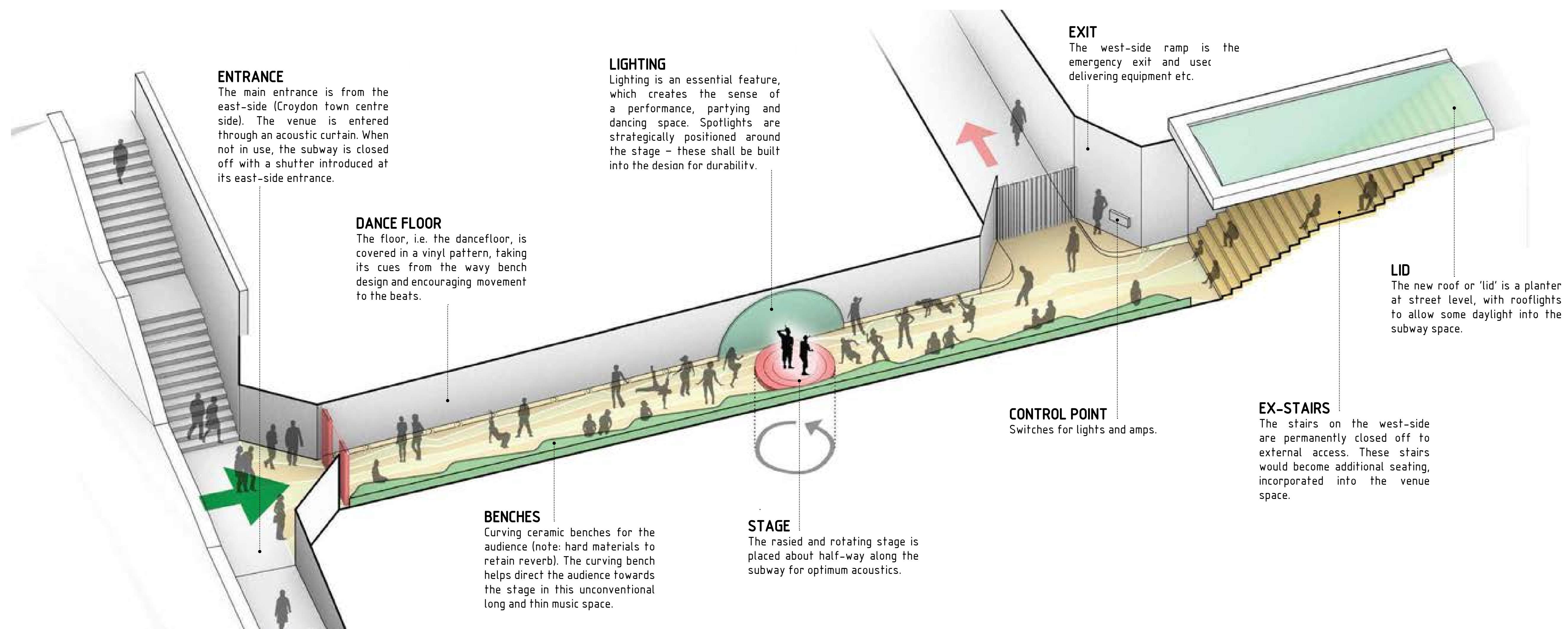
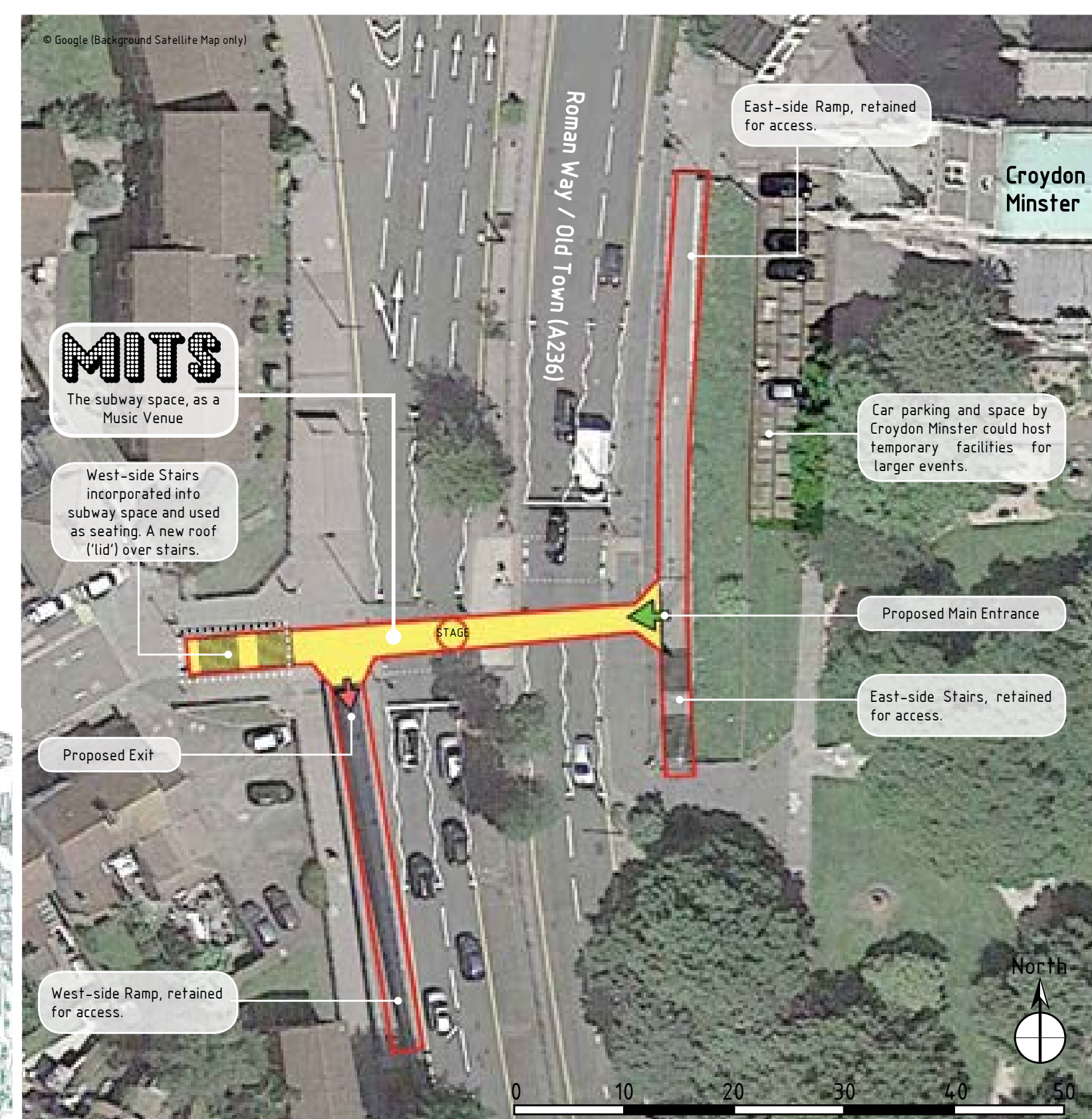
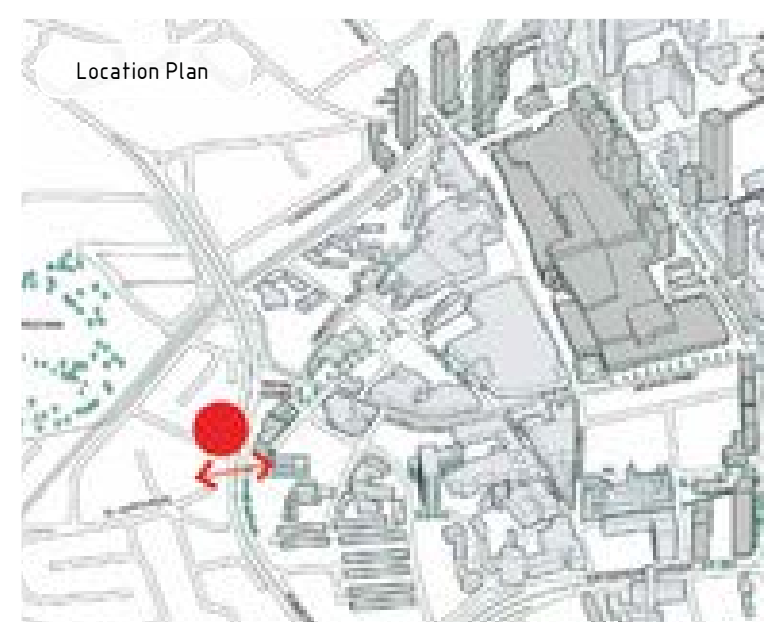
A New Music Venue for Croydon

We are applying our proposal to the subway under the A236 at Croydon Minster. Currently, this subway is sparsely used since there's a more popular pedestrian crossing immediately above at surface level.

We envision our music venue as a very simple and informal space, with great acoustics, a stage, a dancefloor and some seating. As such, we are not proposing facilities such as a bar or toilets.

However, the car parking spaces on the east-side next to Croydon Minster could be useful for temporary facilities if our venue is used for formal events.

