

the arts quarter

A NEW HUB FOR WORLD-CLASS ARTS & CULTURE

A CENTRE OF CULTURAL INNOVATION,
CO-CREATION & CREATIVE-TECH

Heart of
LONDON
Business Alliance

arts
quarter

2 INTERNATIONAL
GALLERIES

1 CREATIVE
INDUSTRY
CENTRE

1 ROYAL SOCIETY

1 INTERNATIONAL
CONSULATE

5 STREETS

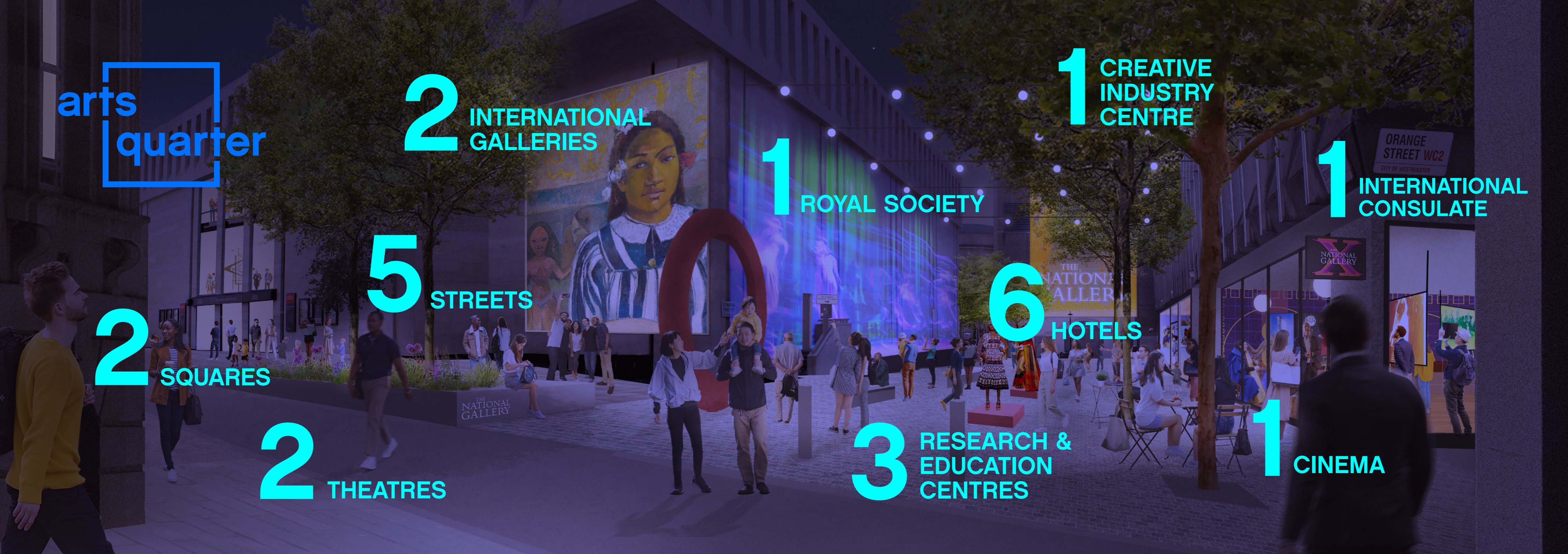
2 SQUARES

6 HOTELS

2 THEATRES

3 RESEARCH &
EDUCATION
CENTRES

1 CINEMA



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How to navigate this strategy

The Arts Quarter Strategy is grouped into five chapters:

The chapter numbers and headings provided below are marked throughout the document on the left of each page for ease of navigation.

1. Introduction provides the context for the development opportunities

2. Setting the scene outlines the strategic structure and related roles and responsibilities

3. Enhancing the public realm details how the physical spaces can be improved

4. Delivering the arts quarter details the delivery mechanisms and cultural infrastructure to bring the project to life

5. Cultural anchors & partnerships sets out the cultural institutions that can become key partners in the new Arts Quarter

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- 1.4 LOCATION
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introducing the arts quarter

The Arts Quarter will bring together the world's most iconic cultural institutions, artists, creatives, hotels, cafés, restaurants and retail to create the West End's newest destination.



View showing proposed improvements to Pantom Street



“The UK, London in particular, remains the #1 destination in Europe for foreign direct investment”
Financial Times, 2021

I am delighted to publish this opportunity for the creative industries, businesses and the public sector to invest in the creation of **The Arts Quarter**.

The Arts Quarter will bring together some of the world's most iconic cultural institutions, artists, creatives, hotels, cafés and restaurants and retail to create the West End's newest destination.

Heart of London Business Alliance acts on behalf of over 600 leading businesses and property owners in the world-famous Piccadilly Circus, Charing Cross Road, Leicester Square, Piccadilly & St James's. Our purpose is securing the long-term commercial and cultural well-being of the West End. Creating a new Arts Quarter will contribute to the revival of a thriving West End.

We have developed the Arts Quarter Prospectus with our consultancy team of Future City and Publica. Together we have set out an ambitious vision and have explored exciting opportunities to create and invest in creating a new destination as part of the wider West End.

The prospectus identifies the opportunities for investors to harness London's and the globe's creative energy within a tight-knit district of often overlooked commercial and outdoor spaces at the very heart of London's West End. Once 'back of house' streets can become part of the West End's stage, providing a new cultural experience. With a series of recommended public realm proposals, cultural placemaking opportunities and an occupier curation strategy, the prospectus illustrates how increased commercial and social value can be delivered for the benefit of everyone who lives, works or visits the West End.



Ros Morgan
Chief Executive
Heart of London
Business Alliance

“The Creative Industries are growing five times faster than any sector”
DCMS, 2020

vision

A NEW HUB FOR WORLD-CLASS ARTS & CULTURE.

The Arts Quarter will bring together a dynamic cluster of cultural organisations, commercial businesses and civic spaces connecting four cultural destinations: Trafalgar Square, Leicester Square, Piccadilly and Haymarket.

The area will bring together a rich 250+ year old heritage across theatre, fashion, craft, film and the visual arts, transforming it into a new destination of exemplary culture and art.

3 THEMES

CULTURAL INNOVATION

A “gallery without walls” destination of ambitious visual arts, theatre, film, fashion, and creative-tech.

