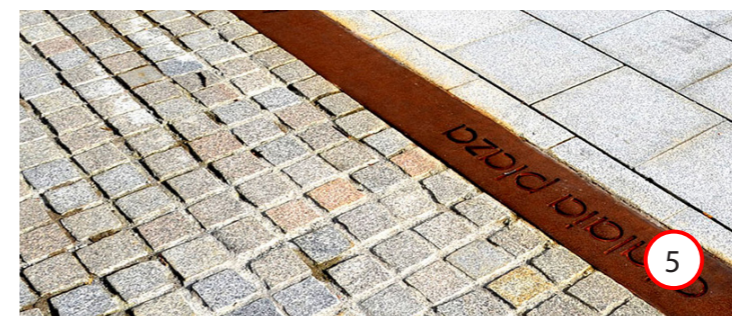
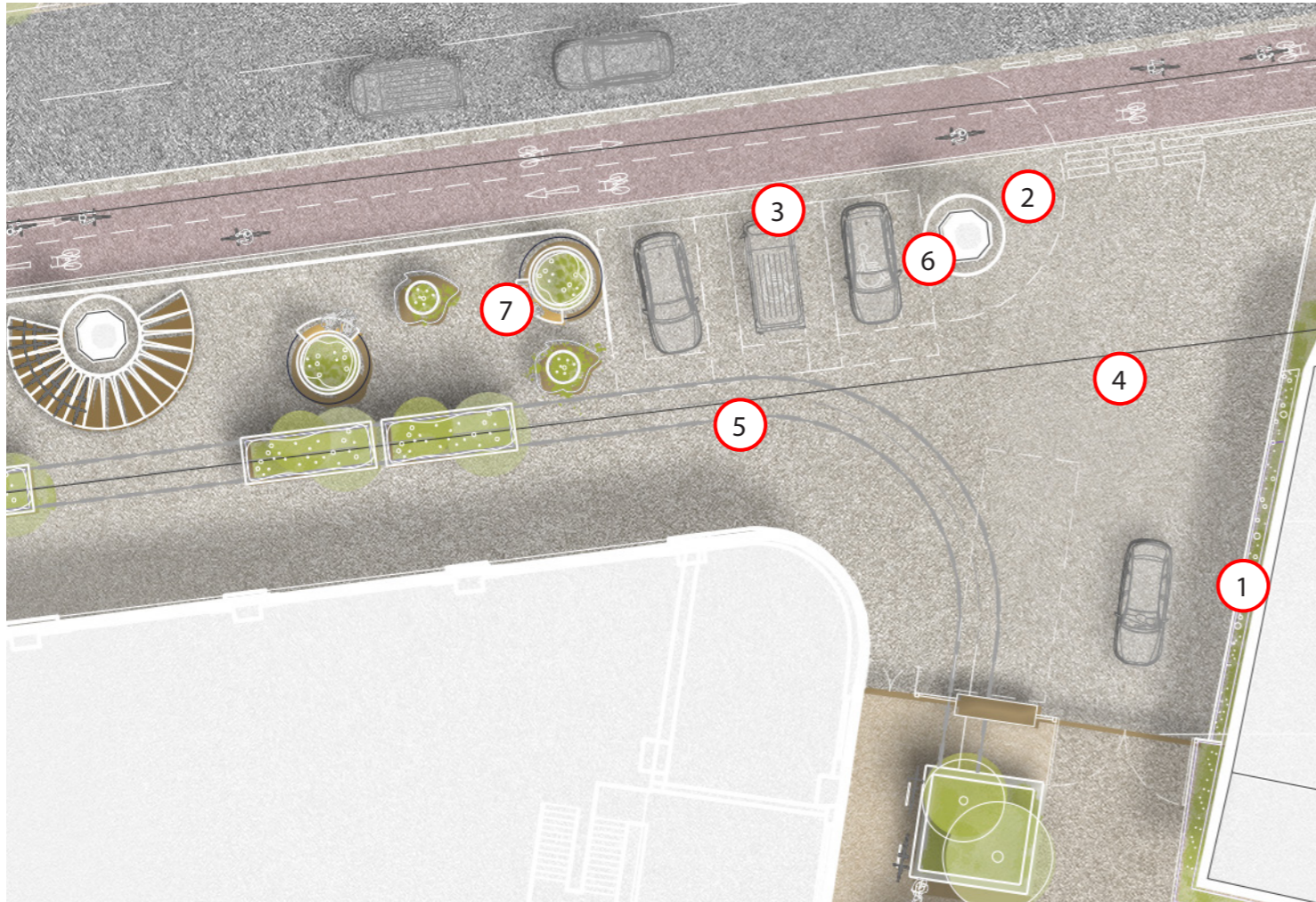