Maintenance costs could be partly recouped from occasional ticketed events.



Category: Professional

Title: Scene in Croydon

By: Samantha Warren and Danni Livett

Scene in Croydon was co-founded in late 2019 by Croydon residents, Samantha Warren and Danni Livett. Both are trained textile designers and have designed printed fabrics in the fashion industry for over a decade.

Samantha (from Thornton Heath) and Danni (South Croydon) decided to use their skills to illustrate their surroundings with an aim to celebrate the characterful Croydon and share the colours and patterns of the area which has been dubbed the dull concrete town for far too long.



We want to make the subway more inviting for pedestrians by brightening it up with our colourful artwork of the local area. We hope that users of the subway will enjoy seeing our artistic impressions of popular landmarks and that it will encourage people to appreciate what Croydon has to offer. The fantastic architecture, the green open spaces, the history, the now - let's celebrate Croydon!

Proposed site: any subway location

Current issues and possible solutions:

The subway is dark and intimidating and does not feel safe. The space needs brightening up and to be made more inviting.

The space is narrow and short.

The idea must not obstruct or interfere with current footfall.

The subway is safer than crossing on the busy road.

We must make the subway more appealing to use to keep pedestrians safe.

Proposed idea: Mural of Croydon landmarks

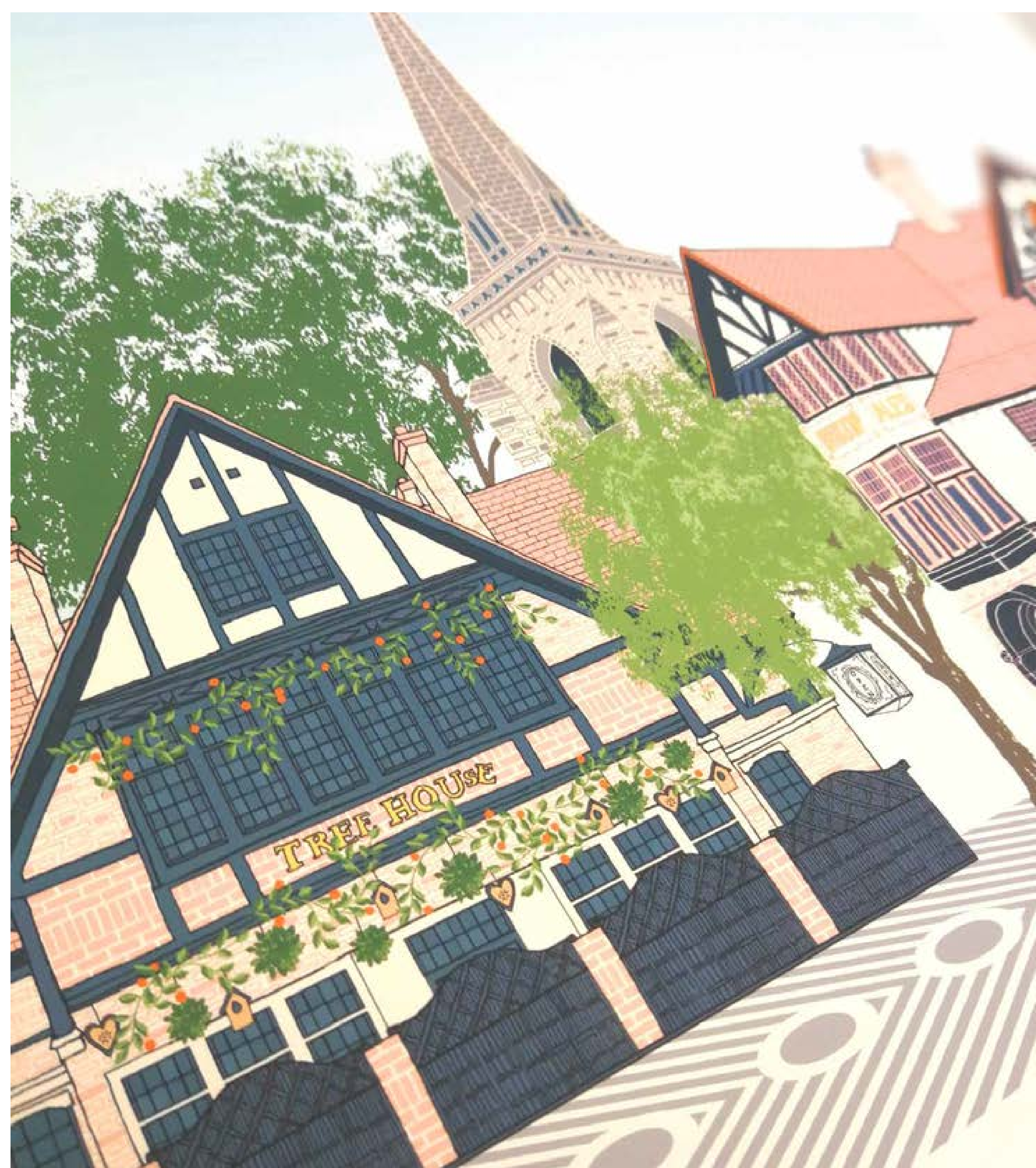
We want to continue sharing our positive artwork of Croydon by decorating one of the subways with our designs.

We do not plan to change existing lighting or make structural changes. We simply propose a fresh lick of paint to the ceiling and floor, and create bright and cheerful walls with our drawings of the local area.

We hope that users of the subway will enjoy seeing our artistic impression of popular landmarks in the area and that it will encourage people to really appreciate what Croydon has to offer and see the area in a new light.

Our work is accessible, understandable and a true celebration of the area.

"We aim to spread the word of how beautiful Croydon is through our artwork. There are so many interesting architectural buildings and stunning outdoor spaces and we feel it's important we document these with our drawings to share what the area has to offer."



Category:
Professional

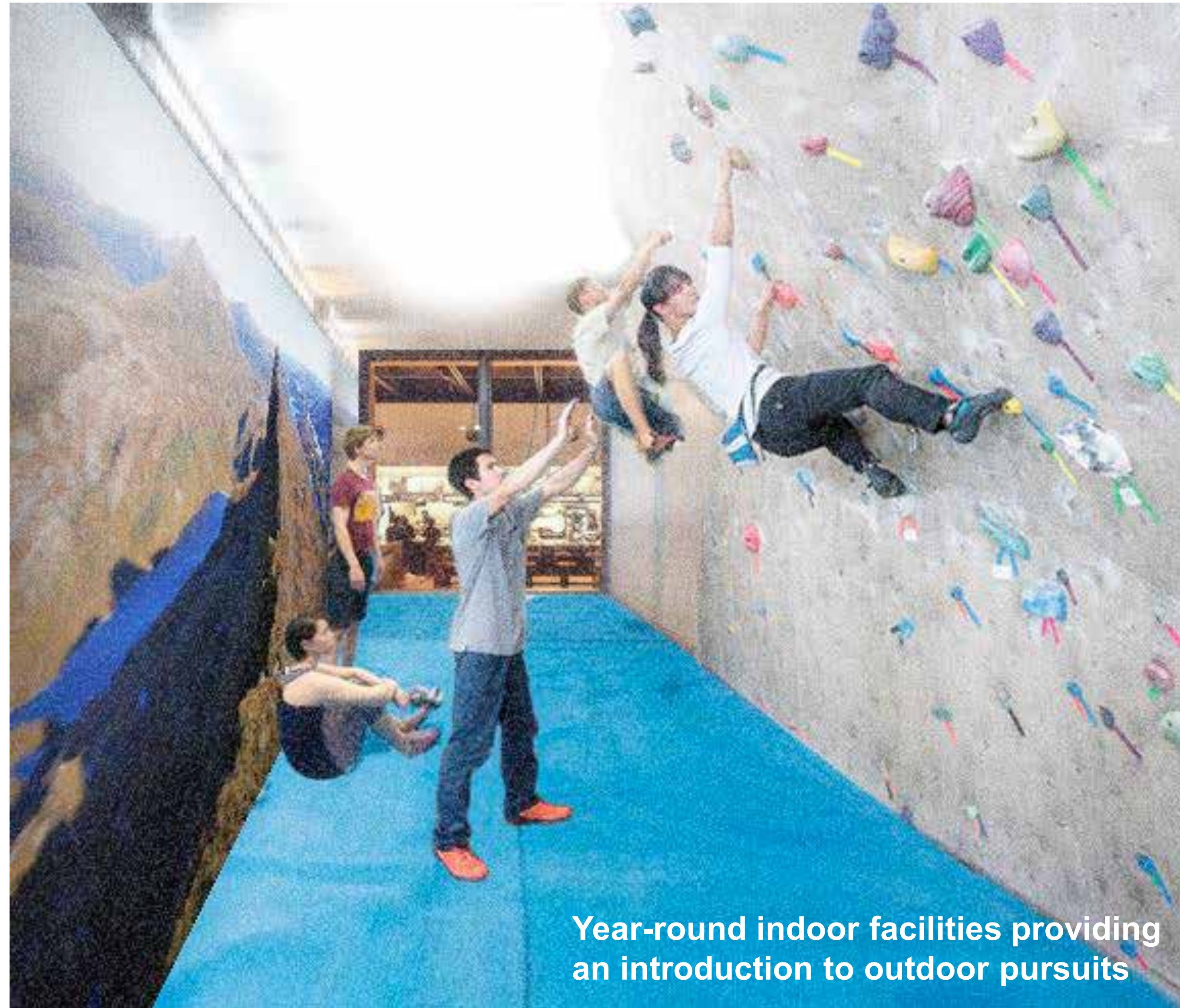
Title: **OUTdoorsIN**
By: **Julian Kashdan-Brown**

