

# BRIDGING NEW HAM



a progression  
through time

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# executive summary

This report describes a series of strategies that build up and complement the Silvertown Quay Plan of redevelopment. The object of analysis is the Silvertown Quay site located in the area of the Docklands in London; area which have been under regeneration for the past years. Therefore, an analysis of the site and context was developed under six conceptual lenses: culture and economies, housing and dwelling, infrastructures and spaces of mobility, leftovers and thresholds, open and public spaces and the urban fabric and landmarks, in order to have a better understanding of the processes and happenings of the site.

The main conclusions that emerged from the analysis is that it is very fragmented and disconnected not only on the tangible but intangible aspects, which impact directly to the people that live there. Consequently, we developed our vision centred on enhancing the human fabric which was the focal point to create the design guidelines. Since our vision and the proposal of the Silvertown Quays plan are on the same page, the strategies proposed on the report add up to the plan to make it more inclusive. The strategies are based on overcoming the physical and social barriers and help to interconnect the diverse community of the area.

- Master Plan of Silvertown Quays
- Indicative Phasing Plan of Silvertown Quays
- Floating Buildings proposed for Pontoon dock, Silvertown Quays Plan
- phase0.....Art Installation 1
- phase0.....Art Installation 2
- phase0.....Art Installation 3
- phase0.....Art Installation 4
- phase0.....Information Pillars
- phase0.....Farmer Market
- phase1.....Site-viewing Tower
- phase1.....Music Festival
- phase2.....Art Installation (move)
- phase2.....Farmer Market (second one)
- phase3.....Park Activities
- phase4.....Floating Cinema
- phase4.....Workshop & Competition for Site
- phase5.....Container Market
- phase5.....Container Market Using Railroad Energy
- phase5.....Electrical Devices Powered By Train-induced Track Deflections
- Intervention Sites Map

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# PART ONE

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introduction

METHODOLOGY

introduction 7

part one

The city of London has been experiencing many regeneration schemes in numerous areas of the city during the last years. The borough of Newham is part of the areas that have been experiencing multiple changes to a great extent. Newham, as one of the most diverse and deprived boroughs, it is immersed in this wave of regeneration processes that have been creating profound impacts on the urban and human fabric of the area.

The site of our analysis is Silvertown Quays at the Docklands which is located precisely in the context of all these regeneration processes. The already existing plan for the area has been an essential element for the development of this document.

This report's objective focuses on the analysis of the site and its context in order to provide strategies that are directed to achieve our vision.

The initial chapters of the document contain a critical analysis of the area, primarily around the Docklands that was done through the study of six different lenses: culture and economies, housing and dwelling, infrastructures and spaces of mobility, leftovers and thresholds, open and public spaces and the urban fabric and landmarks. Consequently, this served to develop a SWOT analysis of the main issues and focus areas for the report in order to develop the vision. The report also contains a series of principles and guidelines that we used as the backbone to developing the proposed strategies. These strategies are intended to tackle the main problems of physical and social fragmentation that is present on the area, operating as way to start creating more connected places and communities in order to enhance the human fabric.

# METHODOLOGY

urban analysis

S.W.O.T

vision

principles

guidelines

strategies

- housing and dwelling
- Urban fabric and landmarks
- Open and public spaces
- Leftovers and thresholds
- Cultures and economies
- Infrastructures and Space of Mobility

outcome

Strength

Weakness

Opportunity

Threat

OUR VISION

critical repositioning Silvertown Quays Plan



- G1
- G2
- G3
- G4
- G5
- G6
- G7



- G1
- G2
- G3
- G4
- G5



- G1
- G2
- G3
- G4

Stage 0

Stage 1

Stage 2

Stage 3

Stage 4

Future scenario

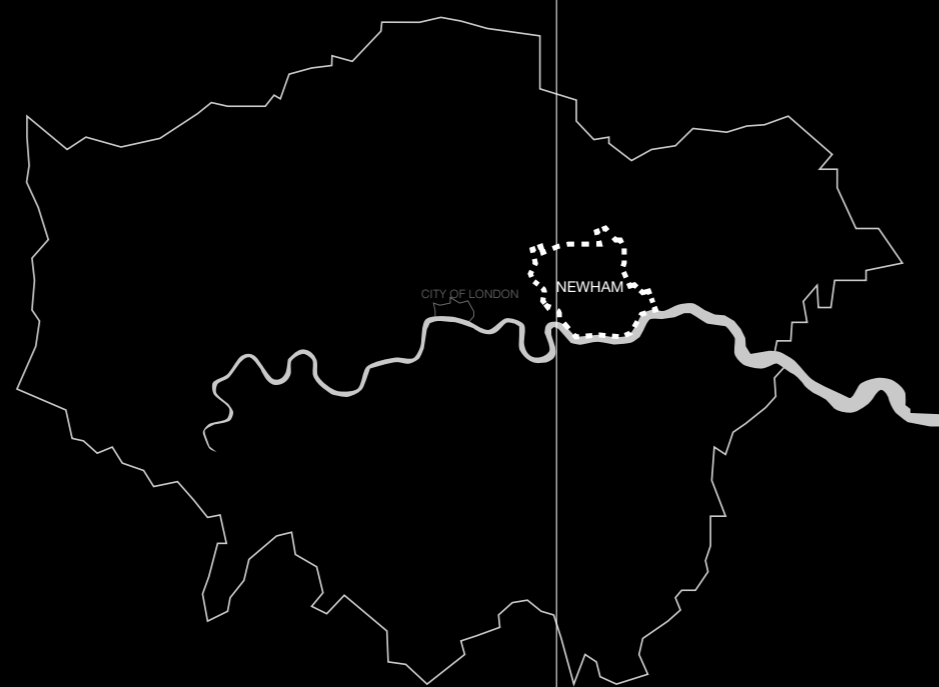
# PART TWO

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## CONTEXT AND URBAN ANALYSIS

critical identification of potentialities and weaknesses

S.W.O.T.



