



EUSTON GREEN LINK



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The Euston Green Link is a Euston Town initiative part-funded by the Mayor of London.

This project is in collaboration with landscape designers Cityscapes, and graphic designers Bolter Design.

MAYOR OF LONDON



**EUSTON
TOWN**

BOLTER DESIGN

Project Elements

01





PROJECT ELEMENTS

A green and creative walking route linking Euston Station to Regents Park.

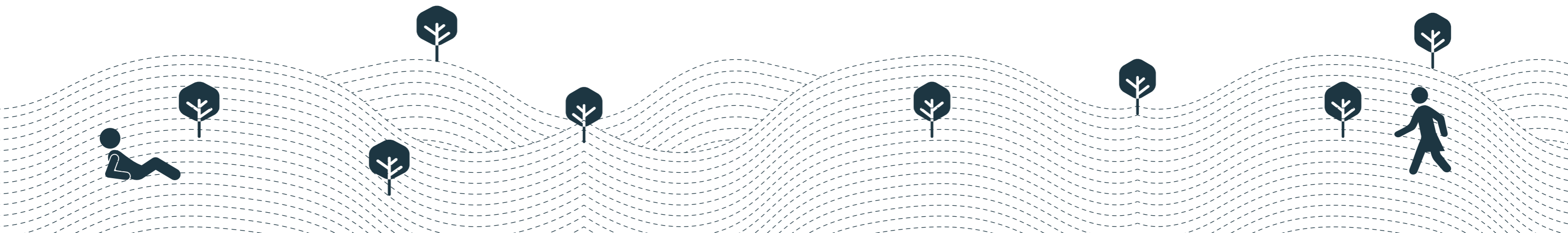
A series of green installations including a green wall, planters and a new public pocket park, the Euston Green Link is starting to reintroduce a sense of nature which has been lost to HS2 construction.

A project brand brings to life the exquisite cultural offer, beautiful architecture and environmental objectives of the route.

Signage carries the distinctive brand patterns and invites people to consider Drummond Street as a destination on the route, a place with its own identity.

An installation fusing art and science raises awareness of pollution and climate change.

Accompanying activities and events local stakeholders in the project's objectives.





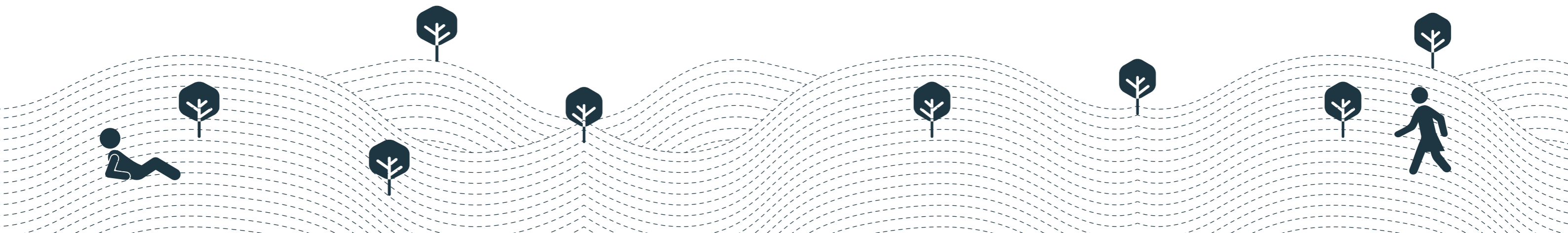
COMMUNITY & IDENTITY

The Euston Green Link is a part of a wider effort to implement an environmentally-focused public realm in Euston that works for those who use it.