After several years working for multi-disciplinary architectural practices in both London and Bath, I spent two decades battling against the dominance of the motor car in delivering public works projects for Wiltshire local authorities through several High Street pedestrianisation schemes, including the removal of redundant subways! More recently, in addition to teaching Architecture at the University of Bath, as a director of Kashdan Brown Architects I have focused on challenging smaller experimental projects, and have been shortlisted in a number of open architectural competitions including the RIBA/Network Rail Footbridge Competition (2018) and Clarion Homes' William Sutton Prize (2018). I have watched the 'transformation' of Croydon with great interest following the introduction of the pioneering Croydon Tramlink since the Millenium and look forward to seeing the effect of planned further investment in higher frequency trams to 2030.



OUTdoorsIN

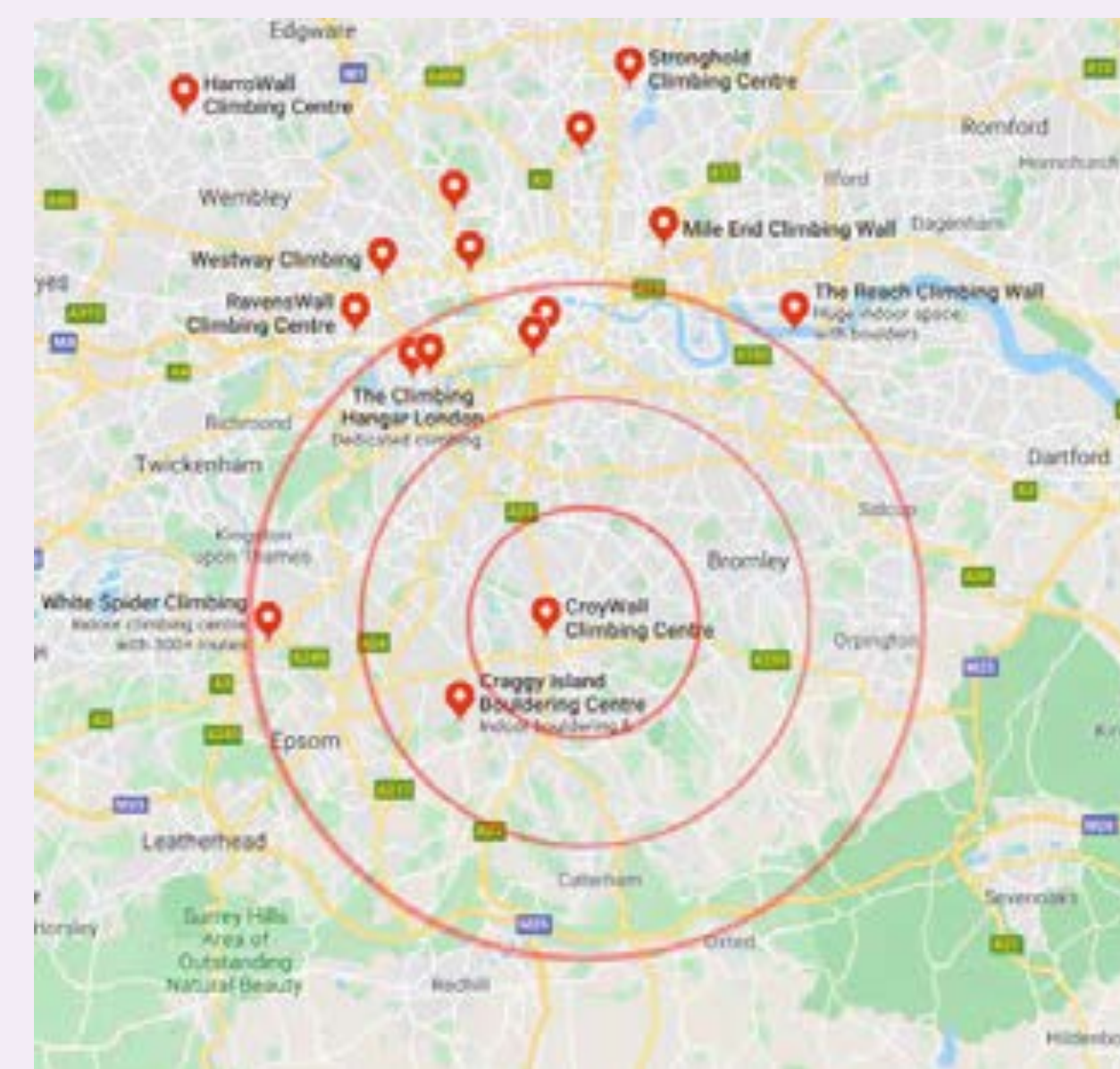
Kashdan Brown Architects Ltd



Year-round indoor facilities providing an introduction to outdoor pursuits

Our proposal is for the long-term reuse of the subway tunnels as year-round indoor facilities providing an introduction to outdoor pursuits.

An ideal activity could be bouldering, whereby the general 3 metre width and height provides ample space and a safe height for an introduction to a wider range of outdoor sports such as climbing, scrambling, canyoning, trail running and more. Advances in lighting will allow different subway sections to be themed with an apparently daylight backdrop panorama view of some of the most popular and beautiful outdoor pursuit locations in the country.



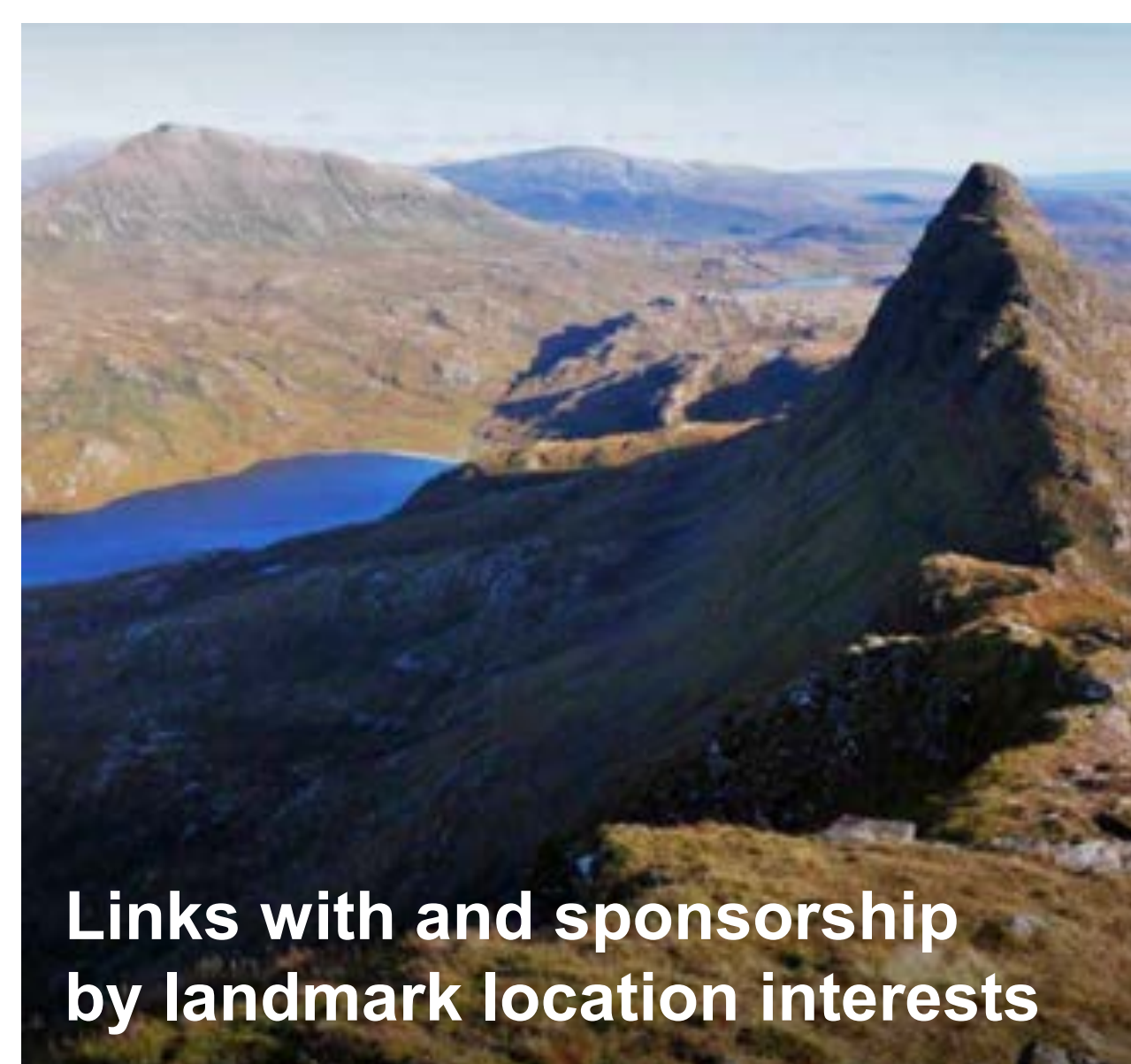
North and central London have a plentiful choice of indoor climbing and bouldering facilities while south of the river there are only three available, with none in town-centre urban environments.