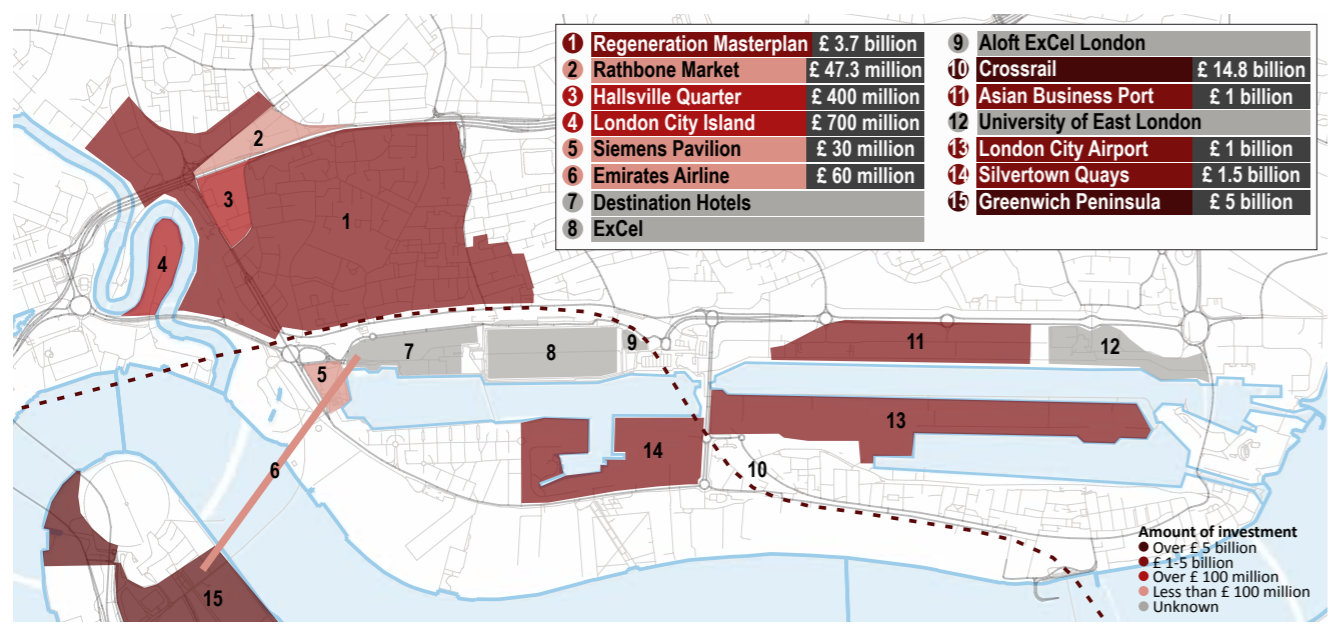
## context and urban analysis 11

For the purpose of this project, the analysis of the urban areas was divided into six different lenses: Housing and Dwelling, Urban Fabric and Landmarks, Open and Public spaces, Thresholds and Leftovers, Culture and Economies, Infrastructure and mobility. The dismantlement of the whole urban area into these smaller categories with similar features in terms of use facilitates the understanding of the whole unity. This subdivision implies the multi-functionality of the same urban elements in an area. For instance, a pavement may act as both an open space and a space of mobility. In that case, to what extent can efficient and improving solutions for both lenses be achieved? In other cases, during the designing process, there are spaces where only one unique solution is possible and the developer has to make a choice about its design and use. What constitutes a key rather than surprise is the fact that examination through a different lens led us to similar conclusions. That is why both the segregated as well as the integrated study of an area are of great importance since they stimulate crucial analytical questions and provoke critical design responses.

These conclusions helped to develop our visions on the area and stimulated the creation of the principles and guidelines.

The development of the nearby Canary Wharf and the Olympic Park spurred investment into Newham largely through physical infrastructure projects. The infrastructure and mobility report perceives the area as a 'series of islands of fragmented mobility across different scales'; it demonstrated encounters both in the physical and the metaphysical connections of the area.

To conclude while the proposal plan of the new Silvertown Quays provides an opportunity to reinvigorate the local community and provide better richer connections beyond the Dockland, it also confronts a number of challenges, resisting the westward gaze, providing just capital mobility flowing into the new infrastructure which will cause a rapid rising in housing prices, which leads to an economical displacement of the population and raises the question 'to what extent is improved mobility and infrastructure beneficial to the local communities?'



The Borough of Newham is one of the most diverse of London in aspects such as culture, ethnicity. It is also one of the most deprived and fragmented in terms of its communities. The Docklands area of London has gone through considerable changes due to the current regeneration trends in London. The waterfront values are of great importance in these processes. However, the "proposals seem to lack an understanding of the people that live in the area". The vision of the developers is "less concerned with tackling the social issues but instead with making profit" (Cultures and Economies, BU1 Urban Analysis, 2015). The globalized approach of regeneration using a copy paste technique creates a void that loses the identity of the area, and generates "monocities" that are separated from the historic, cultural and social value of the physical space. This elaborated on the aim of bridging the communities together in the current area with the objective of building links and widening horizons.





The approach of the area through the Housing and Dwelling lense, identified a satisfying provision of social housing through Housing Associations. Nevertheless, there is a categorization of the area into “less desirable spaces” due to factors such as its proximity to the airport.

The stakes here is that the existing ethnic diversity may evolve to a great opportunity through suitable utilization. Creative consideration of ethnic diversity can be ‘a catalyst for the creation of innovative housing solutions that trigger new interactions between the inhabitants avoiding segregation and promoting egalitarian and inclusive relationships’ (Housing and Dwelling, page. 30, BU1 Urban Analysis, 2015).

“At this scale our area appears as a leftover, being absolutely an abandoned fenced space. Digging deeply, the area itself contains various objects that are the results of different phases throughout it history. It is recognized as a leftover also because it takes distance from what it is surrounded by. On the other hand it could be perceived as a threshold, considering this empty space and the buildings present as opportunities to innovation through new development. In conclusion as a critical practitioner, we need to consider how to active this huge leftover space in terms of the individual, local, and city scale, to fill the gap by engaging with leftovers and thresholds and the development context for both temporary use and long-term development.”

The examination of the area through all the different lenses, revealed several strengths and weaknesses of Silvertown Quay, which is a place experiencing massive changes. The most important trends observed was diversity (ethnic and economical), lack of physical and social connectivity and the current and long-term developments that are impacting the city-scape.

One thing is crucial: to confront the threats and to use the plans as opportunities and create flexible solutions that enhance vibrancy, empower the social fabric, break tangible and intangible barriers and reconnect the physical and social sphere.