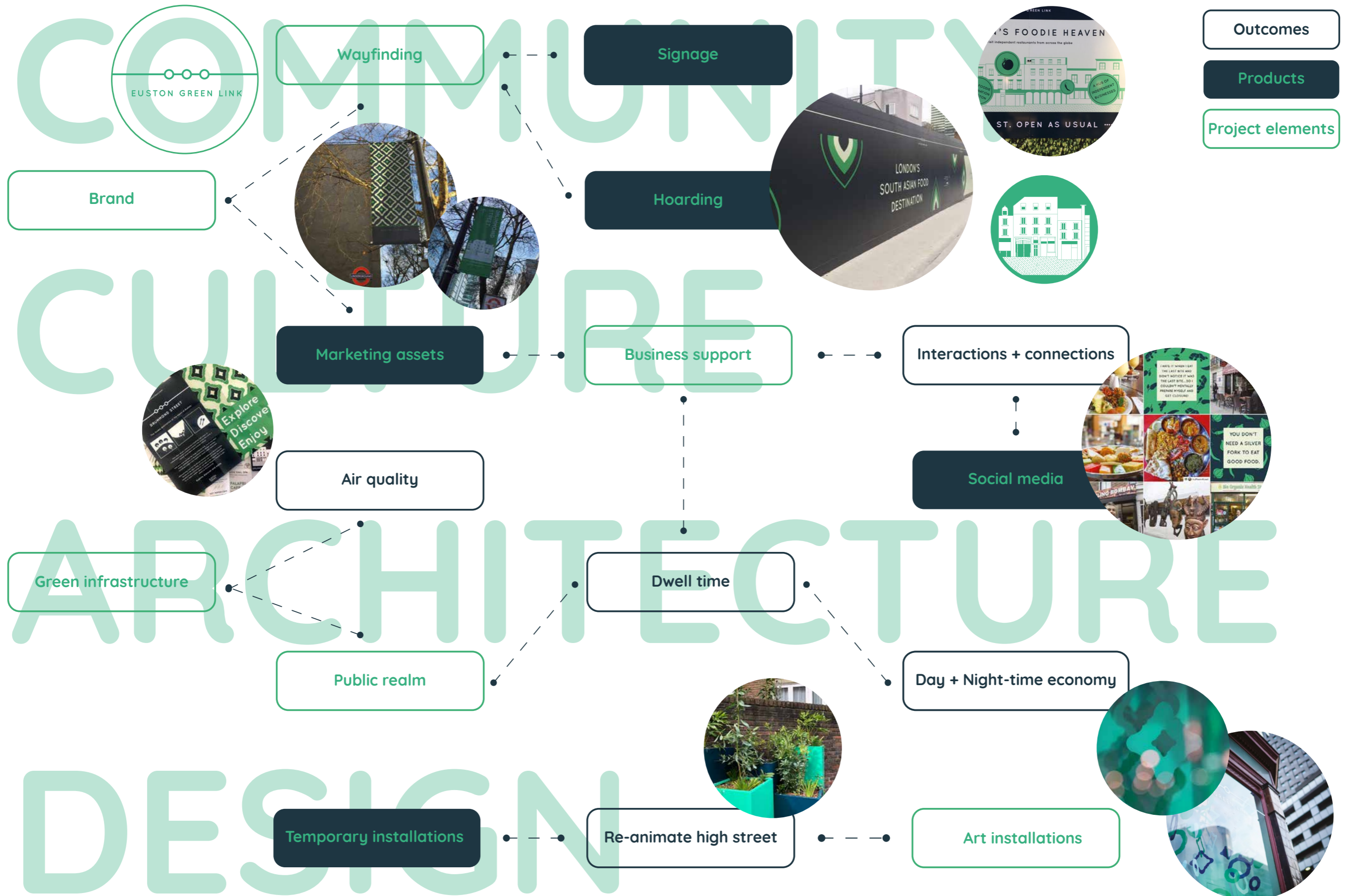
The needs of businesses, residents, employees and visitors is at the forefront of the interventions.

It was vital that the brand design was loyal to the character of the local community and consistent throughout the project.

The project helps to instill in the neighbourhood a sense of identity that belongs to locals and will contribute to a thriving and sustainable local economy.



Development Diagram



Objectives

02



Ambitions & Values

INSPIRE CONVERSATION

We want to raise awareness of core principles – the value of small business in the face of development, how an arts and culture scene thrives amidst regeneration, how we retain identity and a sense of belonging, and the urgency of addressing chronic air quality and climate change effects in our city.