The subway entrances would be reduced in overall footprint by filling in the ramped approaches, and new sculptural glazed structures would be constructed to enclose the remaining stairwell while allowing natural light to continue to filter down to the lower level. The enclosure of upper mezzanine at street level and the lower floor area will provide sufficient space for potential new low-cost prime location franchises of cafes, bars or fast and street food outlets.

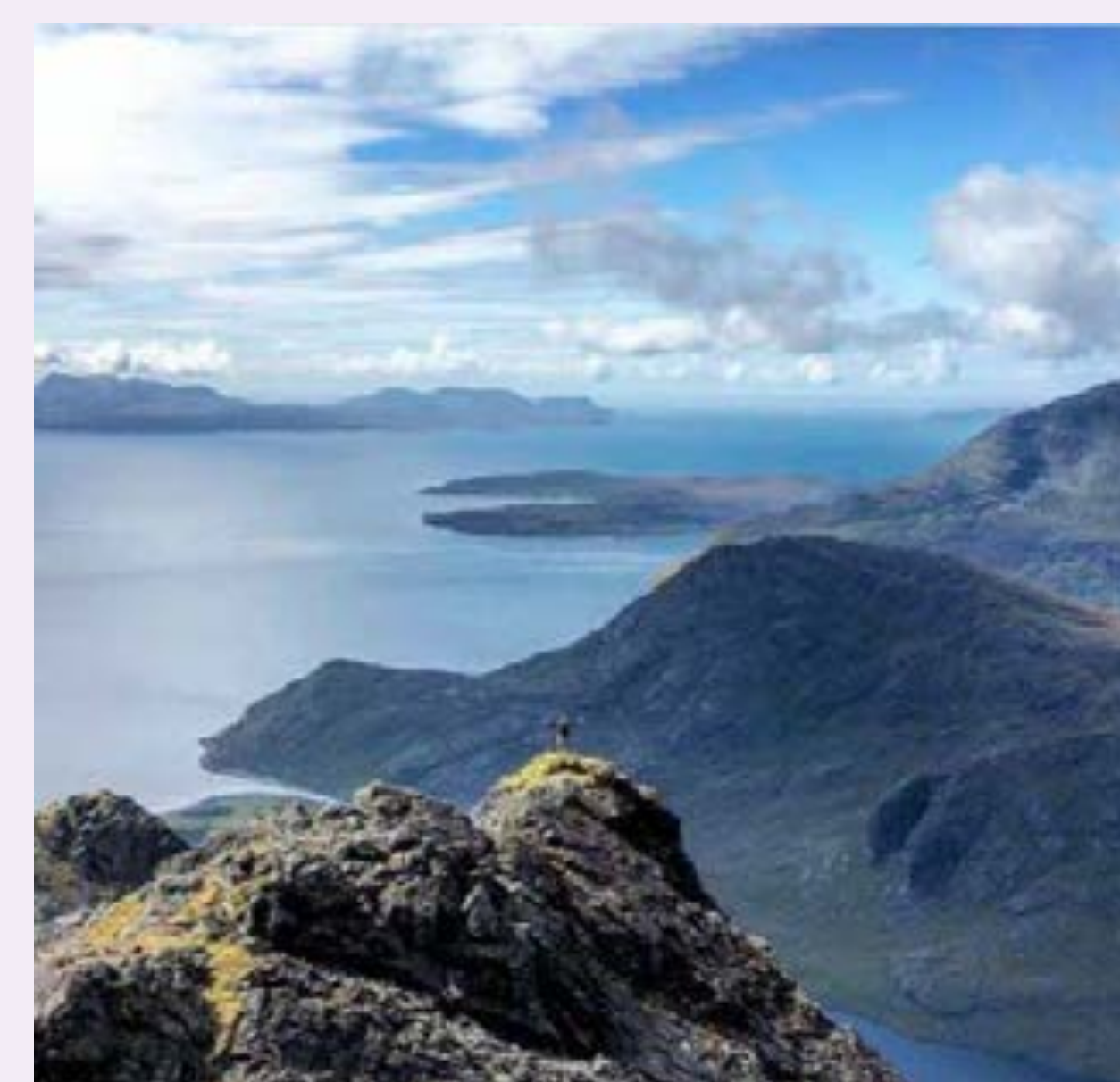


Sculptural glazed entrance enclosures providing prime location cafes

The combination of prominent, vibrant and accessible town centre food and drink outlets directly linked to associated adjacent secure physical activity facilities, provides opportunities for each theme to have a competing but complementary identity and unique selling point. For example, each subway or entrance outlet could reference one well-known outdoor location - which could even bring opportunities of sponsorship by that location's local authority or business interests.



Links with and sponsorship by landmark location interests



Kashdan Brown Architects Ltd
e: mail@kashdanbrown.co.uk
m: 07891 223100
w: www.kashdanbrown.co.uk

**reimagining
croydon's
subways
2020**



Options for other sports in outlying longer subways

Longer subway forms with less proximity to the retail environment, such as those at the Park Lane Gyrotory, may also present a safe urban environment for other sports such as archery, shooting or indoor bowls - all of which demand clear distances of up to 50 metres. These could similarly be linked to themed retail outlets at their entrances and have competing but complementary identities. Specific outlying locations with shorter subway links to an open central space such as the Old Town roundabout subway may be better suited to a bespoke outdoor skatepark facility.

Category:
Non-Professional

Title: Subterranean Mushroom Farm

By: Andrew Dickinson

I'm a lifelong Croydon resident and love and care about the borough that I call home. That's why I wear my 'I Love Croydon' badge every day at work.

I'm proud of the borough for a variety of reasons and I love its history and I want it to be the best that it can be for our people. If building mushroom farms in our subways gets people talking about Croydon in a positive way rather than some of the negative stuff that sadly comes out, it will be for the greater good.

I want Cr'Oyster mushrooms to be added to our history: crocus, wood, lavender, Shirley poppy, Cr'Oyster mushrooms.



Subterranean Mushroom Farm

Replicating the operation of an urban mushroom farm at Church Road. The suggestion is to use the subways for this purpose.

The large, daily amount of used coffee grounds could be collected from town centre retailers and is a perfect substrate for the oyster mushroom or Cr'oyster mushroom.

This would be dealing with an ongoing waste issue but it would be making use of that waste as close as possible to where it is produced.

The mushrooms would then be sold to restaurants and cafes around the borough and Croydon would be known as a producer of oyster mushrooms. It would be a modern addition to its history of saffron, lavender, poppies and woad production.

One of the subways could be considered for drying and packaging the mushrooms which can then be for an alternative food market for vegans, the Chinese food market and even the homeopathic market.



Is your idea a temporary or more permanent suggestion?

I see it as being a long term project as the waste product is ongoing with no end in sight and the mushrooms are a consumable so there is no market saturation possible.

Ideas should be in line with our Local Plan objectives listed:

Enterprising: it is an enterprising use of redundant space and redundant waste and will create a small business enterprise offering the potential of part-time work, maybe even full time. It would certainly add to a diverse local economy.

A café or food stall enterprise could be created with the mushrooms as the main ingredients offering tasty dishes to the burgeoning vegan food market.

Other income streams can be made from the mushrooms by drying them out and packaging them

Learning: the fungus kingdom is a fascinating one and a visit to one of the farms could be an educational visit for school groups. Also an option for Open House weekend. There's no reason why one of the subways could not be given over to young people to run therefore unleashing and nurturing local talent.