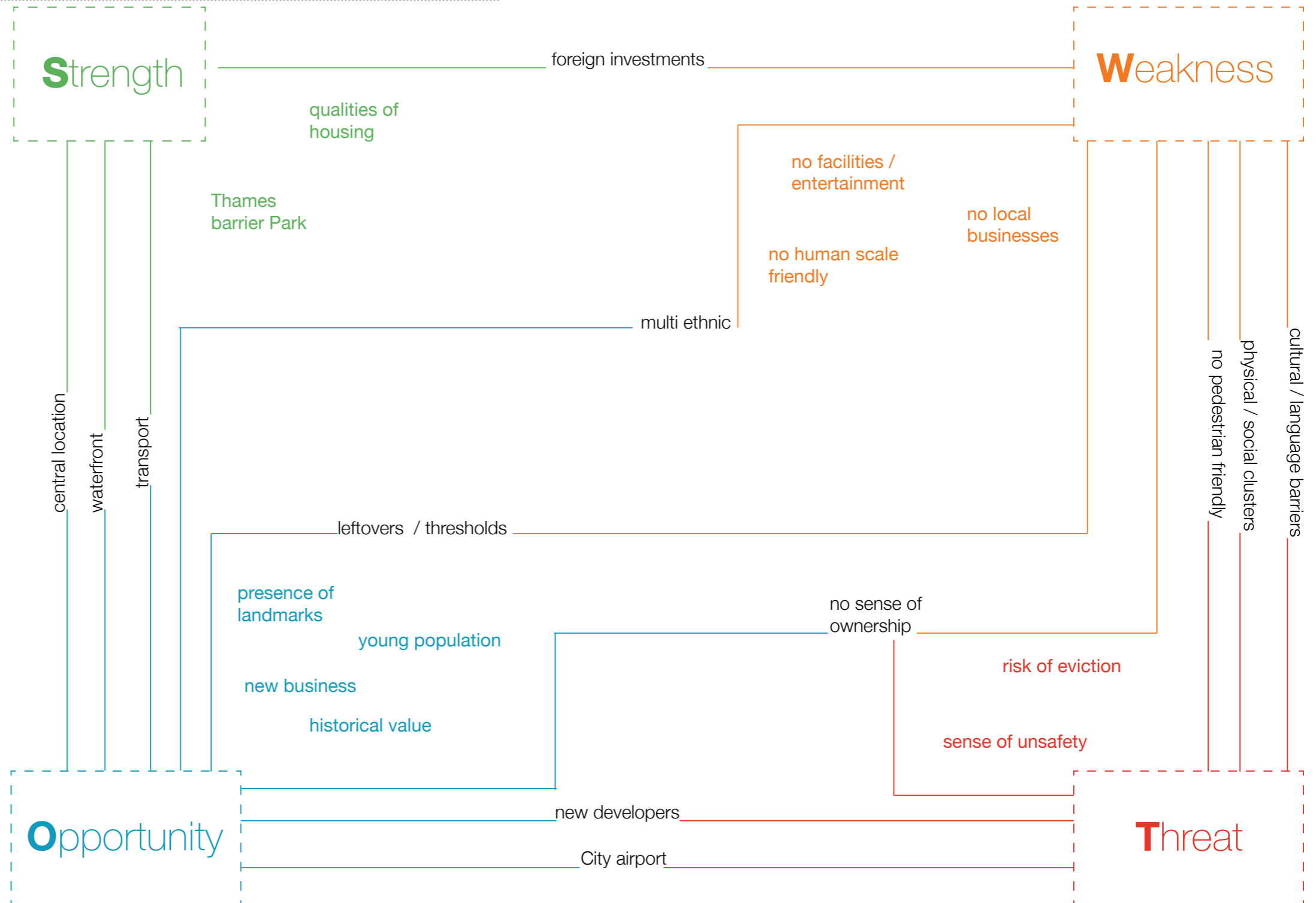


1: Black, African, Caribbean,  
2: Black British, African



# S.W.O.T.

The SWOT analyses has been an useful tool to critically gather informations about the dynamics present in the area from the social, economic, cultural point of view. Classifying the data we have realized that the features are overlapped and intertwined, so it is unlikely to dispose them in just one category. The following scheme does attempt to show how the category are connected.



# PART THREE

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## VISION

repositioning Silvertown Quays Plan on our proposal

design principles and guidelines

timeline

VISION 19

part three

Our vision is to enhance the existing and future “human fabric” of the area in order promote a social exchange and start building a path to create a sense of ownership. The main focus is people ,therefore one of the core elements of the whole concept is based on a human scale network. The intention is to facilitate the connections of people and places by providing different solutions that can break the physical and intangible barriers. It is paramount to consider the area by itself and the context in which it is situated. That is why another critical aspect of the vision is the accessibility and flexibility of solutions that can adapt to the different changes such as season, uses and time to name some.

## repositioning Silvertown Quays Plan on our proposal



Indicative Phasing Plan of Silvertown Quays (Silvertown Quays Outline Planning Application Design and Access Statement, 2014)

It is essential to explain that already accepted proposal for the development of the Silvertown Quays served as basis for the proposals of the report. After an analysis of the Plan and the guidelines that were used to design it, we decided that we would keep most of it and propose some minor changes and extra interventions that we considered are very important and would enrich the whole concept.

As mentioned before, we considered that the guidelines of the Plan are very much sound with the approach we are taking. Therefore, is vital to present those principles from the Plan that we agree on and also our own input that in whole would make a more inclusive and with the people as the centre.



The main objective of the Plan is to make “a piece of city, with mix of activities, mutually reinforcing each other and a desire to make a legible, familiar and walkable piece of urban fabric while responding to local and distant strategic views (to Thames Barrier, Canary Wharf, Silo D etc) and creating a legible memory of inherited water conditions”(Silvertown Quays Outline Planning Application Design and Access Statement, 2014). Therefore, we recognise how essential this principle is and that is very inclusive basis for the whole master plan. Below are listed some of the principles of the Plan that we considered are some of the most important and that connected directly with our vision and what our proposal is about.