HEALTH & WELLBEING

Replacing lost green space, installing art that relates to the local community and providing an overarching identity will help to restore a united vision for the local area in challenging times. We know these interventions help to enhance mental and physical wellbeing of the community.

LOCAL ECONOMY

A rare cluster of independent businesses in central London, offering authentic and delicious food from across the globe – Drummond Street must survive HS2 construction. The Euston Green Link will bring public realm improvements that boost the local economy and trading environment.



REGENT'S PARK

Euston's community has lost invaluable green space and trees. As well as providing new green space the project aims to encourage local residents' use of the wonderful, leafy Regents Park.

FUTURE VISION

The project fits in to a longer term development of a united vision for Euston. This entails establishing a brand identity for businesses, allowing the project to attract press and online attention to the area, and testing innovative uses of green infrastructure for more permanent interventions in the future.

Area Identity



Branding



LOGO

EUSTON GREEN LINK

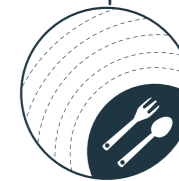
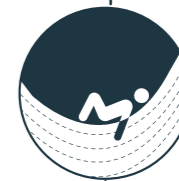
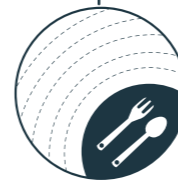
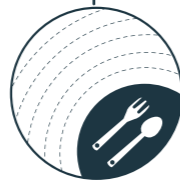
AREAS



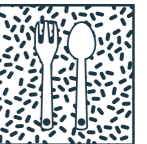
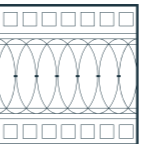
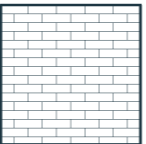
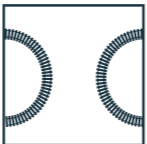
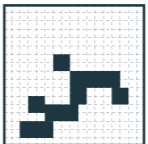
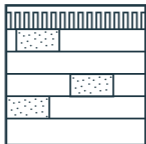
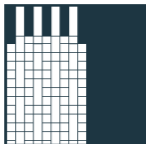
PATTERNS

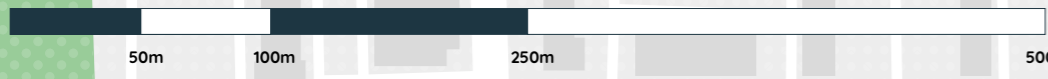


SPACES

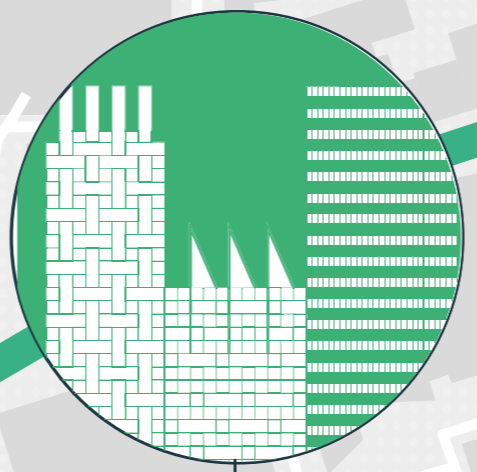


DETAIL





REGENT'S PARK



ALBANY ST.
Residential / Relaxed

REGENT'S PLACE
Work / Architecture / Glass

DRUMMOND ST.
Food / Drink / Play

ROBERT ST.

WILLIAM RD.

HAMPSTEAD RD.

MELTON ST.