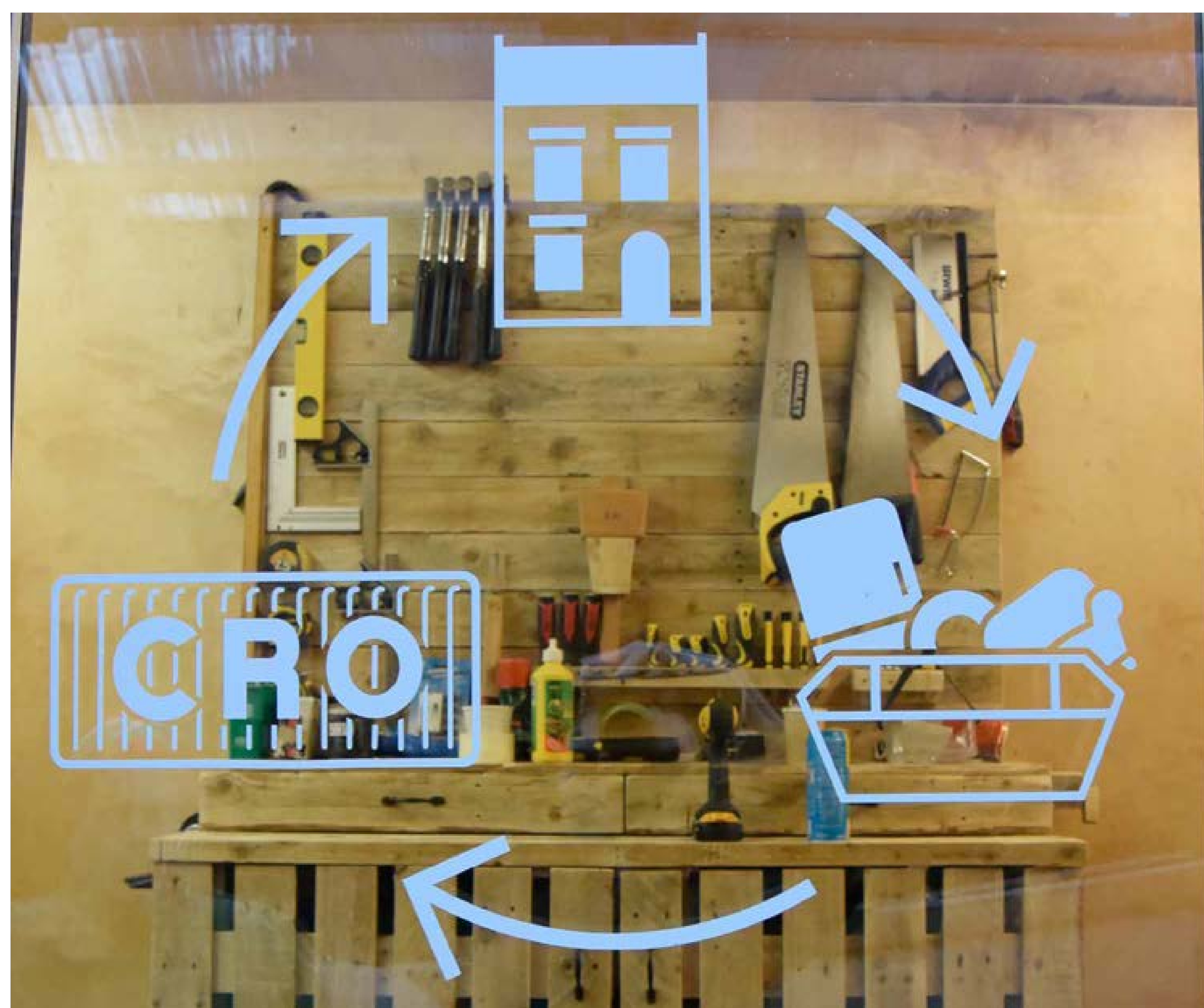
They could gain knowledge in growing a specific mushroom, ordering materials and resources, fulfilling and delivering orders, business administration, marketing, food education, workshops. Transport logistics, storage.

Later on, other types of suitable mushrooms could be considered. Therefore extending the range and increasing the offer.

If a sterile area could be created in one of the spaces then the ability of producing our own spawn becomes a possibility.

Creative: It is a creative use of space and redundant waste. Creating a 'Croydon' food dish which could be found in restaurants and cafes around the borough. Create alternative income streams for the mushrooms such as a flavoured snack – like crisps but made from mushrooms. There is a mushroom jerky that can be made.

One subway could even be used for supplying another local borough exclusively or a restaurant or food business exclusively.



Connected: If all the subways were used this way then it connects them in the same purpose. The fantasy is if a lot of the parameters such as lighting, moisture, temperature could be controlled by computerisation and done remotely – thus giving digital connectivity. If deliveries and collections of coffee grounds could be made by bicycle then it could have one of the best small business transport networks in the country.

Sustainable: As long as the waste coffee grounds continue to be produced then the raw materials are there. The spent substrate can be collected and used on soil in parks and flower beds, community gardens, allotments as it is a really good soil amendment.

With some 10,500 new homes and approximately 11,000 new residents for the town centre there is potentially more customers for the products. People move to areas that are interesting and have 'cool' stuff going on. With breweries in Croydon, artisan craft beer retailer, local skincare companies, artisan bakers, Croydon ReUse, a growing 'Made in Croydon' and 'Love Cronx' ventures these are all aspects that can win over a new and engaged population with what is going on locally and wanting to support local enterprises.

Caring: As it is a healthy food being produced and residents can be encouraged to purchase the mushrooms and include them in their diet then it means that they are caring about their health and wellbeing by consuming what is regarded as a superfood.

Individuals who are looking to get back into work can help out, people suffering from mental health issues can be involved and anyone suffering social isolation of all age groups can be involved.

If the farm is run by local people then it would create a community of workers that would create their own networks and tell their stories and create a buzz around this great project happening under our feet – replicating what is happening under our feet continuously by naturally occurring fungus.



Category: Non-Professional

Title: **The Sounds of The Underground**

By: **Lorraine Bridges**

Hi, I'm Lorraine Bridges, I've lived in Croydon for over 12 years and set up my own business here in the town. My extended family were born and grew up in the area and I've always been struck by the spirit and strength of our own community. The people that walk our streets, breathe life into our neighbourhoods, and support each other in countless ways. There is a kinship in Croydon rooted in our cultural and social diversity.

I've seen this in our community centres, within voluntary groups and citizen-led projects right across the borough. People roll up their sleeves, take action and make life better for us all. That is what I love most about this town.



Introduction

Croydon. We've been making our voice heard over the decades, haven't we? We've made our mark in this city, throughout the UK and across the world. Let's remind people who we are and what we're made of, let's make some noise!

The Sounds of the Underground

Croydon's subways will thread our town's history and culture together in a unique audio experience. Visitors and residents will follow a journey through Croydon's underground walkways to experience our cultural and social identity through sound, in what will be London's first audio 'museum' right here, under our streets. There will be an online and print 'map' for people to follow with each subway clearly marked. This in itself will encourage people to explore Croydon and see the subways as more than just a means to get from A to B.

Each subway will showcase the sounds of Croydon; including

- The glamour and roaring 30's glory of the UK's first major international airport
- The rhythm of Surrey Street Market
- Beats from Croydon's musical talents from the London Mozart Players through to Dubstep and Krept and Konan
- Selhurst stadium alive with the song and spirit of match day
- The voices from our diverse population, including refugees, sharing memories from their childhood
- Our spiritual bounds, from the bells of Croydon Minster, to Hindu Bhajans.
- A subway with a sound chosen by the people – this subway can rotate its audio identity every 9 – 12 months and include a theme or topic chosen by the local community.

People of all ages will be invited to listen to the sounds and read more about the history and significance of the sound through descriptions and images on the subway that will add more detail and information for people to read and share online. A supporting social media strategy will encourage visitors and residents to comment and actively share their experiences and reactions online, via social media and video, reaching a far wider audience.

Inclusion

Inclusion is vital to this project, so we would like to include descriptions in braille on the walls of the subway and some information in easy read format which will be child friendly and accessible to people with learning difficulties. We could also include descriptions from some of the most widely spoken languages in Croydon.

Practical considerations

Each subway will contain an audio device and speaker embedded in its structure that will transmit the sound captured and recorded by the project team. The subway will depict corresponding images and text and braille descriptions that correspond to the sounds, their story and significance to the borough. Different Croydon artists could be commissioned to design the images and it will be important to ensure that this can be protected from anti-social behaviour.

We would envisage this to be a long-term installation with 1 x subway theme rotated as part of the 'people's choice' as described.