CO-CREATION

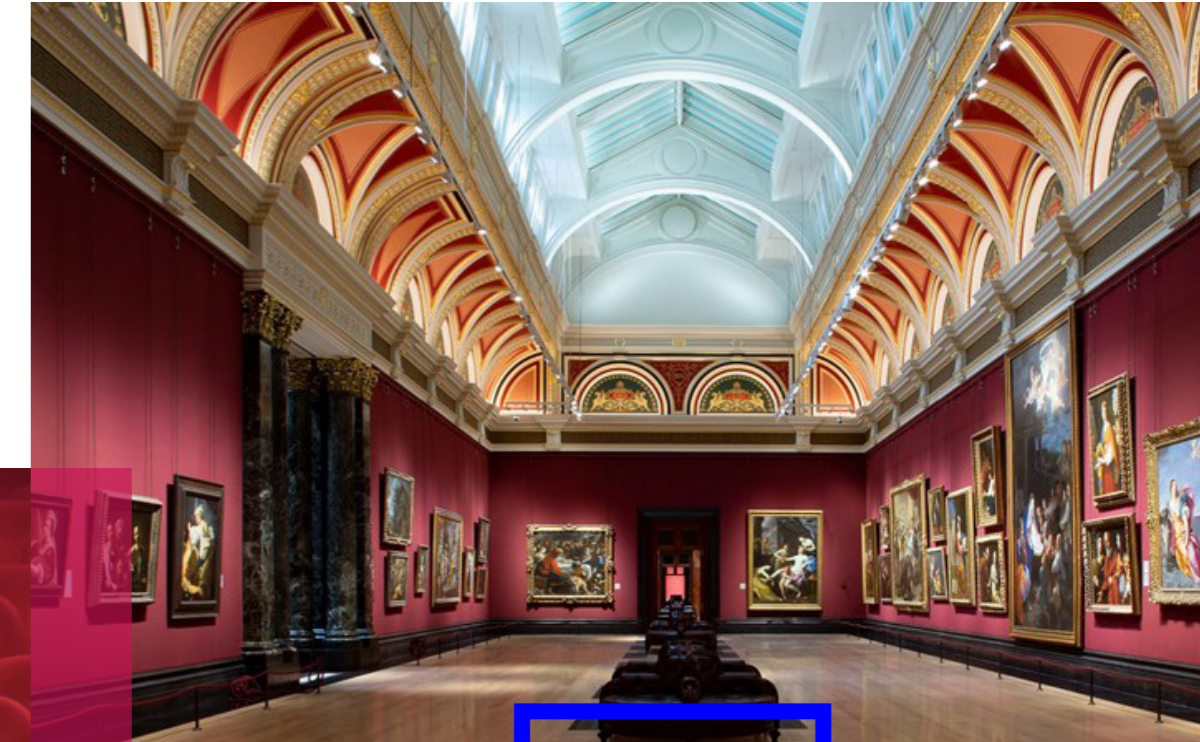
Culture unlocking economic and social value, incubating #nextgen talent and celebrating London’s diversity.

CREATIVE-TECH

Accessible innovation at the heart of the West End, cultivating local and global digital producers.

The Arts Quarter will enable the Heart of London area to:

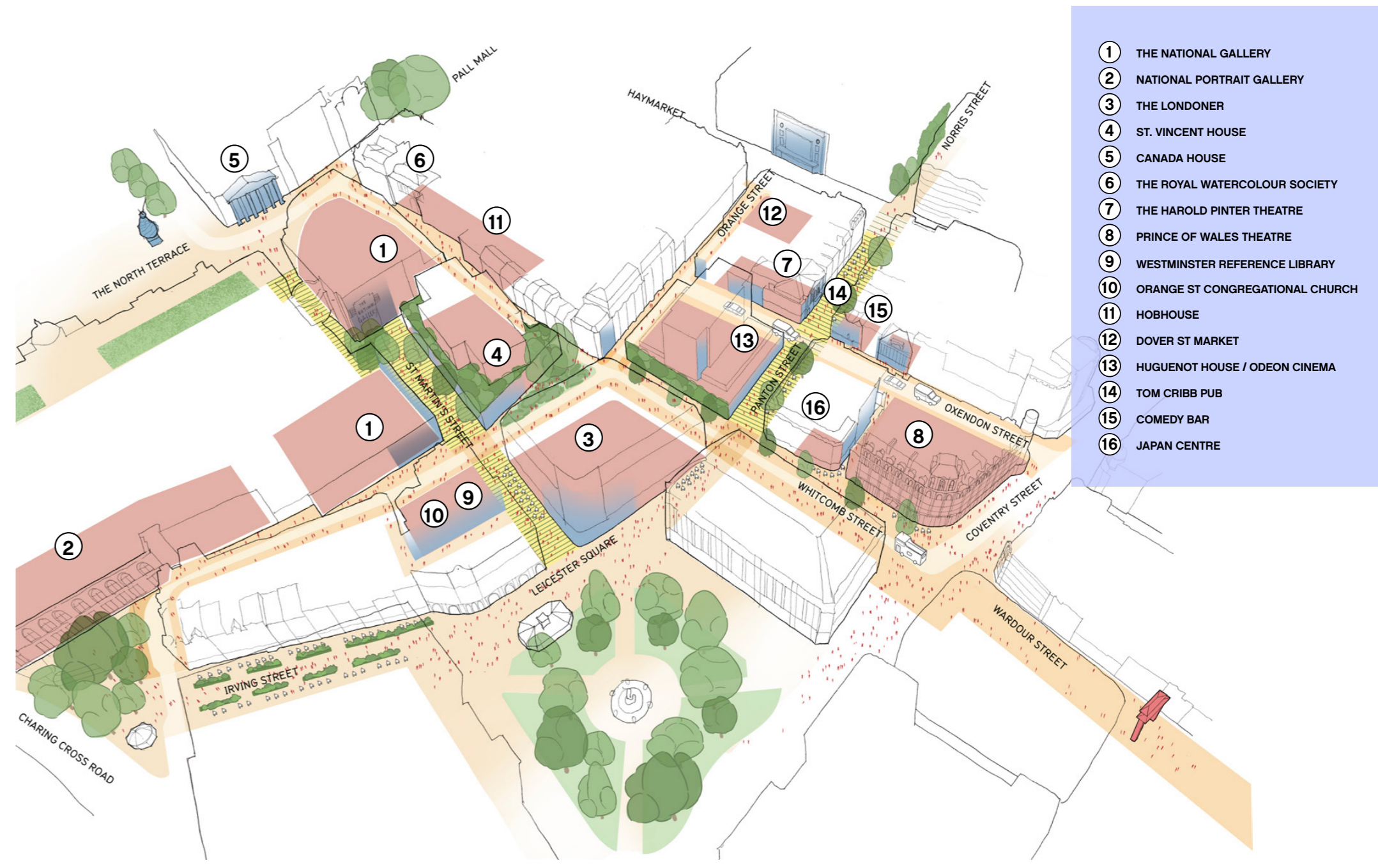
- Invest in creativity, innovation, and cross-sector collaboration
- Generate economic and social value and inclusive growth
- Deliver tangible cultural infrastructure
- Create new investor opportunities
- Support homegrown content and be a platform for London talent



arts
quarter

location

1: INTRODUCTION 2: SETTING 3: PUBLIC REALM 4: DELIVERING 5: PARTNERSHIPS



world-class assets

2 SQUARES
 – LEICESTER SQUARE,
 – TRAFALGAR SQUARE

1 ROYAL SOCIETY
 – ROYAL WATERCOLOUR SOCIETY

2 THEATRES
 – THE HAROLD PINTER
 – PRINCE OF WALES

5 STREETS
 – WHITCOMB STREET
 – JUBILEE WALK – ST MARTINS STREET
 – ORANGE STREET
 – PANTON STREET
 – OXENDON STREET

1 CINEMA
 – ODEON LUXE HAYMARKET

6 HOTELS
 – Z HOTEL
 – W LONDON
 – THISTLE TRAFALGAR SQUARE
 – THE LONDONER
 – RADISSON BLU
 EDWARDIAN HAMPSHIRE
 – HAYMARKET HOTEL

2 INTERNATIONAL GALLERIES
 – NATIONAL PORTRAIT GALLERY
 – NATIONAL GALLERY

3 RESEARCH & EDUCATION CENTRES
 – NATIONAL GALLERY
 – NEWTON INSTITUTE
 – WESTMINSTER REFERENCE LIBRARY

economic opportunity

The Arts Quarter presents an opportunity to maximise underused commercial and public realm space to create jobs, attract international tourists and ultimately, generate spend.

The Heart of London area is an important contributor to London's GVA, punching above its weight, but with the potential to intensify and diversify.