*Principle 1 - Creating a 'piece of city' Silvertown Quays should grow into a piece of robust, legible and familiar urban fabric that is accessible for all, containing streets and spaces, a mixture of uses that support one another.*

*Principle 2 - Respecting the heritage of the site Retained heritage assets (Silo D, Millennium Mills and Rank Hovis) will be brought back into productive use. Parts of the docks, including bodies of water and sections of the existing dock wall, will become integral parts of the design and help determine character of Silvertown Quays.*

*Principle 3 - Establishing key views Within the site, strategic and glimpsed views to Silo D and Millennium Mills will organise the alignment of streets and distant views to Canary Wharf and the River Thames will be established. Buildings will be set out so that glimpses of water will be visible from within the urban fabric and from higher levels in buildings.*

*Principle 4 - Responding to primary transport connections The connections to Crossrail and the DLR will form a primary axis to form the armature of pedestrian movement and public activity.*

*Principle 5 - A new focus for the south of the docks The masterplan will help to provide a focus for public life, introducing new local retail and community uses and creating a mixed use focus that will be used by existing and new neighbours, including the communities in Britannia Village, Barrier Park East and Minoco Wharf/Royal Wharf.*

(Silvertown Quays Outline Planning Application Design and Access Statement, 2014)

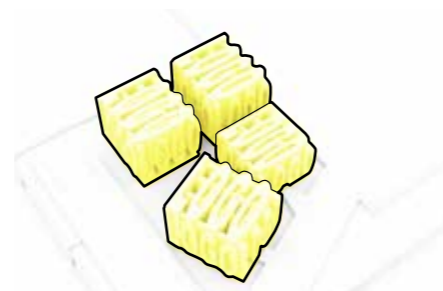
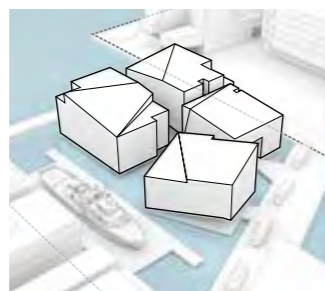


## repositioning Silvertown Quays Plan on our proposal

Regarding to the construction stage of Silvertown Quay Plan it is programmed to start this year and finish in approximately 10 years. It is outlined to be built in several stages (see figure 3) throughout the ten years. Precisely this approach of phasing construction, served as the starting point for some one of the report proposals. Our proposal intends to use their construction by stages as a potentiality. The idea is work with this phasing programme and given temporary uses. The proposal is to adapt some spaces with flexible and temporary activities in order to give people the opportunity to start engaging and living the site even though is still under construction. A more in depth description is provided inside the proposal chapter of the report.

Most of the principles of the Plan as mentioned before are in accordance with our vision of the area. However, some changes to some areas are proposed and even though seem to be very punctual we consider it would enhance the vision. As it is in the case of the design for the Pontoon Dock, part of the dock will be refilled and incorporated to the site and the other part will keep the water feature but with floating buildings. After analysing this design of Pontoon Dock we decided to change proposal since we considered that massive buildings in that area interfere with the view and the human scale of this space. Therefore, our proposal taking a different path than what is explained in the Plan, however the details are explained in Chapter 8.

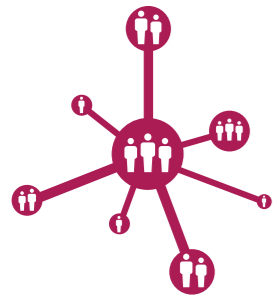
In general, we considered that the Plan of the Silvertown Quays is very inclusive and takes into account many elements that correspond to our vision. The proposals of our report are trying to build up into the project of the Plan and offer a more complete respond.



The Design Code will outline guidelines for the scale, form and appearance of the 'floating' pavilions.  
 (left) Homogeneous sculptural 'floating' pavilions, within the dock.  
 (right) Heterogeneous sculptural 'floating' pavilions, within the dock.  
 (right) Denmark Pavilion, BIG, Bjarke Ingels, Shanghai Expo 2010



View of a pavilion in the dock area



Create multi-dimensional connectivity breaking tangible and intangible barriers



propose interventions designed as flexible, sensitive and suitable to the context and the environment



exploit and build on already present potentiality, converting the weaknesses into strengths

- . increment local activities to promote local economy
- . value the multi cultural feature present among local inhabitants to create an alternative social network,
- . encourage interconnection between preexisting communities and new residents, breaking the present intangible social barrier
- . enhance sense of community or social cohesion and improve the interaction within community
- . activating and offering public spaces that invite people to gather and gradually experience the urban space in order to adopt it
- . inclusive and accessible transportation by all means (pedestrian, cycling, train, bus, etc) connecting leftover/unused spaces
- . include technology as common tool to access information about the area in an alternative way

- . making full use of unexploited land through temporary functions during the construction process phases
- . develop an alternative usage to activate left over buildings and revive the surrounding area (pop-up shop, temporary exhibition, market, concert, outside film-watching etc.)
- . proposing different solutions according to the season
- . bridging the gap between community and local government in terms of perception
- . creating effective design by starting from the community's perceptions and through participatory process

- . benefit from the existing intangible thresholds due to social diversities in the area, by using them as a starting point to implement innovative programs
- . value the historic heritage of the area and revitalize existing leftovers
- . take advantage of the environmental features as peculiarity of the area itself that can enrich the people's experiences of the urban space
- . Extend and improve the already present and proposed future mobility systems to connect the physical and social aspects.

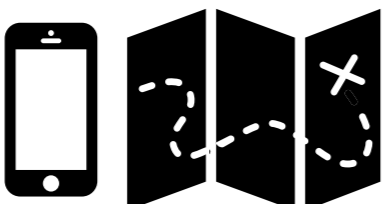
silvertown quays community neighbourhood