Integral to the local Plan

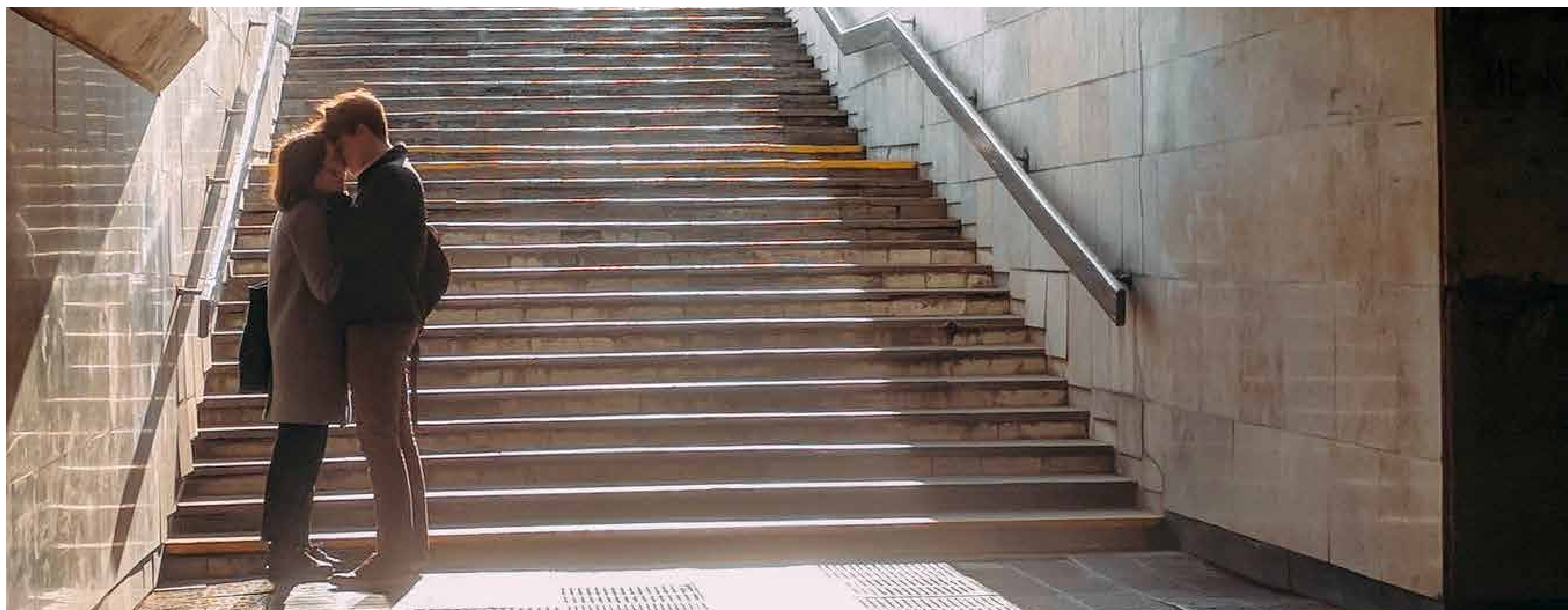
This project satisfied a number of areas of the local plan as follows:

Enterprising – by developing an experience which is truly unique it reinforces Croydon's reputation as breaking boundaries and making a significant culture impact beyond the borough.

Learning – acting as an underground museum, people will learn more about their local borough through the subway themes. They will also have the opportunity to explore different areas of Croydon by walking or taking public transport from one subway to another.

Creative – by incorporating the creative talent of musicians, artist and sound recorders, this project will provide inspiration and encouragement to many in Croydon and throughout London.

Caring – this project was initiated to convey the message that subways are not somewhere to shy away from but a destination for people to enjoy and feel comfortable. It is hoped that the installations will attract many people to the sites. By ensuring it is inclusive there will also be open opportunities for everyone to participate and feel part of their community.

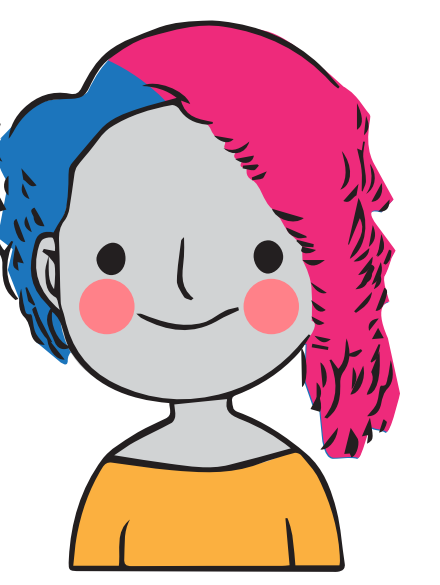


Category:
Non-Professional

Title: **It's a beautiful world we live in**
 By: **Free Art**

We are a group of refugees who were in temporary accommodation in Croydon in December 2019: Adilia, Leon, Behnam, Mir and Hana. With the help of Free Art www.FreeArt.org.uk, we submitted our proposal for Reimagining Croydon's Subways under the non-professional category.

Many of us don't speak perfect English and some of us arrived in the country not long ago but we are very happy to be able to contribute our ideas to this project and get shortlisted.



WHO WE ARE

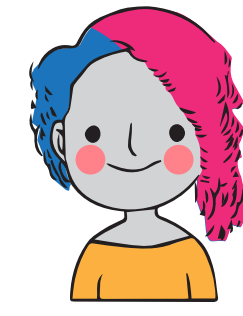
This project is a collaboration of 5 residents at Brigstock House Refugee Hostel.



Vân Dang has run art and craft workshop for refugee children since 2017 and has organised community mural painting projects and many activities for families, children and young people in Thornton Heath, CR7. Please see more details here:

www.freeart.org.uk

If we win, the prize will be divided between the 5 participants (at the moment they are in temporary accommodations all over the UK) or put back into funding Free Art's workshops.



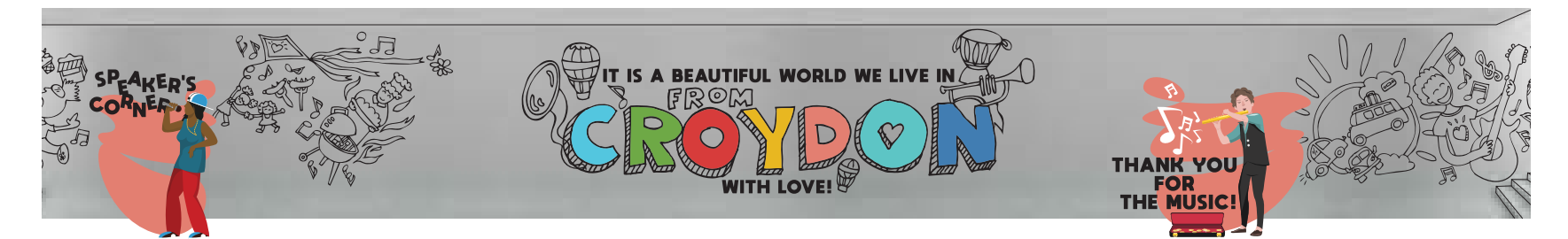
OUR MESSAGES:



From: Nicaragua, Russia, Iran, Afghanistan, Somalia, Vietnam...