200m

visitors a year

750k+

sqm of commercial floorspace

208%

rental income growth potential by 2040

.6%

Annual employment growth (2009-2014) compared to 29% in West End

7k

new jobs (15% increase) with growth potential

setting the scene



The West End is an eclectic blend of film, fashion, theatre, visual arts, retail and hospitality. A fusion of heritage and contemporary culture, the area is vibrant, welcoming and accessible to all.

DEFINING THE ARTS QUARTER

View showing proposed improvements to St. Martin's Street

a unique location and character

The Arts Quarter will implement the Heart of London Cultural Strategy.

It will draw its character from the surrounding cultural influences of theatre and film, visual arts, and fashion and retail.



1. A Cultural District for London

2. Gallery Without Walls

3. Original & Bespoke Culture

4. Participation & Inclusion

5. Art in Every Form

Cultural Principles

The Arts Quarter will deliver the strategy's **FIVE CULTURAL PRINCIPLES** and is the blueprint for members, cultural organisations and local communities to participate in a culture-led revival of London's West End.

Civic

Community

Cultural

Consumer

Commercial

5C's

5C's is the new cultural ecosystem for the Cultural Heart of London, fostering a closer relationship between representatives from the Civic, Cultural, Commercial, Community and Consumer sectors.

a unique location and character

“a place that builds on the existing cultural character of the area...encouraging a mix of uses including F&B alongside permanent cultural assets.”

Definition of a Cultural Quarter, The London Plan (2021)



CULTURAL INNOVATION

“A place that invites “partnerships and collaboration with the private sector, local communities, residents, workers and visitors.”

(London Plan, 2021)

Leicester Square, a gateway into the Arts Quarter, celebrates the very best of UK cinema, a sector valued at £2.4 billion (BFI, 2020). It is also home to an attractive F&B offer and the new Londoner Hotel, attracting an international audience across film, fashion and theatre, will be an added asset to the UK's hospitality sector.

Panton Street ties the heritage of the Harold Pinter Theatre to the contemporary commercial mix of uses including the Japan Centre as well as local private sector businesses. These range from investment to publishing and fashion, whilst providing a direct connection into St James's Market and Jermyn Street.'

Whitcomb Street attracts an eclectic audience of residents, workers and visitors. Drawing footfall from the Fourth Plinth, North Terrace of the National Gallery, the galleries of St James's, Pall Mall and Canada House, Whitcomb Street has the potential to unite the worlds of visual art, commercial galleries, local communities and residents and is the Arts Quarter's key connector between St James's and Soho.



ACCESS TO EXCELLENCE

This prospectus draws attention to the Arts Quarter's cultural anchors such as the National Gallery and the National Portrait Gallery who both message the power of combining world-class arts and culture with the energy and enthusiasm of young people to inspire new talent. Their future focused strategies reaffirm the importance of creating the conditions to nurture next generation creativity and embrace a more child-friendly public realm and innovative digital offer that is accessible to schools beyond the M25.

The Londoner Hotel sits at the very intersection between Orange Street, Leicester Square and Panton Street. It is fast becoming a flagship destination for cultural presentation, thought leadership and immersive experiences. The Londoner's recent collaborations with Walpole and the British Fashion Council have further accentuated the presence of UK luxury and fashion at the heart of this new Arts Quarter. As a flagship commercial partner, The Londoner is an asset to this new Arts Quarter as an international demonstrator space for partnerships with the various nearby cultural organisations across visual arts, fashion, retail, theatre and film.

TALENT PIPELINE

“A place that can be activated through “partnerships with a range of cultural organisations such as libraries, museums, galleries and theatres.”

(London Plan, 2021)

The London Plan (2021) also defines a “Cultural Quarter as: “A place that delivers “synergies between cultural provision, schools, further and higher education, which can be used to nurture new talent”. 1 in 5 jobs in London's creative economy are in Soho (Westminster Council, 2021). With access to talent and connectivity being crucial macroeconomic indicators when measuring the viability of a place for investment, this new Arts Quarter has a unique asset unlike any other:

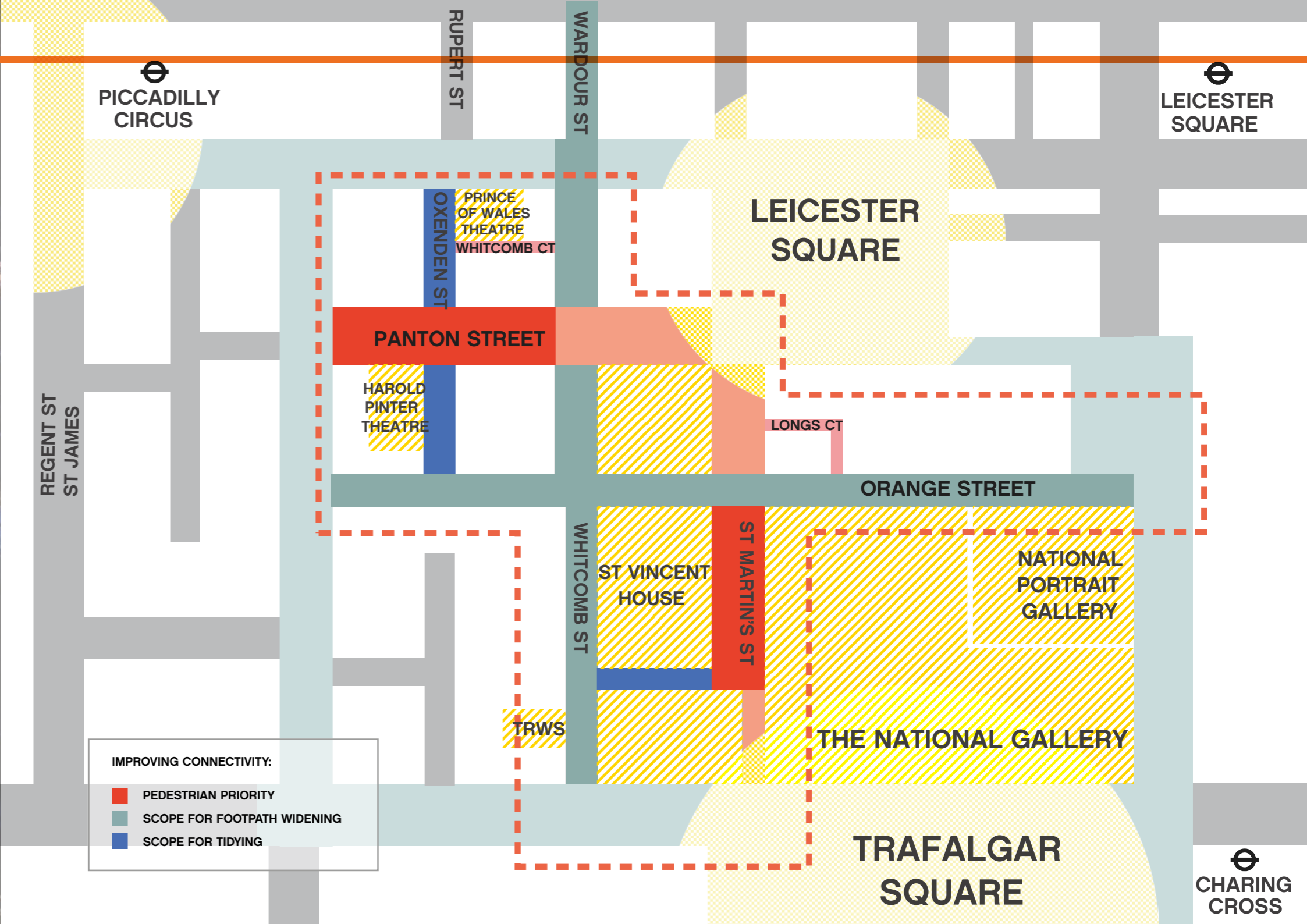
Orange Street is where these synergies between cultural provision and education, and the space to incubate new talent are all located on the same street. Orange Street connects the National Portrait Gallery's new entrance and public realm with the National Gallery's Education and Research centre, juxtaposed to the civic library and incubator space of St. Vincent House (National Gallery), there is a strong and visible synergy within this Arts Quarter that ties cultural provision to education and #NextGen.



connectivity



The Arts Quarter will bring the network of small and characterful streets to life with arts and culture connecting the surrounding destinations of Trafalgar Square, Leicester Square, Piccadilly and Haymarket.



building future audiences

Nurturing the next generation, the patrons, creative entrepreneurs, innovators and wealth creators are the children of today.