EUSTON

CLARENCE GARDENS

CAMDEN PEOPLE'S THEATRE

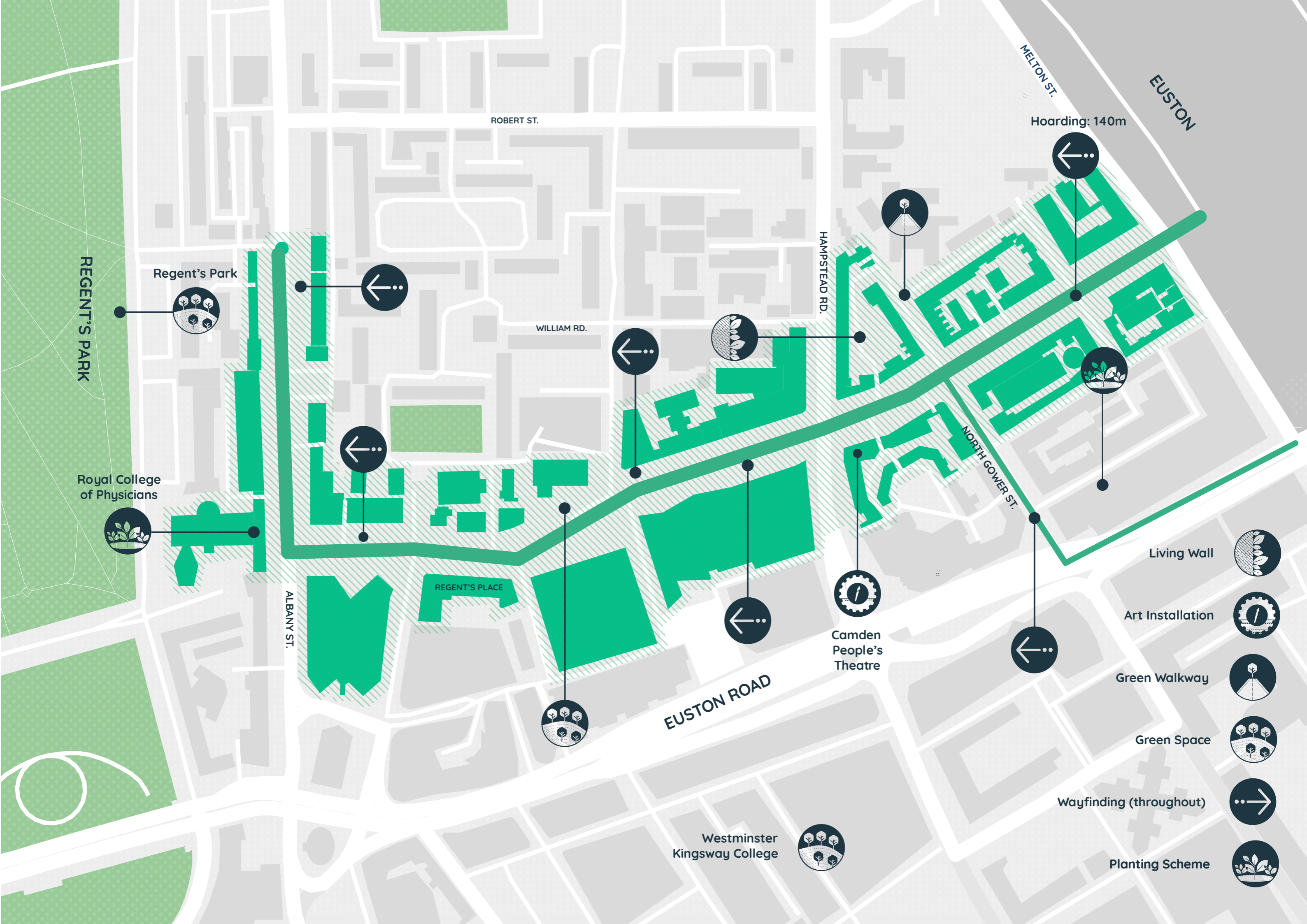
NORTH GOWER ST.

REGENT'S PLACE

EUSTON ROAD

ALBANY ST.





REGENT'S PARK

Regent's Park

Royal College of Physicians

ROBERT ST.

WILLIAM RD.

HAMPSTEAD RD.

MELTON ST.

EUSTON

Hoarding: 140m

ALBANY ST.

REGENT'S PLACE

NORTH GOWER ST.

