

ShopSmart on Redchurch

An ideas competition
brought to you by
Khaa on behalf of
Redchurch Property llp

Introduction

This competition is a call for ideas to imagine a new future for one of London's most characterful streets, at the heart of the growth of the East End.

How will retail technology change the high street and how should Redchurch Street respond?

Redchurch Street is always on the cusp of change. From the arrival of the waterways to the north that spawned the furniture making industry, to Tracy Emin and Sarah Lucas 'Shop' and now Shoreditch House, it has been at the heart of pushing boundaries.

Now Redchurch Street's residents, owners and operators are authoring a new future for the Street. This competition will stimulate thinking and kick start the conversation needed for a resilient and vibrant future. We want new approaches to how technology will interplay with place, and how communities can harness the digital age.

The challenge

Redchurch Street and its immediate surroundings are home to many companies with strong brands, such as Soho House, Dishoom, Cecconi's, Psychle, Club Monaco, Sunspel, Faye Toogood and smaller independent brands such as Folk. Retail is concentrated along the western end of the street between the intersections with Club Row and Shoreditch High Street. Other uses on the Street include food and beverage, personal services companies and a hotel.

Yet for all of the dynamism, creativity and originality of these services, Redchurch Street does not always feel like a comfortable environment. It suffers break-ins, vandalism and a rowdiness that both residents and operators want to address.

The economy of those who trade on Redchurch Street has performed well but for all the brand power, attractiveness and personality provided by surface graffiti, in places the Street can feel like a place in drift. Some shuttered premises in the daytime, offices with nothing happening on the ground floor, offices and residences with blanked out ground floor windows, and front doors with adjacent entrances for refuse conspire to weaken its potential.

The scale, density and historical layout of Redchurch Street speak to a charm and quality of engagement that's elusive — be it spaces for meeting, mingling, sitting down, greenery, gardens, historical reminders, community hubs, cultural production, side streets with a view and much, much more.

Why does this matter?

Redchurch Street is an important feature of life in East London. It is a key destination for visitors. It retains some of the heritage of the area in its architecture and culture and is a characterful connecting street between Shoreditch High Street and Brick Lane. Businesses on the street offer opportunities for independent brands and employment and the Shoreditch Masjid Trust Mosque is a point of focus for the local community.

What has made the street so unique, in the recent past, is its neighbourhood feel. But now people feel that the craft and creativity that it has hosted has started to ebb away. The arrival of The Goodsyard development nearby could have a profound impact upon Redchurch and its economy, since retail, food and drink are key features of the development's new network of streets and spaces. It will mirror the east-west layout of Redchurch and feature new cultural attractions.

Technology is transforming the structure of economies and the destiny of independent enterprise and retail. Expectations of places are changing as the nature of work, entertainment and taste evolves. Globalisation, localisation, entrepreneurship, loneliness and many other forces are coming together to demand a new sense of identity and community from the places in which we live and work.

How should Redchurch Street adapt to these changing times? Overcome any feeling of desolation? Strengthen its resilience? How should we celebrate its eccentricities? Enjoy its qualities?

What we can do

We are seeking ideas that reimagine Redchurch Street as a destination for the future. Be it through changes to the public realm or via technology and retail innovation, we want to know how Redchurch Street can retain its creative edge, and continue to grow its own unique cultural and creative offer.

How might digital technology strengthen the commercial environment? Are there new ideas of entrepreneurship, creativity and community that could engage people anew and be brought to bear upon the place? New concepts of art, lighting, sharing and exchange? A new economic, civic and social life that could be seeded today, to thrive tomorrow?

Who should enter?

We are looking for creative thinkers, designers, dreamers and technologists from diverse walks of life, be it digital technology, lighting, architecture and urban design, entrepreneurs, innovators, community activists and chefs, artists, DJs, landscape designers and poets. We cherish diversity. We love excitement. We care about equality, engagement and bringing the future forward.

We want people to enter who can work in a team to explore how Redchurch Street – and other similar high streets across the world – might develop in the future.

This is an opportunity to develop new ways of thinking about the connection between technology and the public realm, the future of retail and place, provide a new view on communality, engagement and the pleasure of places. Above all else, we want you to set a new agenda.