Capitalising on the Heart of London's unique appeal. Attracting the broadest demographic to an inspiring West End.

2m weekly footfall between Leicester Square and Piccadilly

45k+ employees, 8% of all employment in the West End

1,180 jobs per hectare, 40% greater than whole of West End

1 Billion digital subscribers
(National Gallery 2025 target)

enhancing the public realm

Artist impression showing proposed improvements to Whitcomb Street

The Arts Quarter's public realm will be transformed into a safe and vibrant space through a network of 'Healthy Streets' that support active travel and prioritises pedestrians.

It will embed arts and culture within the public realm, encouraging footfall and dwell time by those who visit, work and live in the area.

DRESSING THE STAGE

public realm improvement

Bold proposals will reinvigorate the West End ensuring it maintains its status as a world-class destination.

Heart of London's Placeshaping Strategy provides a unified plan for the public realm and guidance for further improvements to streets and spaces across the area.

The strategy has two key priorities:

- 1. To preserve and enhance the unique character of the area**
- 2. To maintain or improve the area's function, both locally and at the metropolitan scale**



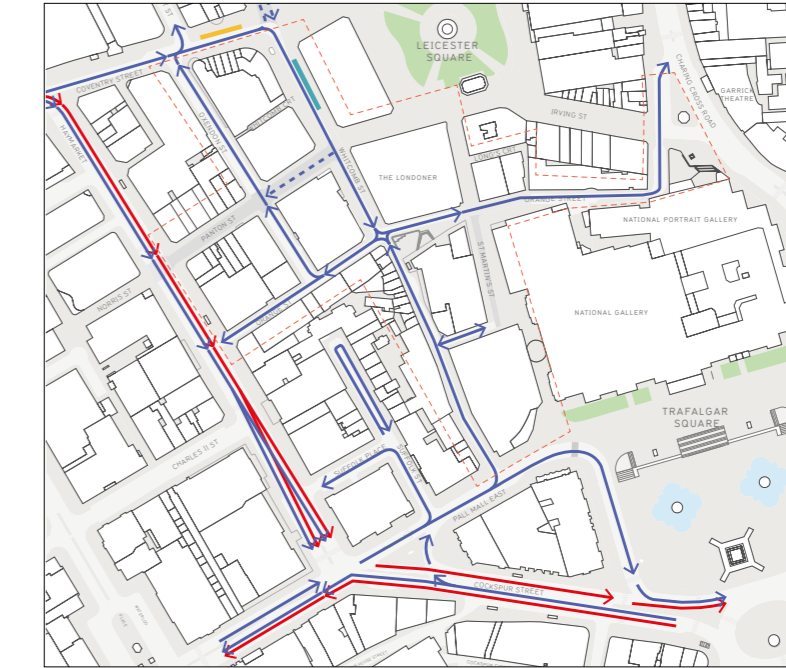
OBJECTIVES:

- 1 BETTER CONNECT THE NEIGHBOURING AREAS**
- 2 REDUCE TRAFFIC WHILST PROVIDING A ROBUST AND FLEXIBLE SERVICING STRATEGY**
- 3 BUILD ON THE AREA'S QUALITIES AND FEATURES**
- 4 INCREASE GREENERY AND BIODIVERSITY**
- 5 STRENGTHEN THE NIGHT-TIME EXPERIENCE**
- 6 MAXIMISE OPPORTUNITIES FOR CULTURAL EXPRESSION FOR ALL KINDS OF AUDIENCES**

In consultation with residents and local and statutory stakeholders, the aim is to rationalise traffic routes and reduce volumes while maintaining flexible servicing to buildings and cultural venues.

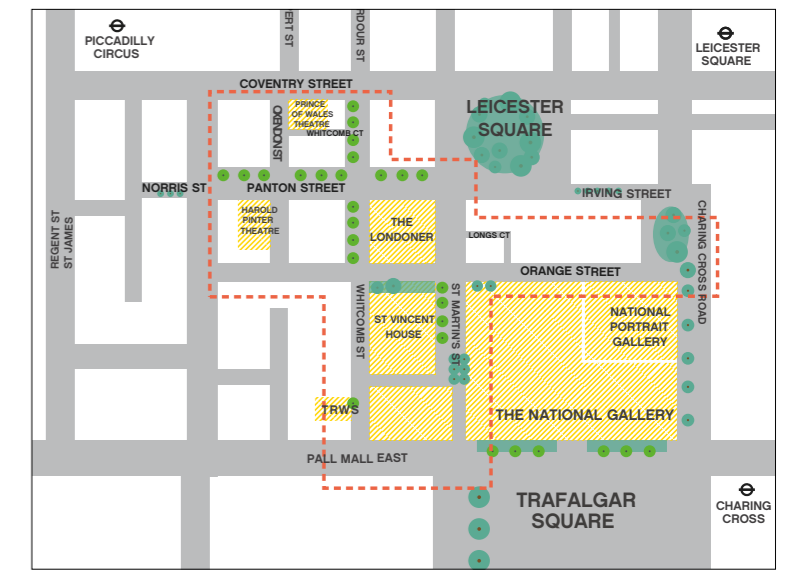
Public realm improvement will substantially increase footfall as demonstrated by recent initiatives in the West End such as Bond Street where a £10 million investment saw footfall increase by 25%.

MANAGING TRANSPORT



- Vehicular traffic:**
- VEHICLES
 - VEHICLES TIMED ACCESS
 - TFL BUS
 - PROPOSED TAXI RANK
 - PROPOSED TOURISTIC BUS STOP