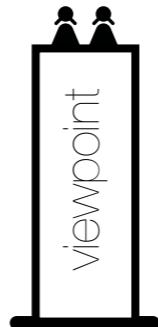
urban exploration



Silvertown Quays App MapStation



viewpoint tower



silvertown quays music festival



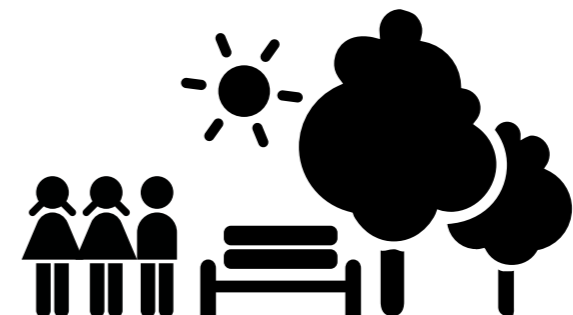
art installation



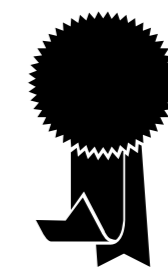
floating cinema



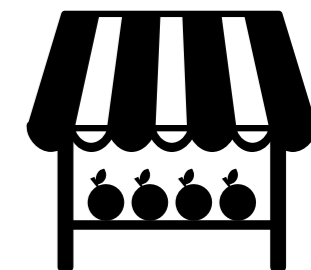
park activities

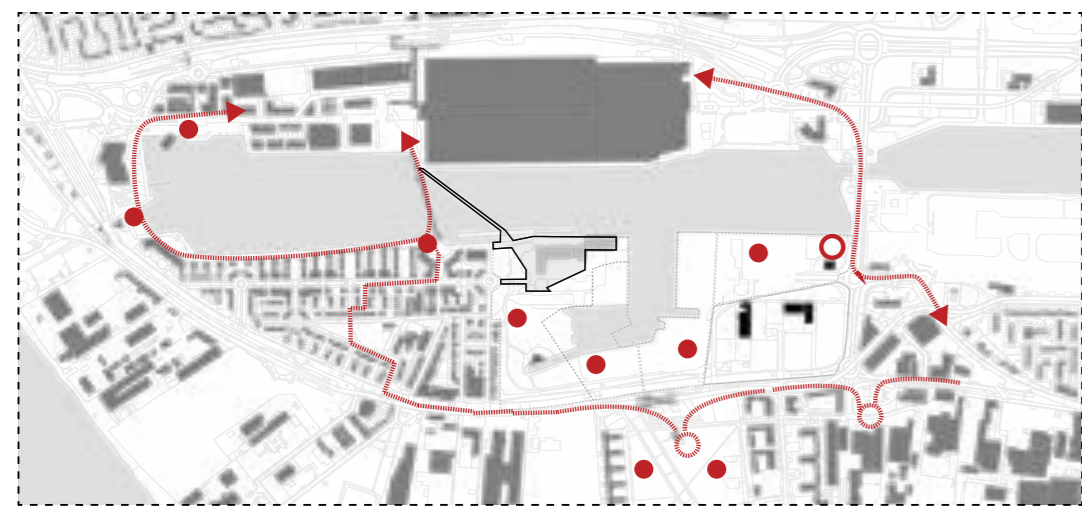


Connaught Bridge Competition

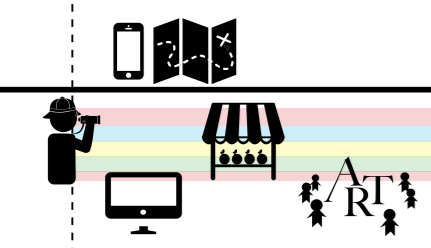


silvertown quays farmer market

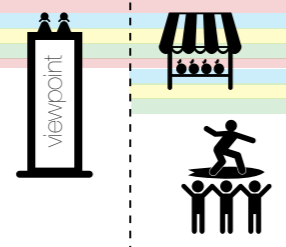




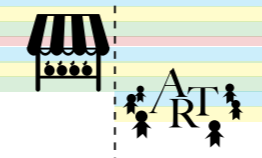
stage 0



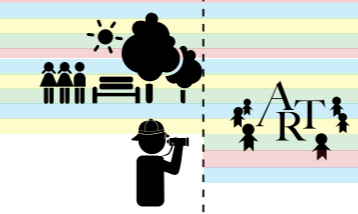
stage 1



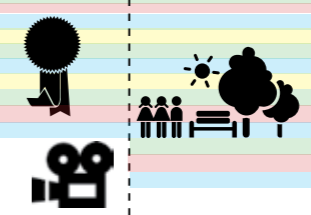
stage 2



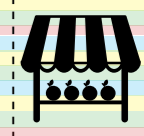
stage 3



stage 4



stage 5



# PART FOUR

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## INTERVENTION SITES AND DESIGN RESPONSES

STAGE ZERO

STAGE ONE

STAGE TWO

STAGE THREE

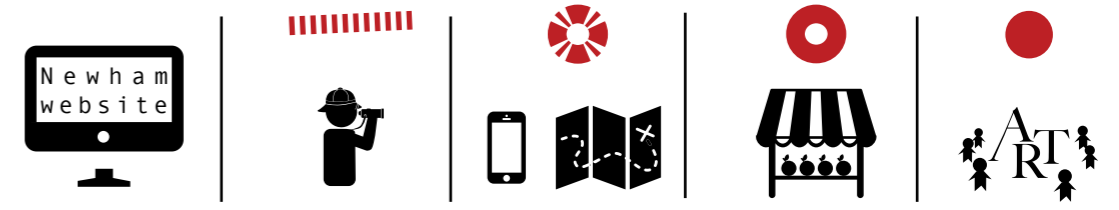
STAGE FOUR

STAGE FIVE

## intervention sites and responses 31

The Chapter describes the series of proposals and strategies that emerged from the principles and guidelines described in Chapter 9, intending to achieve the vision's focus on people. The strategies are meant to be flexible, temporary and sustainable. As it was mentioned earlier, since the Silvertown Quays plan will be developed through different phases, the proposed strategies are designed to align to the same time frames so that they work together in a more comprehensive way.

The idea of phasing is a way to provide different options for both the local people and the tourists to rediscover the area and create social networks. The strategies combine spatial, temporary, flexible, moveable, sustainable as well as technological elements. In addition, there is a great focus on leftover spaces' transformation into potentialities and opportunities of intervention. Altogether the proposal objective is to have a significant impact on the creation of a more liveable and vibrant area for local people and tourists.



# STAGE ZERO

## FACILITATING LOCAL & TOURIST FLOW WITH SMALL INTERVENTIONS

The intervention will be focused on filling urgent needs in the area with temporary projects, creating a circular flow for both tourists and locals. The art installation will create a flow of people to use the unutilised potential of the site. The residents in the south-east side of the dock lack of different facilities such as basic restaurants and community gathering spaces. A new Farmer market on the eastern part of the Silvertown construction site will provide rustic, affordable food for the residents, and at the same time act as a gathering place. The urban exploration app will be a source of information to enhance the residents to rediscover the area and to cycle around their neighbourhood. Tours around the area will lead residents to interesting sites such as the industrial factories and barrier park. The neighbourhood website will be another source of interaction for old and new residents.





# silvertown quays community neighbourhood



principles|



stage[s]|

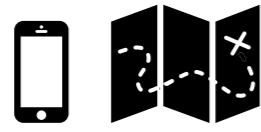


Using preexisting foundations on the Newham website, a new platform for local interaction will be made. Through the website, local people can exchange and discuss information about local events, issues and opportunities. It will be the platform for various local groups (social, music, sports, leisure etc.), and give individuals the opportunity to access timely information about various activities active in the neighbourhood. Overall, it will enhance interaction local people, create the opportunity for combination amongst different local groups, and help to build a strong neighbourhood community.