Context

Redchurch Street is the pivot point where Shoreditch meets Brick Lane, on the boundary of one of London's most notable historic estates. It is part of a multi-layered, dynamic area that sits in the shadow of larger, emerging developments.

The surrounding area, referred to as a complex, cosmopolitan melting pot, has changed radically over the last 20 years, accelerated by the opening of Shoreditch High Street Overground Station in 2010 and the development of the Tea Building, Shoreditch House, The Albion and Boxpark.

Redchurch Street itself has a mix of authentic independent shops, pubs and late-night venues with different day and night time characters. This retail provision is more varied and distinctive than other district centres and as a result attracts a wider range of people to visit the street. However, parts of the street are unoccupied, and surveys have drawn attention to overcrowding, dirtiness and issues with security. The pavements are no longer fit for purpose, as pedestrian traffic overflows into the roads.

Redchurch is a neighbourhood in an urban environment, and we want to retain and develop its core offer and unique feel. But to survive future changes and continue to thrive in a sustainable way, Redchurch Street needs to adapt.

What we are looking for

While we have outlined the potential opportunities, we don't have all the answers. We are looking for you to define a strong solution to a clearly identified problem that will enable a new age of Redchurch Street to be established. Ideas might be focused upon technology and entrepreneurship or focus on a creative and artistic interaction with the Street. The working title for the overall initiative is: onRedchurch.

A new generation of creative industries, arts organisations and offline cultural, creative and social practitioners and ideologues are looking to re-invent and re-use underused public or private spaces. We want them to come and join us in this new domain.

Public realm, placemaking and culture

The strength of the Street's identity lies within its diversity, its informality and its scale. Soon to be dwarfed by surrounding developments such as The Goodsyards, it is vital that Redchurch holds on to and grows its unique sense of community and individual personality. Proposals should focus upon celebrating and reinforcing this distinctiveness, enabling accessibility and being inclusive in every shape and form.

Digital technology

Technology is transforming the retail environment. From interactive mirrors to shops as showrooms for online brands, from digital displays and 'wallpaper' to personalised production spaces, spaces with just-in-time inventory and unique takes on buying and selling, Redchurch Street should embrace all of the opportunities that technology offers.

Timeline



Selection criteria

We are looking for ideas that inspire and delight. Our judges are looking for teams that are creative in their approach, and clear and inspiring in their presentation. Your submission will be judged on how insightful, progressive and persuasive it is.

Insightful

Redchurch Street has a unique place within the Shoreditch community. It is vital that an understanding of the DNA of the Street is reflected in your proposal. We are seeking ideas that resonate with Redchurch's innovative and independent attitude, and express what makes this place special. We would like to understand how your idea builds on your insights of the street. What is the underpinning research or ideas that drive your approach?

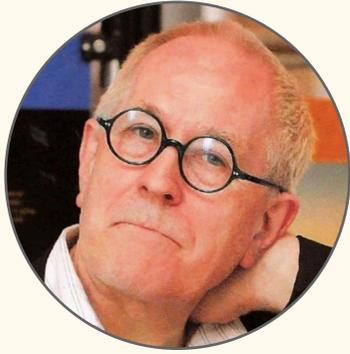
Progressive

How we live, work and shop is changing. With this competition we are looking to the future and all that it encompasses. The design, idea or agenda you present should clearly demonstrate how placemaking or retail technology might harness change and replace a traditional 'street'. Your ideas will be grounded in reality, and give consideration to the necessary steps that delivery would entail.

Persuasive

We want to secure the future of Redchurch Street and your ideas will lead the change. You should show that you have the ability to present engaging ideas that will inspire businesses, landlords and residents. Your ideas should have the potential to harness change with a variety of partners.

The judging panel



Sir Peter Cook
Architect

Innovator, educator, inspiration for generations of architects, Sir Peter Cook has pushed the boundaries of possibility since co-founding the avant garde collective Archigram in the early 60s. Seminal projects such as Plug-In City anticipating the morphing of architecture, technology and society have become reality in his built work, some half a century later.



Freya Coakley
SCP

Freya works in PR & Marketing at Shoreditch stalwart, SCP Ltd on Curtain Road. She also coordinates the Shoreditch Design Triangle, a cultural event that celebrates the creative industry in East London. Both roles allow her to work closely with the businesses in the area, both old and new.