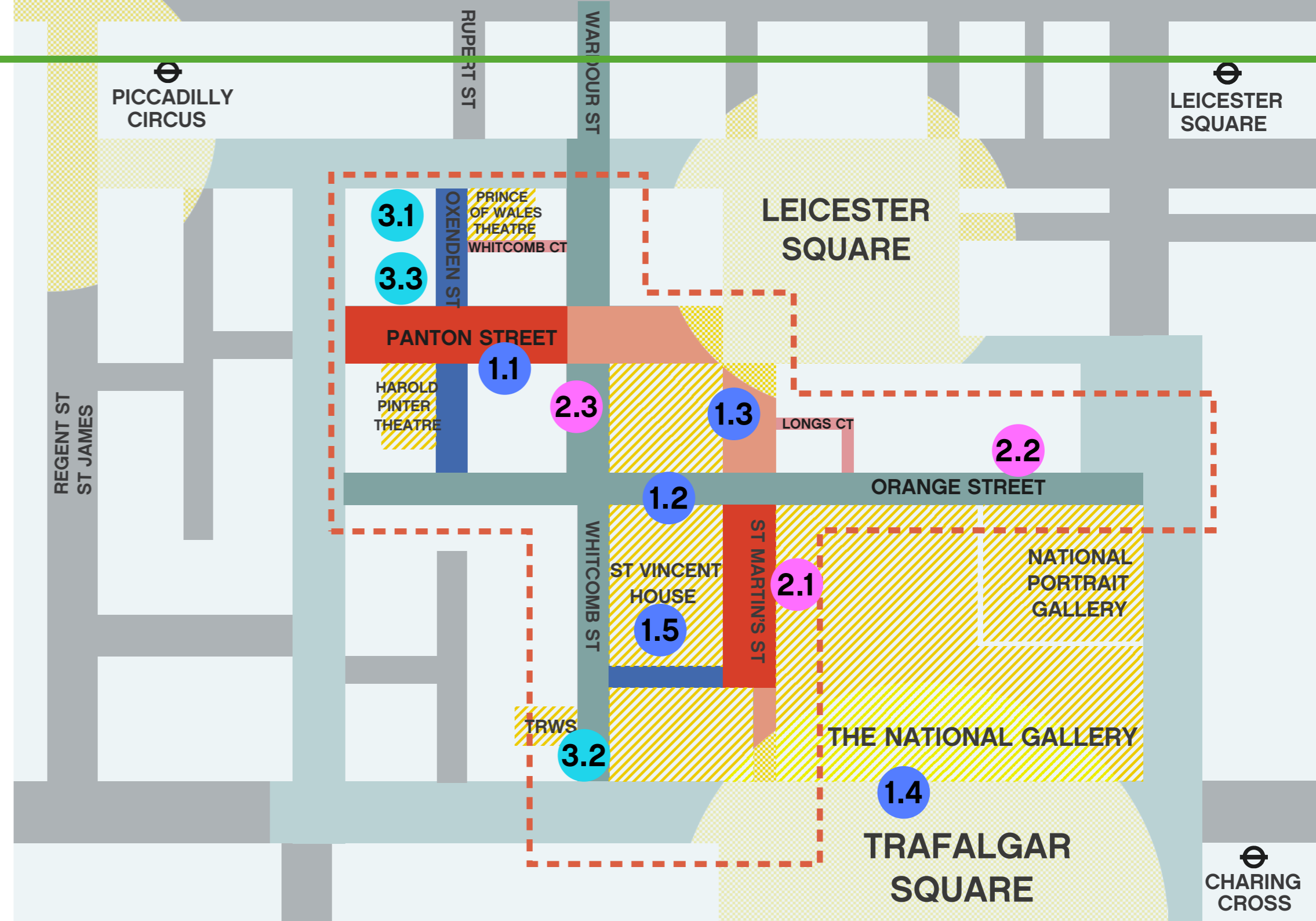
INCREASING GREENERY



public realm projects

The Arts Quarter is a unique opportunity to transform back-of-house streets and buildings in London's West End into an exciting new and vibrant destination.

- POTENTIAL SHORT-TERM PROJECTS**
 - 1.1 IMPROVEMENTS TO ODEON CINEMA FRONTAGE
 - 1.2 GREENERY IMPROVEMENTS ON ORANGE STREET TO NORTH OF ST. VINCENT HOUSE
 - 1.3 ARTS ACTIVATION OF NORTH SIDE OF ST MARTINS STREET
 - 1.4 ARTS ACTIVATION OF NORTH TERRACE
 - 1.5 OCCUPIER CURATION OF ST. VINCENT HOUSE
- POTENTIAL MEDIUM-TERM PROJECTS**
 - 2.1 STREETScape IMPROVEMENTS + ARTS ACTIVATION TO SOUTH SIDE OF ST MARTINS STREET
 - 2.2 STREETScape IMPROVEMENTS + ARTS ACTIVATION TO ORANGE STREET
 - 2.3 OCCUPIER CURATION OF WHITCOMB STREET
- POTENTIAL LONG-TERM PROJECTS**
 - 3.1 STREETScape IMPROVEMENTS + ARTS ACTIVATION TO PANTON + OXENDON STREETS
 - 3.2 STREETScape IMPROVEMENTS + ARTS ACTIVATION TO WHITCOMB STREET
 - 3.3 OCCUPIER CURATION OF PANTON + OXENDON STREETS



three areas of influence

Three areas of influence will shape the Arts Quarter, embedding a range of public art within its streets and open spaces, with inspiring public events to attract local and international visitors.

FASHION & RETAIL

Dover St Market
St James's Market
Jermyn Street
Fortnum & Mason
University of Westminster
British Fashion Council
Marguerite

VISUAL ARTS

National Gallery
National Portrait Gallery
Royal Academy of Arts
Royal Watercolour Society
Fourth Plinth
Canada House
La Galleria

THEATRE & FILM

Prince of Wales Theatre
Harold Pinter Theatre
Her Majesty's Theatre
Garrick Theatre
Theatre Royal, Haymarket
Society of London Theatre (SOLT)
Platform Presents
BAFTA
Empire Cinema
Odeon Luxe
Piccadilly Lights
British Film Institute
Raindance

public art opportunities

ART ABOVE on building façades, hanging from lampposts or appearing from upper floors and windows. Creating theatrical environments and backdrops for events and programmes.

ART AHEAD as public sculpture and street furniture: planters, bollards, lighting, wayfinding or seating. Artistic ground-floor frontages and building wraps as hoardings shielding redevelopment.

ART BELOW colour, graphics, photography and lighting – marking your way, telling stories, whilst decorating the pavements and walkways.



VIDEO & PROJECTION

Projected still/moving image onto an architectural / public realm surface



STREET ART

Visual art designed specifically for outdoor, urban environment



PAVILIONS

Temporary structure for events, exhibitions and food and beverage



EXHIBITION

Collection of objects on public display



LIGHTING

Artistic illumination as a component of sculpture or public realm



PERFORMANCE

Live art for an audience (e.g. play, concert, dance, music)



STREET FURNITURE

Artwork embedded into seating, bollards, barriers, bins and lampposts



SCULPTURE

3-dimensional visual art



AR/VR

Interactive art enhancing physical objects with digital art / information



BANNERS & HANGING CANVASSES

2-dimensional visual art printed on outdoor fabric

five gateways

THE ARTS QUARTER'S FIVE DISTINCTIVE GATEWAYS

create public access from the North, South, East and West.

Welcoming visitors through public arts & cultural activation.