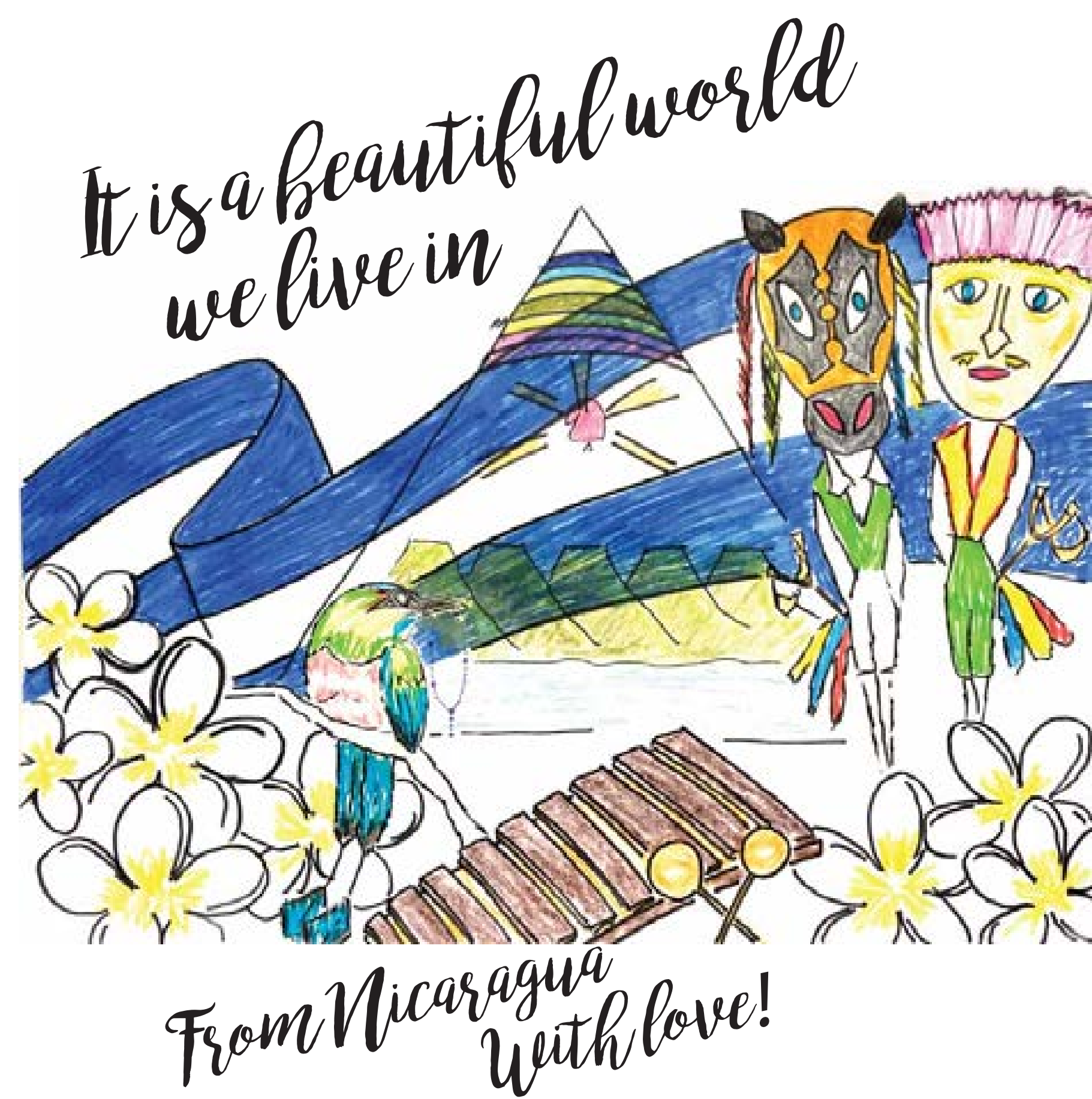
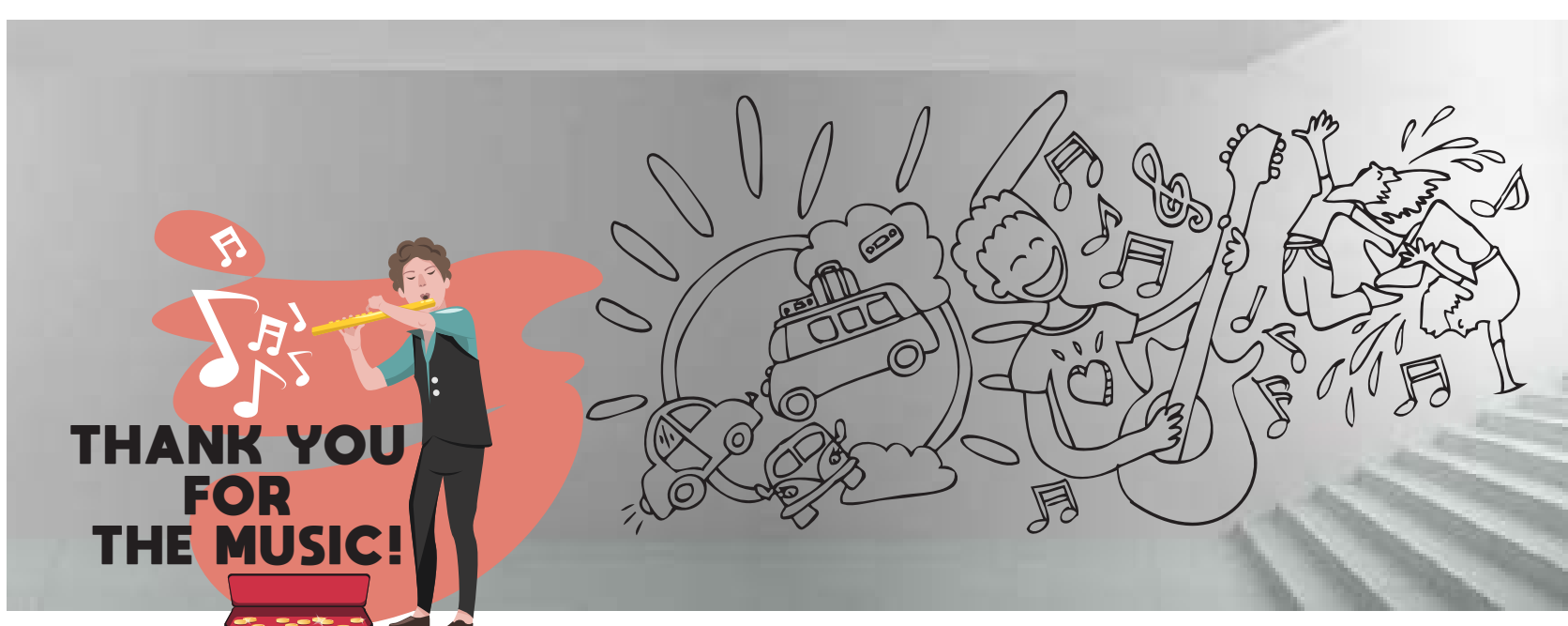
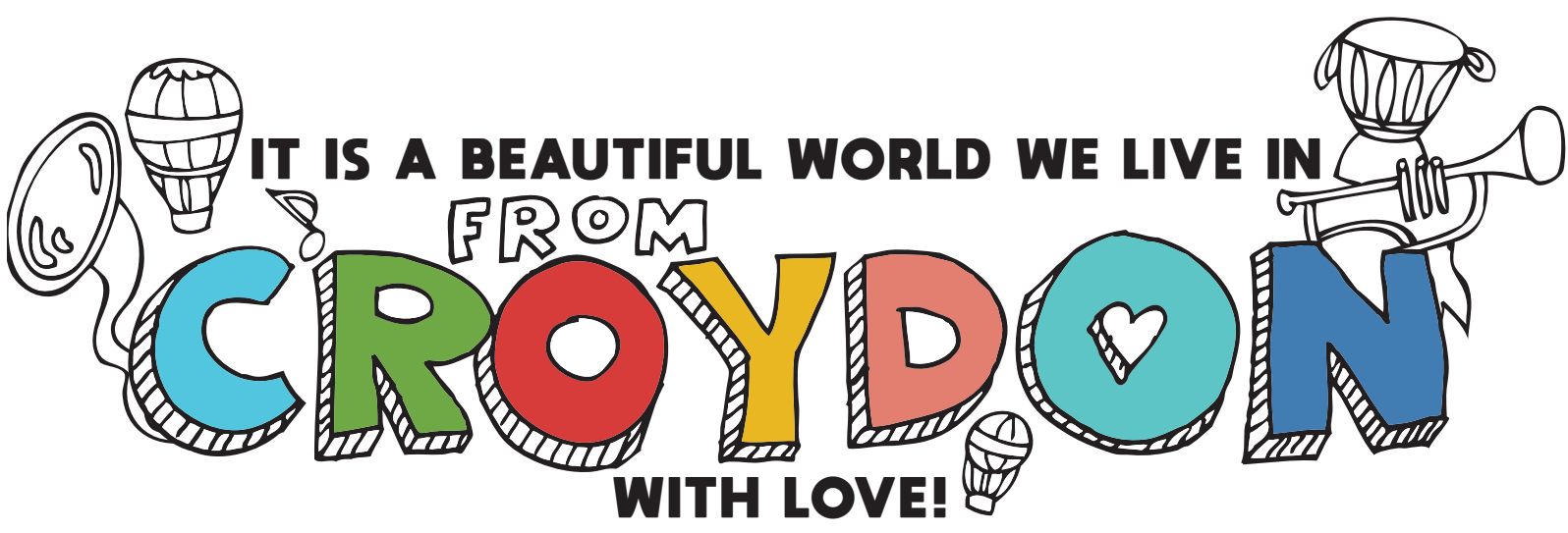
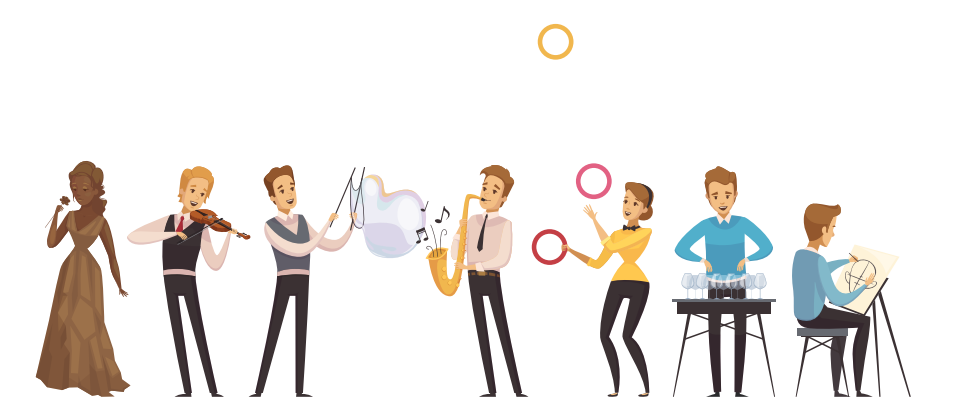
With love!

OUR PROPOSAL:



There are 6 subways and each can have their own colour and country scheme. The subway by Park Lane Gyrotory leading to Fairfield Hall can be the main message "from Croydon... with love".

At the end of each subway there are special spaces designed for public speakers and musicians to perform.



We would like to submit our proposal for Reimagining Croydon's Subways under the non-professional category.

Many of us don't speak perfect English and some of us arrived in the country less than a month ago. We are staying at Brigstock House, CR7 temporarily and will get dispersed around the country soon. However we are very happy to be able to contribute our ideas to this project.

Adilia. Leon. Behnam. Mir. Hana

thank you!

