



Hammersmith Highline Press Release 19/3/19

Hammersmith Highline is an ideas competition open to the general public organised by local architect group West London Link and Hammersmith BID. Entries will be exhibited as part of the London Festival of Architecture 2019 at Kings Mall shopping centre, between 22nd-30th June.

The aim is to find solutions that reimagine an area of disused railway in Hammersmith town centre to become a destination for residents, employees and visitors, drawing on inspiration from the New York Highline.

The judging panel is looking for both original ideas without limits and interesting schemes that are practical. For this reason, we are offering two sets of prize money to encourage a variety of ideas that could be considered, from the fanciful to the deliverable.

Solutions we are looking for will provide Hammersmith with a special attraction that will draw people in on its own right. It will give the town centre something special and unique, over and above what other town centres can offer, which is crucial in these times of changing high street usage. It is vital that we have a distinct offer and experience to lift us above other areas.

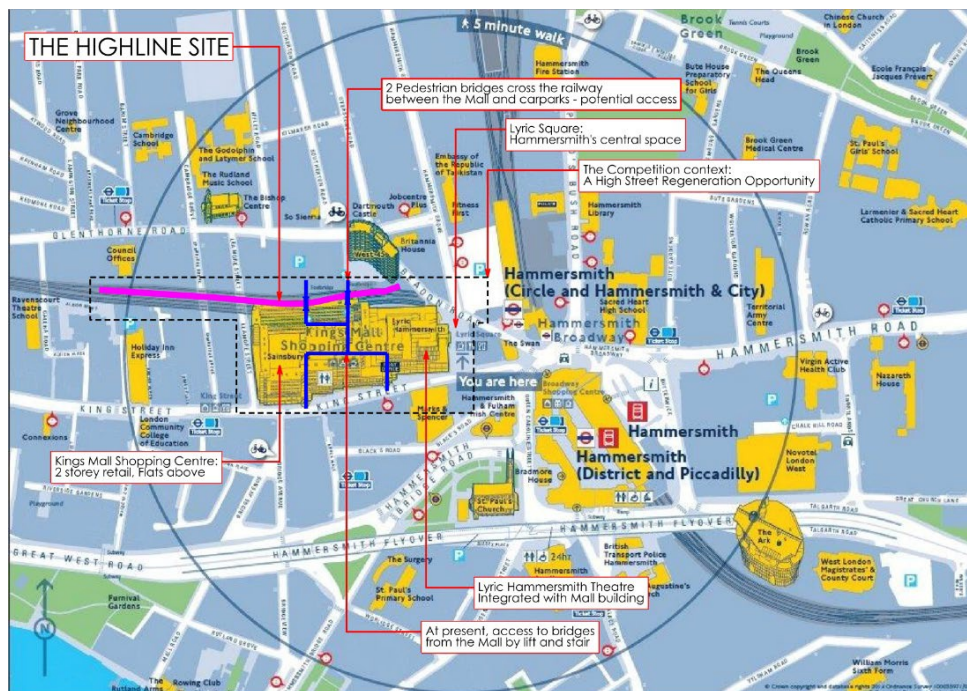
This site is seen as major town centre hub, with several multinational companies making Hammersmith their home, as well as a large and active residential community. Hammersmith is a growing area of regeneration, currently being looked at by both public and private investors with projects such as the Town Hall redevelopment. Now is therefore the time for change and to present ground-breaking new visions for the town centre.

The theme of London Festival of Architecture 2019 is “Boundaries”; competitors are encouraged to address boundaries encountered in Hammersmith’s public realm, between public and private ownership, pedestrian and vehicle, and those imposed by topography and existing structures.

Access will be a major challenge as the site is hard to reach, with active railway lines (District & Piccadilly) running alongside the Highline site. Designs which have considered this carefully will be favourably judged.

Access and connectivity should be to the town centre, shopping centre and riverside, as well as creating an accessible destination for all. Kings Mall could be a potential

access point, as there are two existing pedestrian bridges over the railway which could connect the shopping centre to the Highline, and to King Street beyond (see map below).



The Hammersmith Highline Competition is open to all members of the public. A background in design or built environment professions is not essential. There will also be a separate competition with entries from local primary schools.

All entries will be displayed at an Exhibition in Kings Mall shopping centre in central Hammersmith between 22nd – 30th June 2019.

Prizes:

There will be two prizes of £5,000 each sponsored by Kings Mall and Hammersmith BID.

Kings Mall shopping centre are kindly sponsoring one of the prizes and are very supportive of the competition. They are working on several exciting new initiatives as part of their #startupmall campaign.

Medidata, an international Hammersmith based business, are also delighted to sponsor the separate children's competition, which will be happening with four primary schools in the borough.



Timeline:

Tuesday 19th March: Expression of interests (EOIs) open

Monday 15th April: Competition opens, competition packs issued

6 weeks: Competition in progress

Site visit: Wednesday 17th April*

Friday 31st May: Competition deadline

Friday 7th June: Winners announced

7th – 21st June: Selected entrants enhance and build upon presentations for exhibition. (Extra funding available at the discretion of the organisers)

22nd – 30th June: Exhibition

*Date TBC. Site visit is not compulsory to enter the competition; the competition organisers accept no responsibility for any site and access issues (please see terms & conditions below).

Exhibition

The results will be announced on Friday 7th June, following the judging by an independent judging panel. There will be an awards night following for an invited audience of all entrants, architects, artists, designers, developers and local authority representatives. The entries will also then be presented to the broader public in a high-profile exhibition situated inside Kings Mall shopping centre, which adjoins the Highline site. This will provide a platform for a debate on the ideas raised by the competition by allowing the broader public to view and consider the entries. The exhibition will consist of the entries on wall mounted boards and there will be an online gallery, as well as a digital gallery on the Big Screen in Lyric Square.

If you have any questions, please email L.Caruso@hammersmithbid.co.uk.

Expression of Interest

Expression of interests open on Tuesday, 19th March 2019. Please email L.Caruso@hammersmithbid.co.uk stating your name and whether you are able to make the site visit date on Wednesday 17th April. No further information is required at this point. You will then receive the competition brief.

There is no obligation to proceed with an entry following the expression of interest. There is no entry fee.

Full competition packs will be sent out on Monday, 15th April, which is the official competition opening date.

Terms & Conditions

Please note, there is no current immediate access to the site and no access will be permitted. Please stick to public rights of way only. Competition organisers accept no responsibility for any site and access issues. This is an ideas competition only; any winning entries will not necessarily be acted upon.



ENDS

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