HAYMARKET



NATIONAL PORTRAIT GALLERY



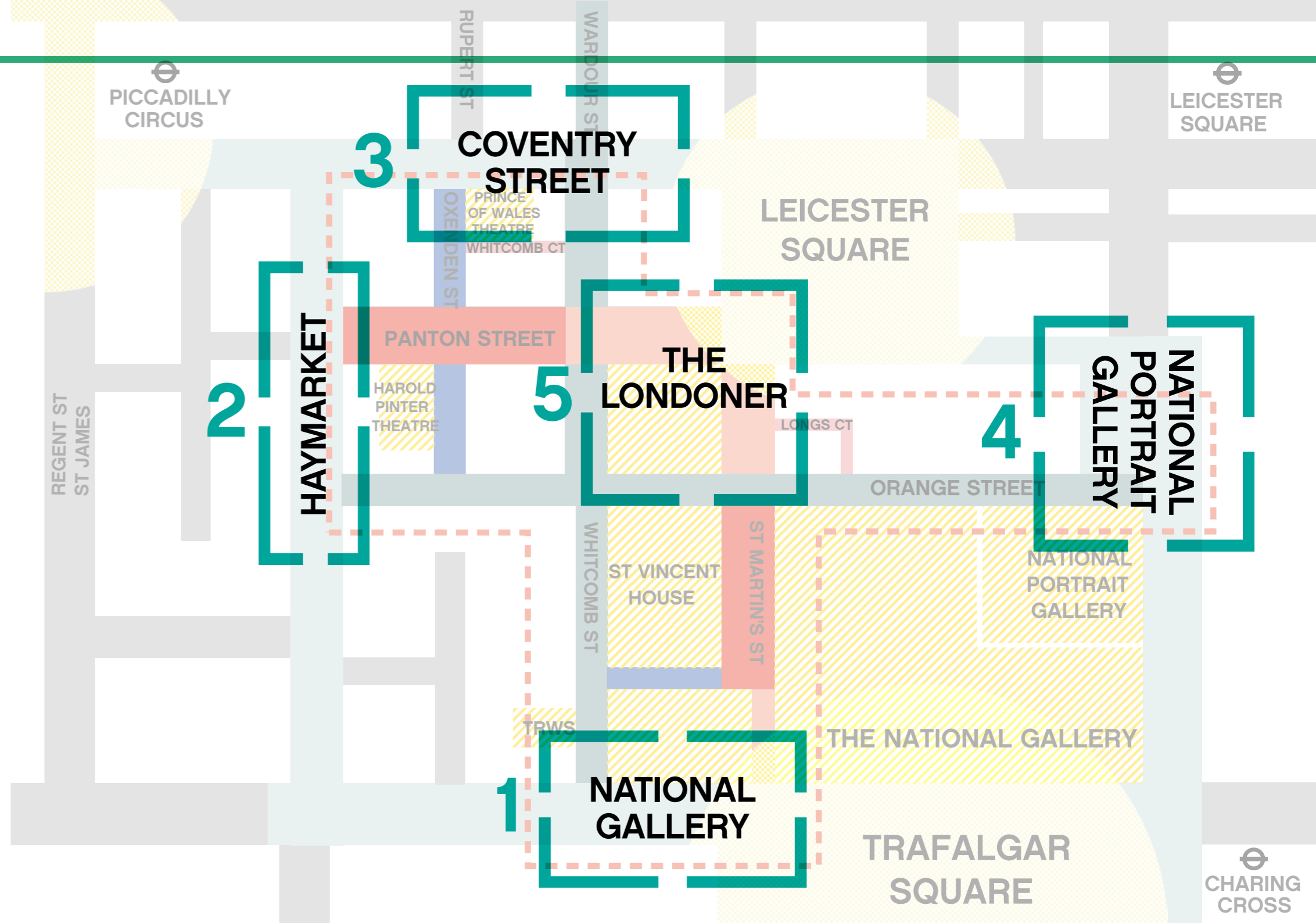
COVENTRY STREET



THE LONDONER



NATIONAL GALLERY



gateway 1: National Gallery



- NORTH TERRACE
- JUBILEE WALK
- WHITCOMB STREET

Between Trafalgar Square's North Terrace and Pall Mall, there is clear definitive southern gateway into the Arts Quarter framed by the visual arts intersection of the Sainsbury Wing of the National Gallery and Jubilee Walk, the Royal Watercolour Society's new home on Whitcomb Street, and Canada House.



A STREET ART



B BANNERS & CANVASSES



C PERFORMANCE



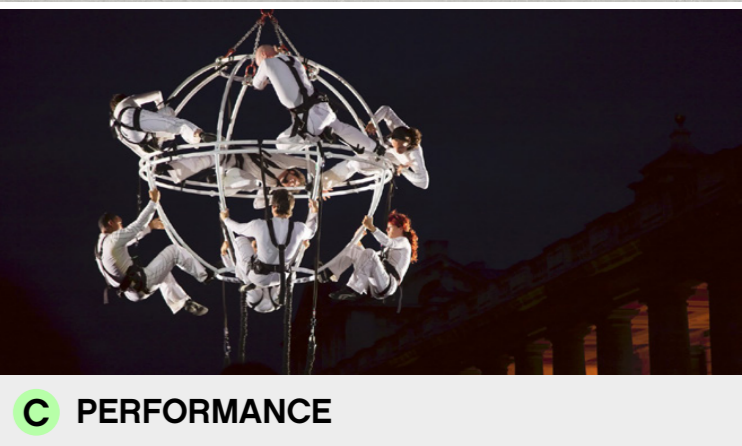
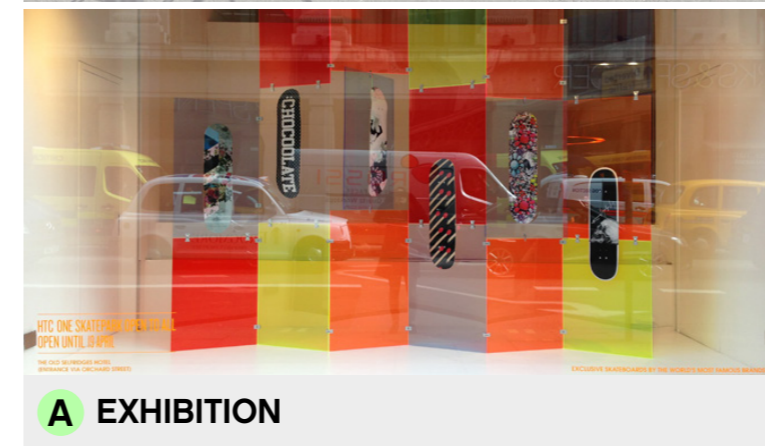
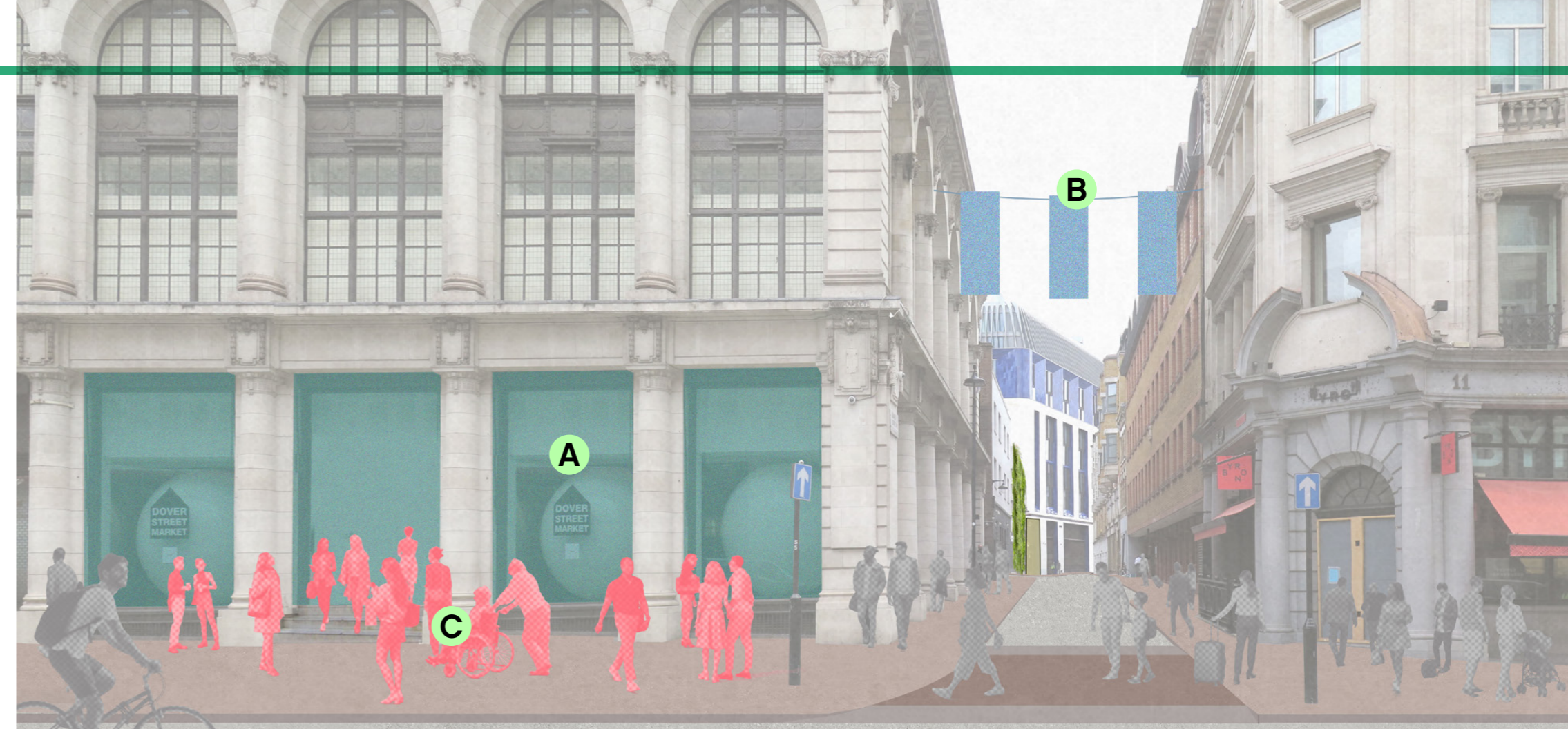
D SCULPTURE