4.6 North Woolwich Road proposals





4.7 Narrative sculpture and seating areas

As a way to upgrade North Woolwich Road and the flyovers, an art and cultural strategy will be developed as the scheme progresses. Working with the DLR/TfL, this strategy will work to create features out of the existing site infrastructure by methods such as uplighting and sculptural street furniture. Features such as inset paving and text banding will also be possible to highlight some of the historical uses of the site. Wind screening elements could be laser cut patterns to reflect various artistic themes. These landscape elements in addition to the architectural features such as the rounded corners will create a strong statement and upgrade to the sites setting.

This can be dual use art which can also be functional to provide appropriate light levels, wind breaks and wayfinding.

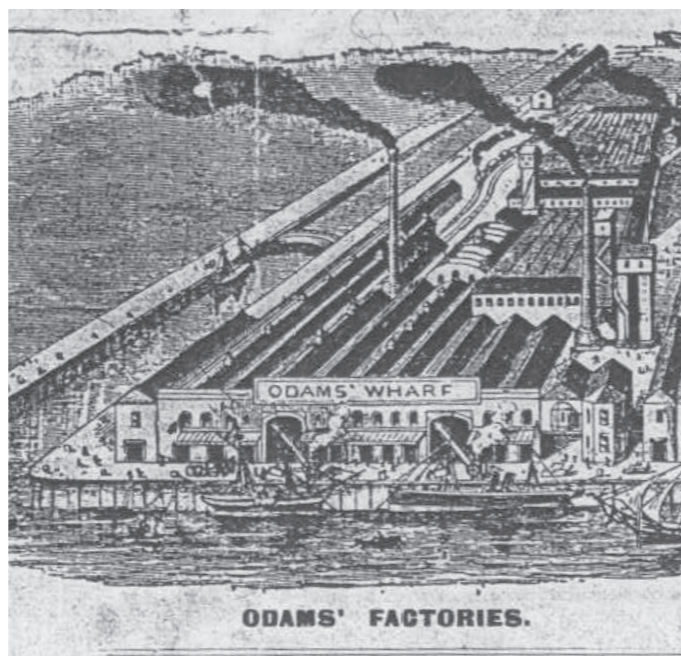
The historic docks

The art strategy should reference the role of the historic dock, revealing the insalubrious but vital role of the Odams' Works.

Opening in 1855, Odams' factory was the second to open in the docks, preceded only by S.W. Silver's rubber works which gave Silvertown its name.

Processing animal waste into fertilizer and other usable chemicals, Odams' established operations which would be followed by the Peruvian Wharf Guano plant and other industries essential to the growth of Industrial Britain.

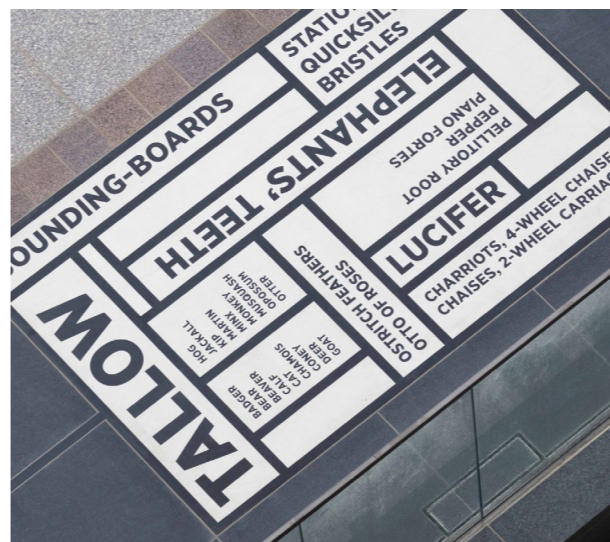
A series of sculptural 'collars' are proposed to encircle the DLR columns. These could be metal cylinders that are backlit and perforated with text and graphic art to tell the story of the Industry which shaped Silvertown and Thameside. Lighting would cross the floor, onto the soffit of the DLR and across the road, uplifting the whole streetscape by night.



1894 illustration of the Odams' wharf chemical works



1894 plan of the chemical works at Odams' Wharf



Narrative text used within paving



Combination with signage



Dressing the viaduct



Backlit text cylinder



Text as sculptural gates and windbreaks