- target.....local people/new inhabitants/visitors
- benefit.....opportunity to increase social interactions among people developing a sense of community / neighbourhood at the small scale
- actors.....Newham neighbourhood
- programs.....<http://www.newham.gov.uk/Pages/ServiceChild/Stratford-and-West-Ham-Community-Neighbourhood.aspx>
- term..... permanent



# Silvertown Quays App MapStation



principles|



stage[s]|



The aspect of technology is a very important element to take in account since it has become one of the most powerful and used tool of the last years. This element can be a crucial engine to overcome the intangible barriers that have been detected on the area. There is an evident fragmented zone around the Docklands, in the north part where Excel is located people do not really interact with areas from the east and south. The same happens with people that live in the south for instance Britannia Village. In order to prevent this kind of fragmentation the proposal is to use technological devices and software to provide information of the area. As a way to create routes of key places to people that live there and visitors.

- target.....residents / tourists
- benefit..... Provide information of the facilities and key data of the area  
Provide information of the activities  
Tool to connect people
- actors..... Newham borough  
local community,  
national and international visitors  
local business  
London City Airport  
hotels nearby
- term..... Short / medium / long

. Create or search for a mobile app from the area with key places such as: Excel, hotels, transportation, historical buildings, among others. The app could give useful of information about those places, where are located, general data, historic information, comments as well as allowing people to introduce information of their experience on those sites.

. Install interactive maps stations in key places like in the London City Airport and Excel to give important information of what can be found on the surroundings as a way to inform people of the activities that can be done. It would attract more people and for visitors it will not only be a space of transit. In this station also information about the app would be shown. As well as information of the tours throughout the area that is explained in the proposal

. The idea is to locate in key areas of the site information pillars with maps and important data of the place, such as facilities around, transportation, etc. It would contain similar information of the map station but would not be interactive. Here also the app information could be displayed in order to provide people useful data.







# Art Installation



These art installations will be designed and gain through a kind of art competition/event to provide amenities of beaches for local habitants and tourists, moreover, they can be an attraction for the whole city and advertising for this area. These temporary structure can provide shelter in the winter protected from the weather, and active the beach area, especially in winter. Because theses structure can movable, it can be relocated to other spaces in following phases.

target.....residents / tourists

benefit.....Revitalise the public spaces  
Provide seats and protected spaces accessible also during the winter

actors..... Newham borough  
University (e.g. University of East London)  
Local Businesses  
Local residents  
Local artists

programs..... Public art competition: The goal is to infuse colour and vibrancy back into the beach community, which is so lively in the summer months, but tends to slow down come winter.

Series of installations and pavilions, including a set of bright red swings, benches etc. They are not permanent on one specific space, they can be temporary or permanent, but can movable.

term.....short / long





# U r b a n Exploration



This strategy is to promote the exploration of the site as a way to link places and people. This by creating guided tours around the area as part of the programme “Urban Exploration”. The tours of this programme would be of two types: walking and cycling. There would be different options of tours that visit different key places, historic buildings and other features of the area in order to give the opportunity to people to discover what can be found in this area. The tours could also be a way to connect local people and visitors and start destroying the gap that exists today.

**target**.....local people/new inhabitants/visitors

**benefit**.....Discover the different sites of the area  
Opportunity to increase social interactions among people

**actors**.....Newham borough  
Community team volunteers  
Community lead councillor

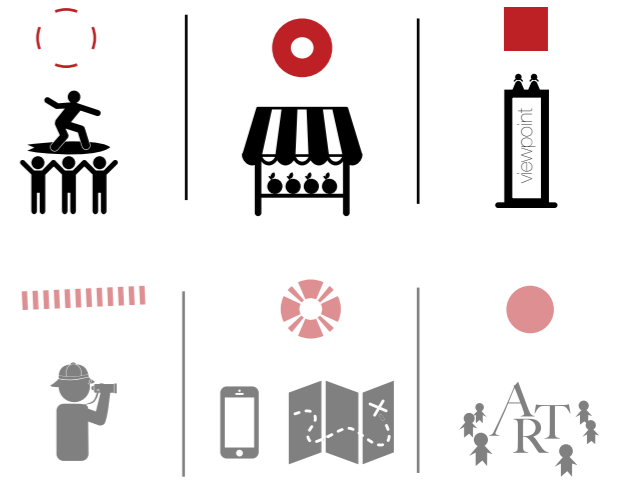
A walking around the area giving the possibility to new inhabitants to approach the urban context

**programs**..... Every “urban exploration” will aim to unveil new features of Silvertown as the surrounding area. Each walk will take about 1 hour.

**term**.....long



# STAGE ONE



## ACTIVATE LARGE LEFT OVER SPACES

The east side of the site will be under construction, leaving a large area of the east side vacant and left over. This will be used for large event spaces such as music festivals, bringing in together many people. The farmer market will be moved under the Connaught bridge, using the current left over space. The temporary tower looking over the construction site will be built and opened to the locals and the general public. The location will be on the east side so that it will stay there for the majority of the construction process.





V i e w  
p o i n t  
T o w e r



In order to start developing a sense of ownership since the beginning of the construction process and involve people in the whole redeveloping process, the proposal is a temporary "Viewpoint". It is a tower to be constructed in site where people will be able to get into to see the construction area and follow its progress. It will be located in a strategic area that gives a panoramic view of most of Silvertown Quays. The intention is to invite people from the local community and visitors to engage with the area even though it is not entirely built.

- target.....residents / tourists
- benefit..... Explore the construction site  
Enjoy of a panoramic view of the site and the Docklands  
Opportunity to engage with the process of construction
- actors..... Newham borough  
Silvertown Quays construction company
- programs..... It will open since the beginning of the construction and stay there almost to the end.
- term..... short





# Silvertown Quays Music Festival



In phase 1, a large part of the site will not be used for construction, isolated from close by residential areas. This gives the opportunity to host larger events such as outdoor music festivals in this space, taking advantage of the connectivity to central London. This will bring a large number of visitors and at the same time give a strong iconic image to the whole area. This space can also be used to host smaller, local music festivals, produced by community groups with local volunteers as performers. The abandoned buildings such as the white dome in the area can be used as a gathering space and have indoor events during the winter, also hosted by local people.

**target**.....residents / tourists

**benefit**.....making use of the vast left over space  
opportunity to increase social interactions among people  
opportunity to create strong iconic image of the place for travelers.