EUSTON ROAD

Camden People's Theatre

Westminster Kingsway College

Living Wall

Art Installation

Green Walkway

Green Space

Wayfinding (throughout)

Planting Scheme



Art + Science

04



Invisible Dust



The Euston Green Link was a lead sponsor of Invisible Dust's 2018 climate change summit, Under Her Eye.

Kasia Molga's Human Sensor performance had dancers travelling the Euston Green Link in outfits that reflected changing pollution levels, representing the damage poor air quality does to our bodies.





We have commissioned physicist and sculptor Jasmine Pradissitto to create an installation using a sustainably sourced geopolimer that absorbs nitrogen dioxide, allowing it to react with rainwater and transform into a harmless gas.

This is the first use of the material. We hope to highlight its value in tackling London's air quality crisis on a wider scale.





We partnered with Hubbub to host sustainable cookery classes. We introduced participants to the Euston Green Link project and explored cookery skills for scrumptious dishes without waste.

Climate Change Panel Discussion



During our three week MAKE SPACE project *Hope for Tomorrow* we hosted a panel discussion on the social injustice of climate change.



Execution

04



Pocket Park



Planters



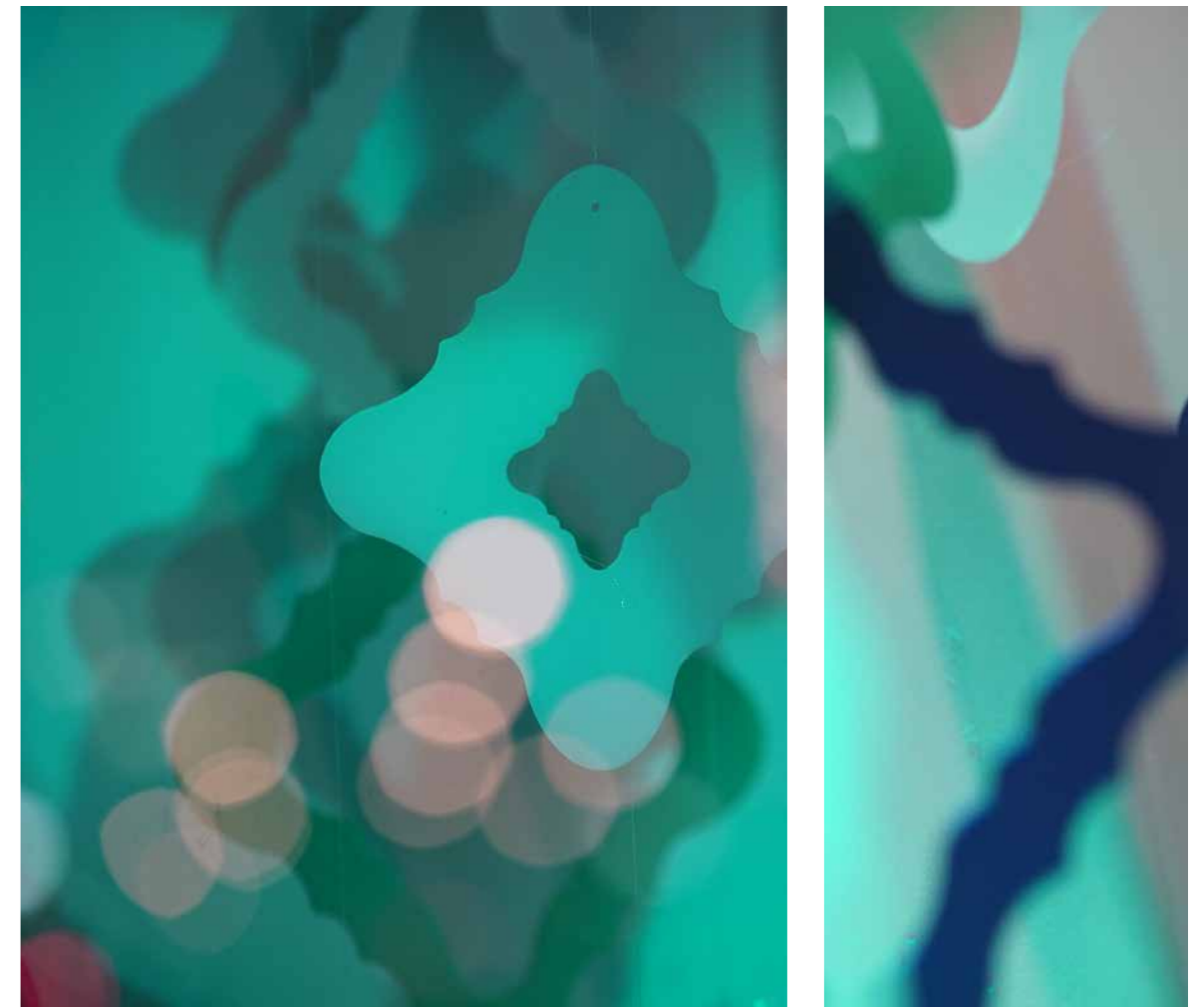
Wayfinding



Hoarding

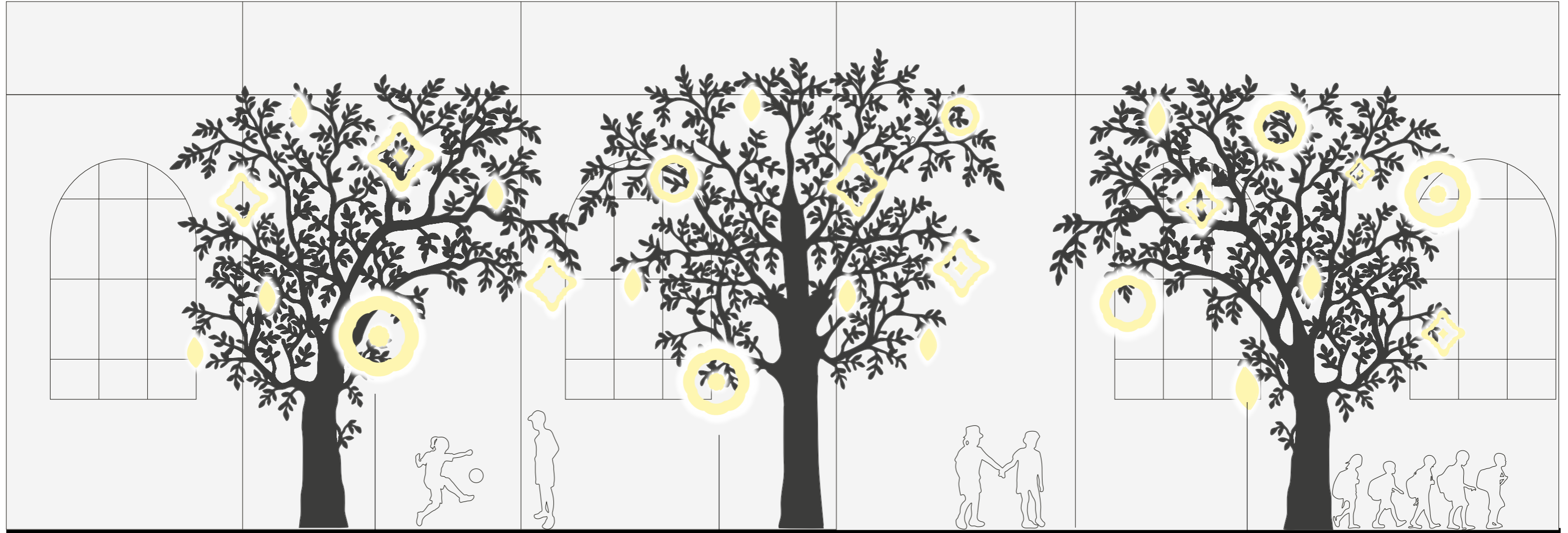


Installations



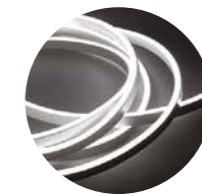
Lighting

Proposal not to scale



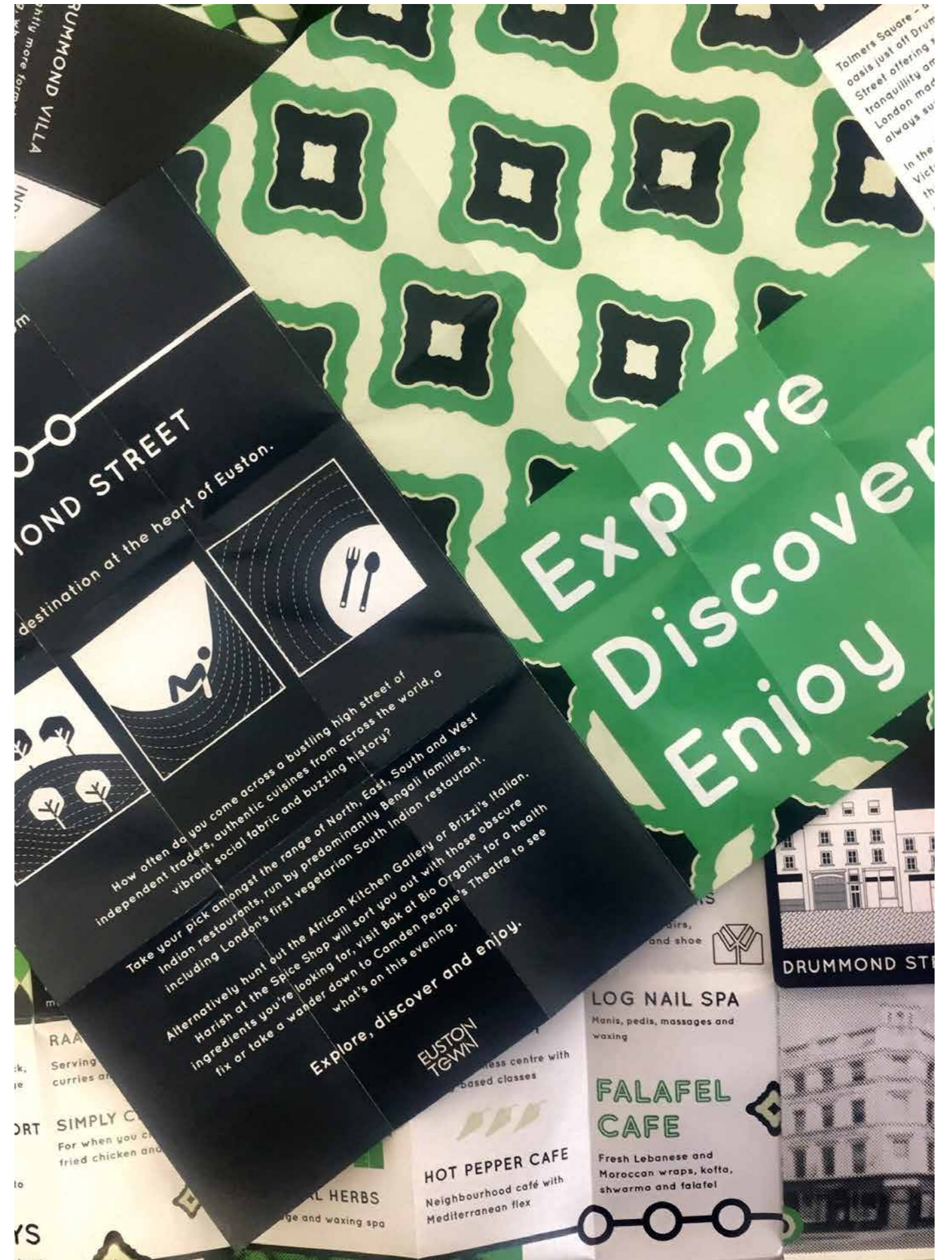
6500k white is the brightest at 800 lumens per linear meter
Fully dimmable

It is 24V low voltage LED
It consumes 12w per linear meter



Material : FlexiLogic
Fully bendable outdoor resistant bright light rope
Supplier : Apple Lec

Marketing Assets





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