Agnes Potter
Allpress

Agnes started her coffee career as an Allpress barista while at university. She relocated to London to work with founding partner, Tony Papas, to design and operate their new Roastery and Cafe on Redchurch Street. After two years in Tokyo, helping refine and develop Allpress there, she is back in London as General Manager of Allpress UK and Europe.



Daisy Froud

Daisy Froud is a strategist specialising in community engagement and participatory design. She is a Mayoral Design Advocate to the Mayor of London, a Teaching Fellow at The Bartlett School of Architecture, a resident of Bethnal Green, and for a decade in the early 2000s had an office on Redchurch Street.



David Barrie

David Barrie is an advisor and entrepreneur working in urban regeneration. Clients include URW, OPDC and U+I. David has founded several social ventures, including The People's Supermarket, Castleford Project, Wild Blue Cohort and Game Academy. A TV producer for 15+ years, David's family comes from Hackney and Tower Hamlets.

The prize

Five shortlisted teams will each receive an honorarium of £1000 each following presentations and interview with the judging panel on 26 November.

The winner will be invited to support and potentially direct the ongoing process, with a recommendation that they receive a stipend to work as Creative Director of onRedchurch.

Submission requirements

Stage one

All entries must be submitted as both a hard copy and digitally via the zealous.co platform by

Noon, Monday 21 October 2019

Hard copy submission

- An A3, 5mm foam board with a defining image or illustrations and supporting text of no more than 300 words that outlines the key points of your proposal. It should be able to communicate the whole idea, in its entirety.
- Accompanied by a supporting description, limited to a maximum 4 sides of A4 including illustrations. This is an opportunity to expand on your idea or provide any supporting research or thinking.

Your board and supporting description document should be clearly marked with your name and the title of your idea.

Delivered to: Khaa, Ground Floor, Bastwick Street, London EC1V 1PZ

Digital Submission

JPEGs of illustration board (file limit 10MB) and accompanying text document should be uploaded to: zealous.co/khaa/opportunity/Shopsmart-on-Redchurch/

Enquiries and Questions

Enquiries and questions should be sent to competitions@khaa.co.uk or via the Zealous portal by 03 October. A log of questions and responses will be available on Zealous from 10 October.

Entries exhibited

Friday 25 October until Sunday 27 November all entries will be exhibited at 31 Redchurch Street, E2 7DJ as part of a community and visitor consultation process, and we will capture their feedback. Entries will then remain on display until 20 December.

* Please note that no fee is required to enter this competition

Submission requirements

Stage two

Shortlisting

Redchurch Street's expert judging panel - led by architect Sir Peter Cook - will decide on the shortlist. Khaa will announce the five preferred schemes to go the second stage on 11 November.

Final interview

The shortlisted five (individuals or teams) will be invited to present their ideas to the judging panel on the afternoon of 26 November.

Interviews are an opportunity to expand on your idea with the judging panel. They will last approximately 40 minutes and will include a 15 minute presentation from entrant(s) followed by a discussion and question and answer session with the panel.

Announcement

The winning idea will be announced on 02 December.

Conditions

Intellectual property and copyright

In accordance with the Copyright, Designs and Patents Act 1998, the copyright for materials submitted remains with the creator. By submitting an entry, the competitor confirms that all ideas, images and text are their own.

Publicity

Khaa and Redchurch Property llp reserve the right to use any and all materials supplied by competitors for publicity purposes. Teams will be credited using the information provided at submission and it is the competitor's responsibility to ensure this information is correct. Filming consent is assumed through the submission of entries.

Return of materials

Competition and exhibition materials will be retained by Redchurch Property llp and will not be returned.

Disclaimer

Khaa is acting in the capacity of competition organiser and after notifying the winner, will have no ongoing role in the competition or in any associated outcome. We are recommending that the winner receives a stipend to work as a Creative Director of onRedchurch and the intention is to use it to source a winner to support, lead and curate a cohesive creative vision that builds on the competition outcome. However, this is an ideas competition and there is no certain commitment to develop the winning entry post-competition. This will depend on how the idea can be harnessed and delivered in collaboration with local partners.