**actors**..... Newham borough  
local clubs  
local groups  
local music school  
local artists  
local residents

**programs**.....music festival  
smaller local music festival

**term**..... from May to September  
spontaneous indoor events during winter





# STAGE TWO

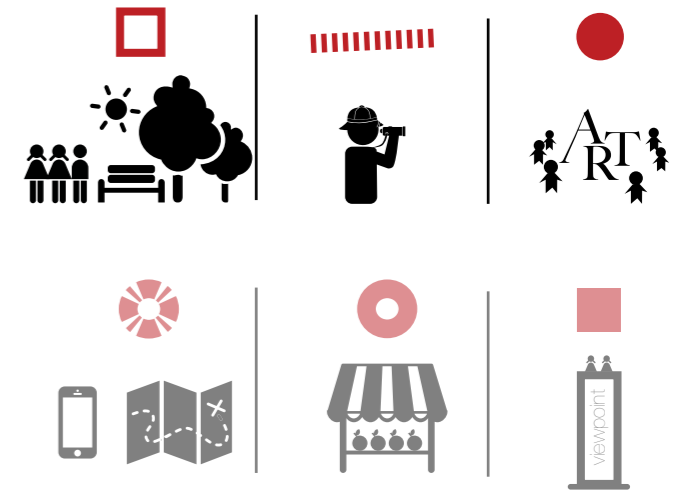


## INSTALLATION FOR OLD AND NEW RESIDENTS

Phase 2 will see the first new residents in the site, along with a large Plaza close to the millenium mills, and various shops surrounding them. A temporary food market will be installed in the plaza, complementing the new shops in the area and bringing in tourists. The market will also be an attraction for the residents in Britannia Village, and the new area. The new squares and public spaces will be explored as locations for the new and old residents to interact, while art installations will enhance this.



# STAGE THREE



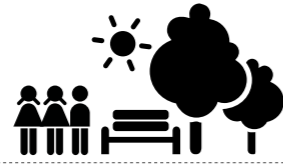
## BUILDING NEW LOCAL COMMUNITY & EXPANDING TOURIST SITE

Two new large residential sites will be introduced in Phase 3, bringing in new residents. These residents will use the northern part of the site that is not under construction, for communities activities such as barbecues to interact and build their new community. This phase is also when the diagonal foot path across the Silvertown quays will be completed. To compliment this new tourist flow, art installations will be placed along the path.





# P a r k Activities

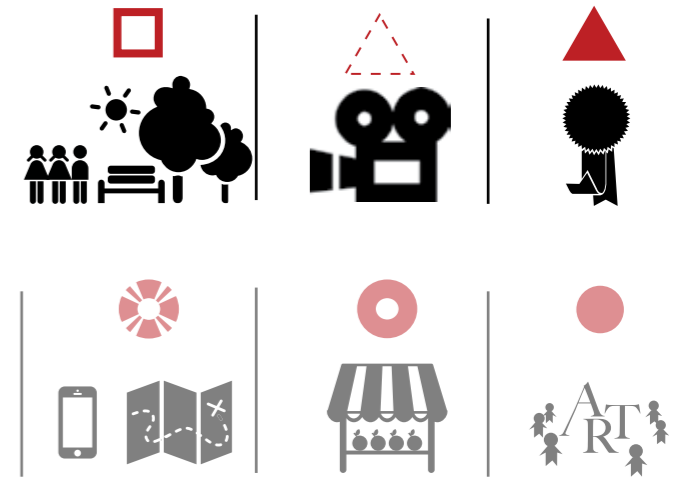


The area consists of many parks, some preexisting and some inside the new Silvertown quays. Activities on such parks will enhance collaboration within communities, link various communities together and will be an additional attraction for visitors. In Phase 3, two new large residential areas will be introduced. This area consists of a few parks for private use, and two new parks for the general public. The new residents will make use of these, and the unused site on the North of their houses, to host community events. Such events will use local human resource, and can vary from free yoga classes to small music concerts.

<b>target</b> .....	.residents / tourists
<b>benefit</b> .....	.increase the usage of green area .opportunity to increase social interactions among people .opportunity to develop a sense of ownership to the area
<b>actors</b> .....	.Newham borough .Rosetta art centre .Firepower: The Royal Artillery Museum .Museum of London Docklands .The Newham London Waterfront Festival
<b>programs</b> .....	.free yoga classes .concerts .art interventions .photos exposition .small music concerts .taller textil .workshops .children activities
<b>term</b> .....	.monthly from May to September



# STAGE FOUR



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## ACTIVATE WATER FRONT

The Silvertown quays will have new waterfronts in the centre of the site. A floating cinema will activate this water front for tourists and residents, turning the site into an attraction spot for all people. The leftover space under the connaught bridge will be used for a workshop where residents will place their ideas and needs, which will then be used as the basis for students to create an innovative proposal for the space.

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part four stageFOUR

part four stageFOUR



# Floating Cinema



The floating cinema is a project that will promote art activities in the area and encourage interaction with the waterfront. Local residents will have the opportunity to experience and interact with the water scenery in a creative way and build a sense of ownership with the space they live in. In addition, this will be an entertaining way for tourists and visitors to become familiar with the area. The boat's will depart from the South bank of the Canal. Boats will float in the dock while images are projected on to the current blank wall of the ExCel, activating the threshold. In order to face potential audio and weather problems, passengers will be given headphones, and moving rooftops will be set up for both the screen and the boat. The use of the projector can be extended to several activities such as thematic art exhibitions and events to promote the inherent local history of the area.

**target**.....residents / tourists

**benefit**.....Promotion of art activities in the area  
Entertainment  
Experience  
Interaction with the water

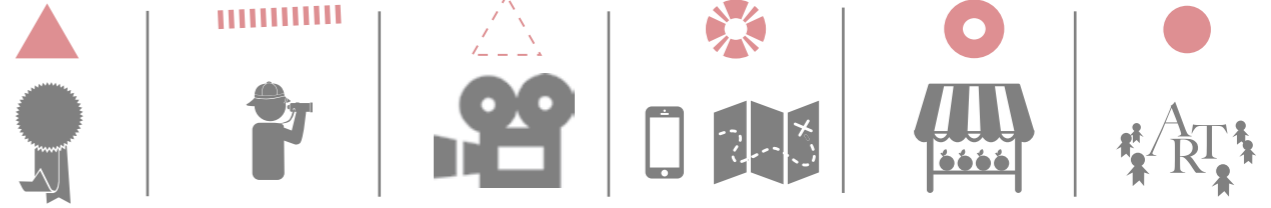
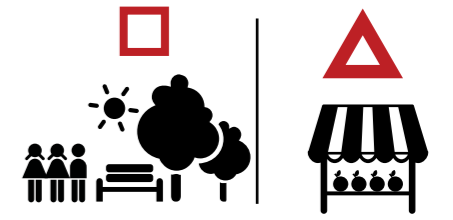
**actors**..... Newham borough  
UP projects production  
Studio Weave  
Newham Borough  
Local People