Category: Under 18's

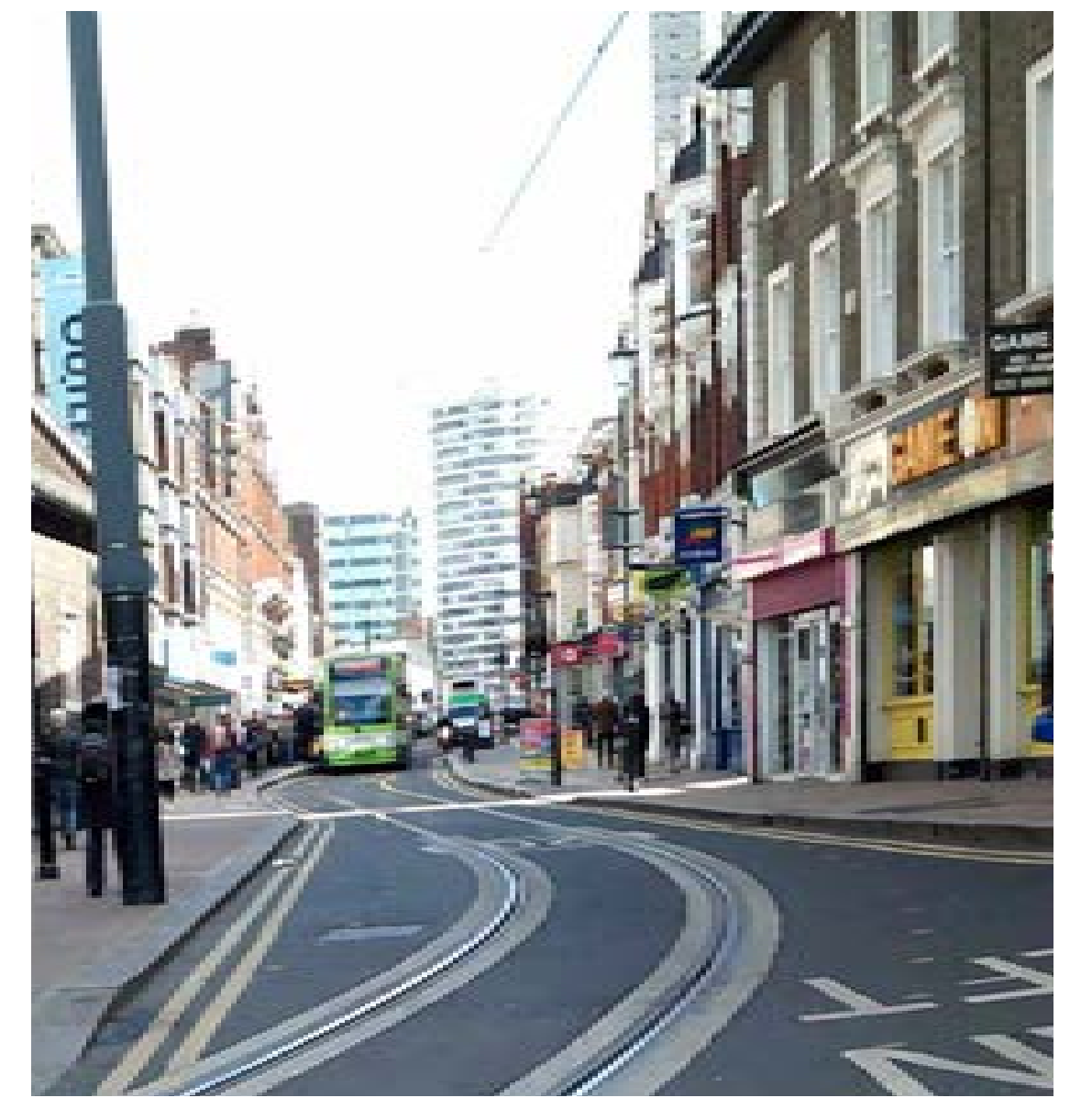
Title: Capturing Croydon By: Year 6 students with the John Whitgift Foundation

John Whitgift Foundation, a leading education and care charity, works with people of all ages and backgrounds to inspire a sense of community in all that we do. We support thousands of people in Croydon on a daily basis through our education, care and carer support services.



Capturing Croydon is a new initiative from education and care charity John Whitgift Foundation aimed to enhance the lives of local children to celebrate Croydon by exploring photography and geography techniques. First launched in 2018/19, 165 Year 6 children from local primary schools attended six workshops across key locations in Croydon town centre in the inaugural year of the Capturing Croydon competition. For many pupils, who had never held a digital camera before, the competition gave them an opportunity to explore photography equipment for the first time and get out of the classroom to discover their home in a new way.

We have a suite of the 30 shortlisted photos that can adorn Croydon subways paired with images from 150-year-old heritage society Croydon Natural History and Scientific Society's collection of images by 1930's local photographer Charles Harrison Price. This will create a 'then and now'.



Title: Drone Racers By: Gemma, age 12

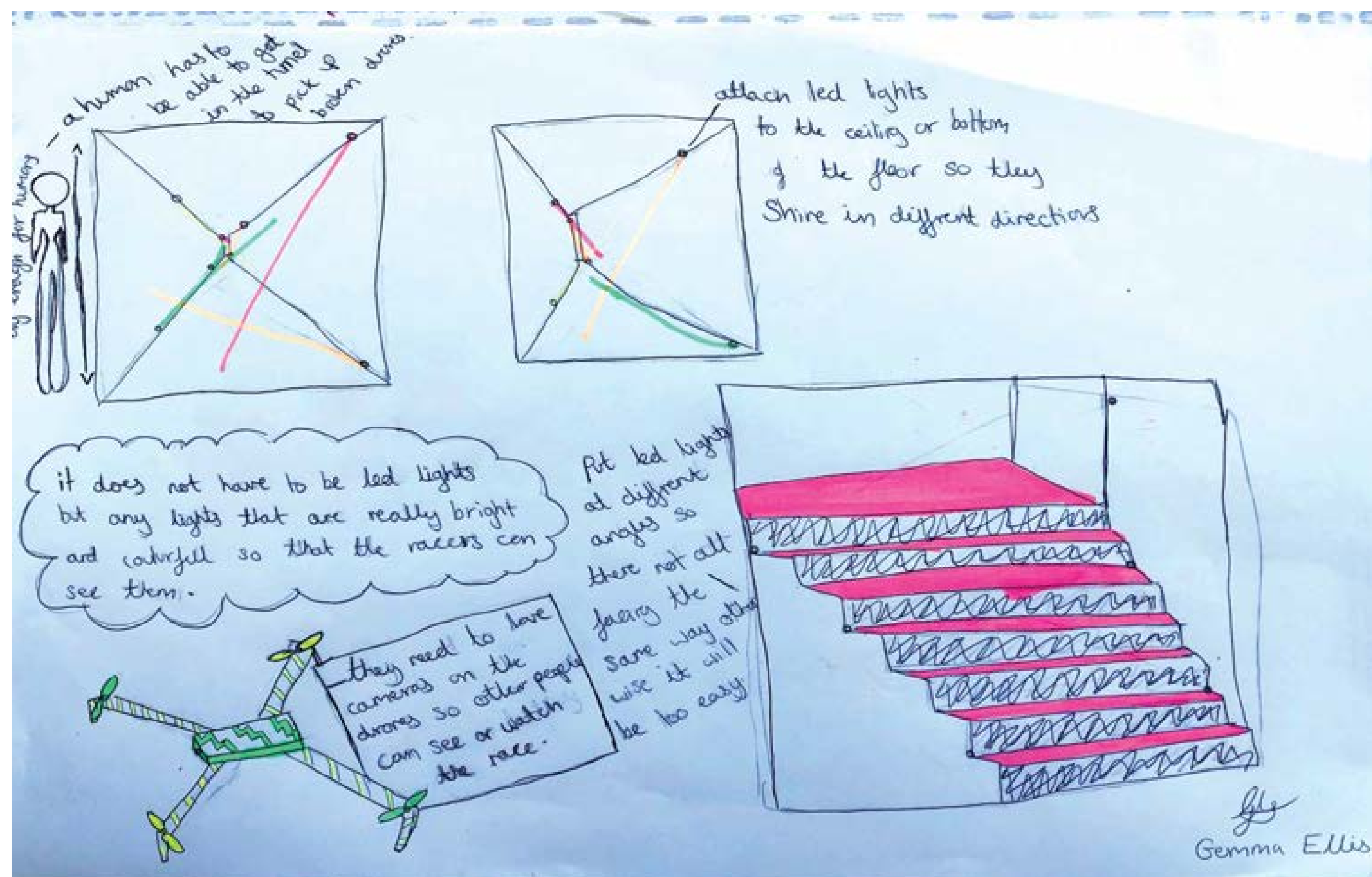
I love living in Croydon because of all the different people you meet, the good schools and all the parks and woodland.



My idea is for any of the subways. It would be permanent and fees paid by the drone racers.

A drone race in the subway tunnel that is big enough for a human to walk through so that if a drone breaks down after the race you can go down into the subway and pick them up to fix them. The drones have to have a cool pattern to race like lightning bolts and stripes they have to be imaginative.

You could put LED lights in the tunnel but where the light beams are you have to not touch them with the drone.



Title: Croydon Skyline By: Aqeel, age 17

I'm a student at Croydon College in my second year of a Level 3 Art & Design course and I thought it would be a good opportunity to get my name out there, while giving something to the community.



My idea for this project was trying to figure out a way to explore diversity in the area by looking at my personal interests as an artist.