gateway 2: Haymarket



- ST JAMES'S MARKET
- NORRIS STREET
- DOVER STREET MARKET

Footfall drawn from the St James's cluster of fashion and retail spills out from Jermyn Street and Norris Street onto Haymarket's cluster of theatre and film, and is drawn into the Arts Quarter as an eastern gateway via Panton Street and Orange Street, anchored by Dover Street Market, the Odeon, and the Harold Pinter Theatre.

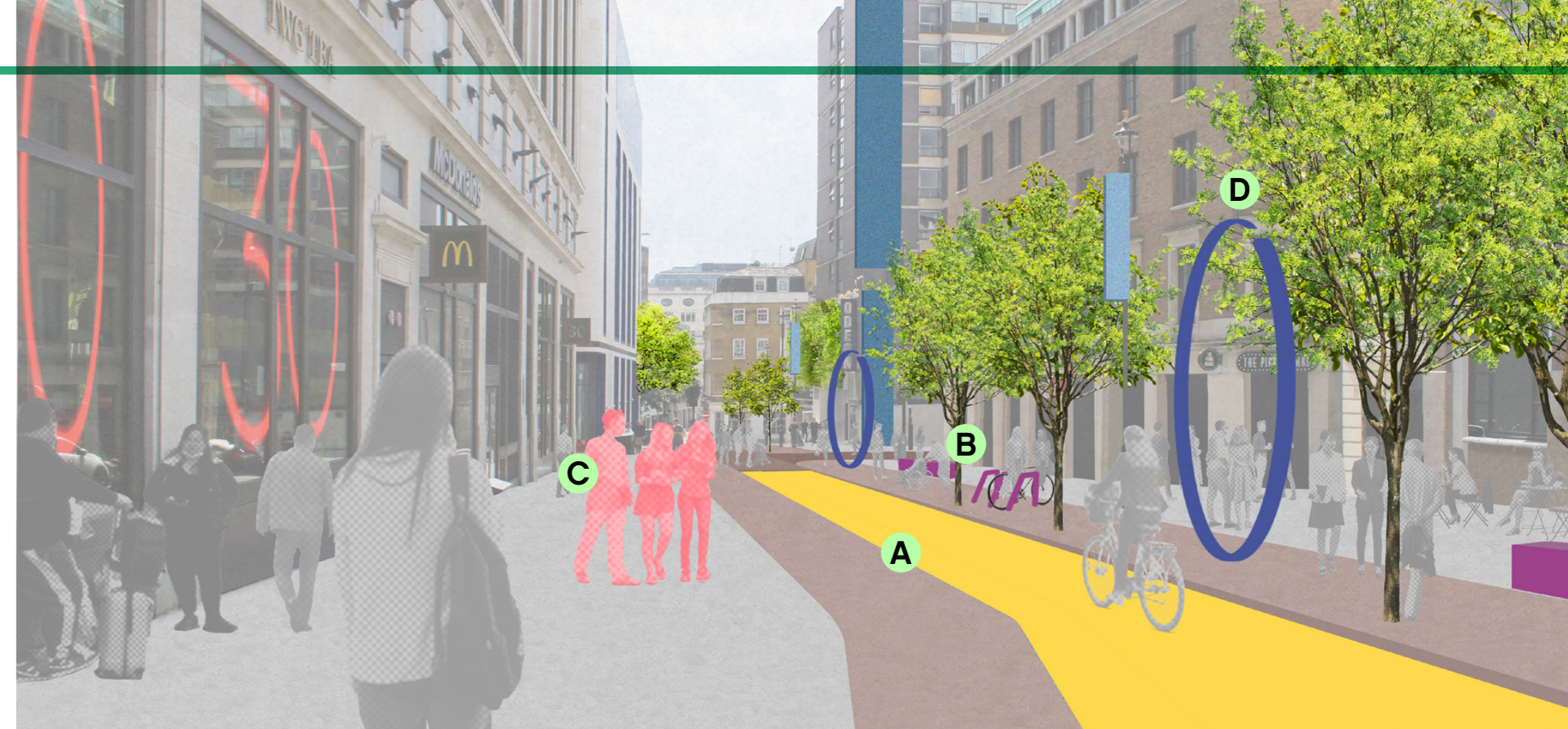


gateway 3: Coventry Street



- 30 PANTON STREET
- W HOTEL
- SWISS CENTRE

Coventry Street draws in visitors from Piccadilly Circus, Shaftesbury Avenue, and Leicester Square's world-renowned clusters of theatre and film via the markers of the W Hotel and Panton Street.