**programs**.....Connection with other temporary Canal-side cinema  
Festivals  
( film/ art/ exploration of the river-history of the area)

**term**.....Summer  
occasionally during the year



# STAGE FIVE



## PERMANENT ELEMENTS





# Permanent Shipping Container Market Project

target.....Local people (existing and new community comers)/ "outsiders"

benefit.....Breaking the social intangible barrier and building social links.  
local economy

actors..... London Shipping Containers  
[http://www.londonshippingcontainers.co.uk/]  
TFL – Transport for London  
EDF Energy with  
Newham Borough  
Local Community

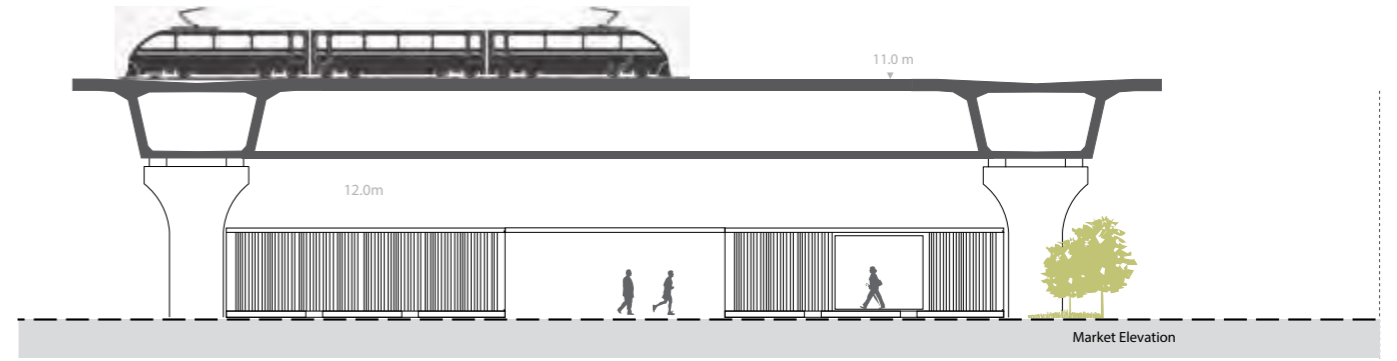
programs..... ethnic food stalls  
trade  
outdoor activities  
art exhibitions  
collective cooking

sponsors..... efficiency and reliability in the operation process through the MMR  
based railroad energy harvester  
use of containers-affordable approach

term..... permanent



# Permanent Shipping Container Market Project



Upon developing an urban analysis from the stage 1 report of Silvertown Quays and its context through 'Leftovers and Thresholds', one of the weaknesses that emerged through our perception is its current wide social barrier. Most of our study area holds gated communities, which holds a distance in relation to its social dynamics and the physical connotation within the surrounding areas.

Silvertown Quays new plan of action sets out ambitions and visions of new developments that will meet future needs of the area. Silvertown Quay's new developments structure and framework seeking to create an urban brand district reflects a threatening image on its current surrounding neighborhoods. Rather than bridging a link between the existing social barriers, this urban transition will rather create an intangible isolation barrier, transmitting a feeling of detachment, and creating a bigger void in the social sphere.

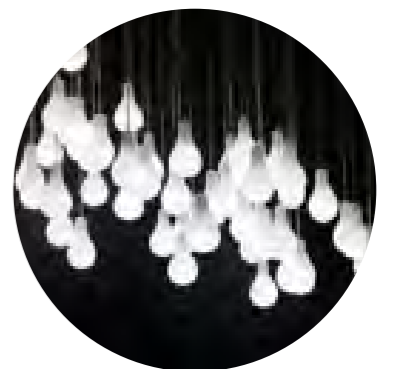
At the moment Woolwich Road acts as a barrier separating Britannia village from Thames park, by activating this public space on a bigger permanent scale, this will transition the area from a barrier into a threshold, increasing the flow of people from the north and south sides to a middle meeting point.



Stage 5 proposes a permanent shipping container market project, which is the final product resulting from the progression of the farmers market developed through the previous stages. The permanent market project will be situated on Woolwich Road underneath the present DLR railway bridge. The location of the market underneath the railway station will benefit from an energy efficient sustainable system. According to (Matus) The MMR (Mechanical Motion Rectifier) railway energy harvests and captures irregular oscillatory vibrations of the railroad tracks, every time a train passes, and converts the irregular vibration motion into normal unidirectional motion, which can be harvested as electricity and used in the market offering significant advantages of high-efficiency and high reliability. The MMR based railroad energy harvester can harness 200 watts of electric energy from train-induced track deflections to power the electrical devices.

The use of containers blends into the existing industrial look-a-like area, making it a soft approach that is not perceived as a threat on the area. The implementation of these containers into market cells is an affordable process that holds a keen awareness to the environmental issues and values. These containers are built from low cost, low-energy, shipping containers, playfully designed, with a focus on sustainability and efficiency.

In conclusion, the projection of this project will revive the area by bridging the gap between the communities, and enhancing the sense of this intangible cohesion by interconnecting preexisting communities with the new residents. This will create a social network where people can work, play, exchange knowledge, learn, create and promote the local economy from the different programmes provided in the market which range from ethic food stalls with collective cooking, trade, art exhibitions and outdoor activities.





# PART FIVE

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CONCLUSION  
REFERENCES

The core element of our project is based on enhancing the existing and future "human fabric". This as a way to revive the area by bridging the gap between different networks, and enhancing the sense of this intangible cohesion by interconnecting pre-existing communities with the new residents.

The project is conducted through small interventions that have as basis the elements of flexibility and change. The importance of this key aspect is to respond to the needs of the present moment but also to be able to adapt and mold to the social and physical changes that can emerge through time. That can be lead by the locals, bringing large projects together. Small physical interventions will bridge the hard and enormous constructions, while local events will connect the new and existing residents together. In addition, it is crucial to build on the potentialities and social elements that offer our site intervention.

On a concluding note, this project can be said to be a mere suggestion. The small interventions can be altered, substituted and progressed through the communities creative thinking. The core is for the people to appreciate their neighbourhood, interconnecting through their diverse society, and to form a strong community that takes action to make the area their own.

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