

Finalist: #Croydon

Team: CW Studio with Falconer Chester Hall, Chris Mullany, Light Collective, Vestre Street Furniture and Hardscape



Carolyn Willitts of CW Studio: Our proposal is a bold and playful technology-led installation, bringing life to the public realm, and creating an exciting destination for visitors.

Large, sculptural yellow letters spelling CROYDON are placed on a route through this historic market town creating an urban treasure hunt. The distinctive golden yellow colour is chosen to reflect the town's historic connection with the saffron trade. These vibrant, bold letters are simultaneously street furniture, play elements and sculptural pieces, creating a fun and unique way of experiencing the town. They encourage interaction between people, whether friends or strangers, changing behaviour and celebrating the street.

Each letter contains innovative and integrated new technology, enabling it to sense the presence of people and respond in a variety of ways. Passive ambient soundscapes emanate and react to the number of people engaging with the letter.

'An idea with a huge sense of joy and playfulness. A great idea for temporary interventions' Judges' comments

At night, LED lighting incorporated in the surface responds to the nearby sounds and movements of passers-by, glowing and pulsing and drawing people in. When they near a letter, Bluetooth technology will connect with the #CROYDON app, unlocking visuals, videos, and stories relating to the history of the adjacent building, events on that weekend, or the location of the next letter on the trail.



Chris Mullany (left) Carolyn Willitts of CW Studio (middle) and Matt Smith, architect at Falconer Chester Hall (right)