A STREET ART



B STREET FURNITURE



C PERFORMANCE



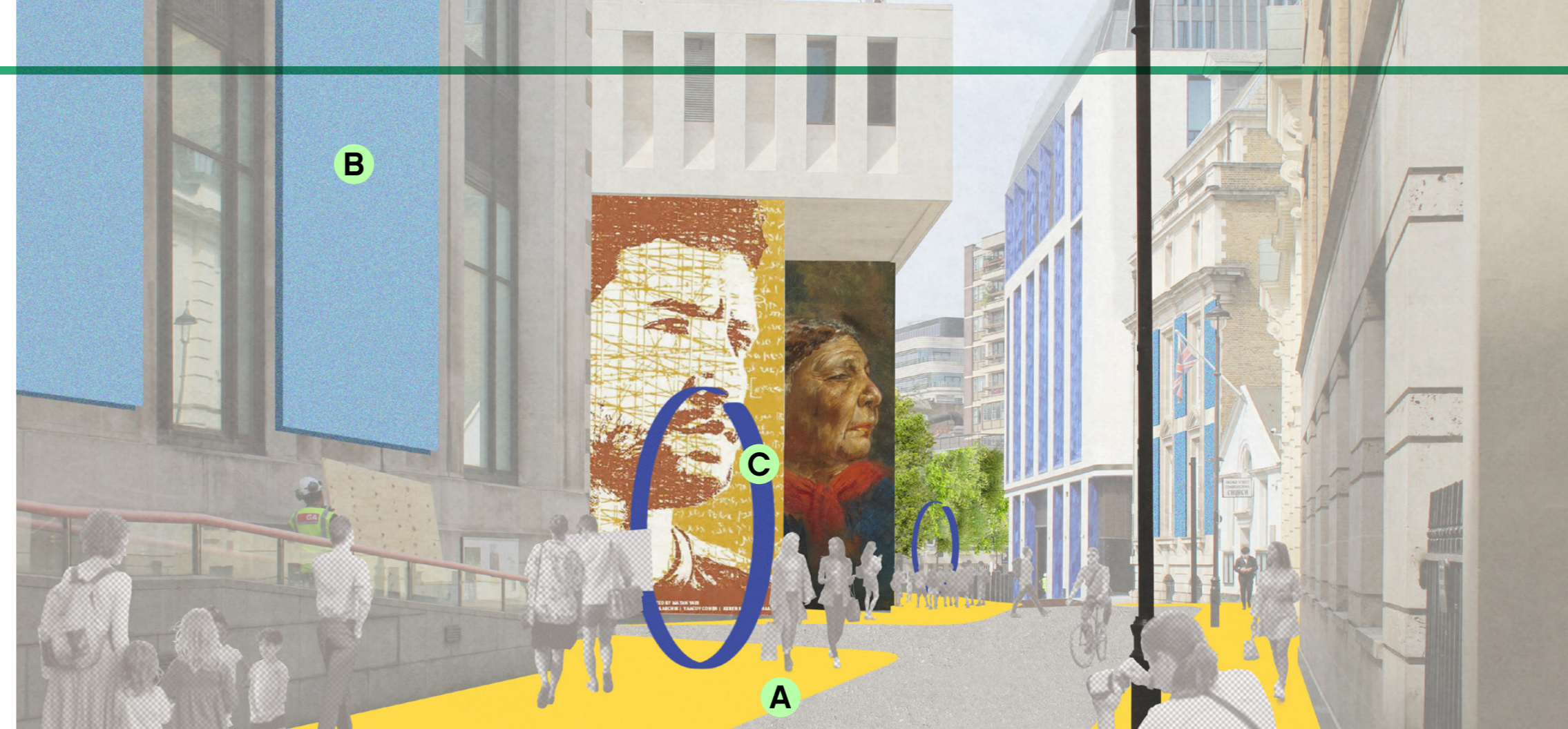
D SCULPTURE

gateway 4: National Portrait Gallery



- CHARING CROSS ROAD
- GARRICK THEATRE
- ORANGE STREET

The new entrance to the National Portrait Gallery creates a eastern gateway into the Arts Quarter drawing footfall from Charing Cross Road, the Garrick Theatre and Covent Garden into Orange Street; an intersection of visual arts and theatre, with education and research leading towards St. Vincent House.



A STREET ART



B BANNERS & HANGING CANVASSES



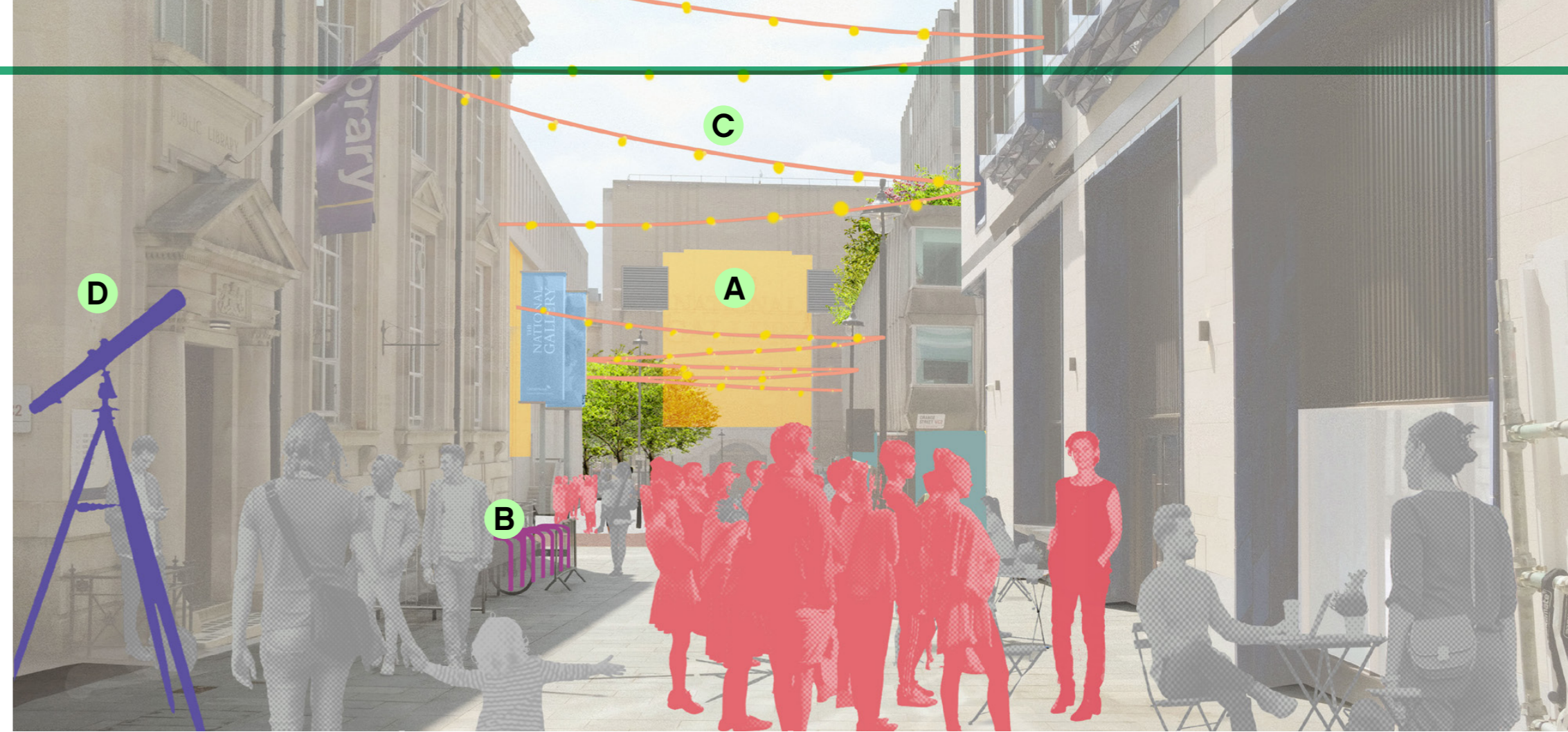
C SCULPTURE

gateway 5: The Londoner



- LEICESTER SQUARE
- ST MARTIN'S STREET

At the heart of the intersection between the National Gallery (St Martin's Street), the National Portrait Gallery (Orange Street) and Leicester Square, The Londoner is a flagship hotel and gateway for the Arts Quarter, a microcosm of the surrounding influences of film and theatre, visual arts, and fashion and retail.



A STREET ART



B STREET FURNITURE



C LIGHTING



D SCULPTURE

3.6

five streets

The five streets and their intersections in the Arts Quarter will be transformed through public art and public realm design.

Flexible streets will be converted into spaces for cultural activity, with traffic circulation planned and managed, allowing for a programme of curated events and activities to take place.



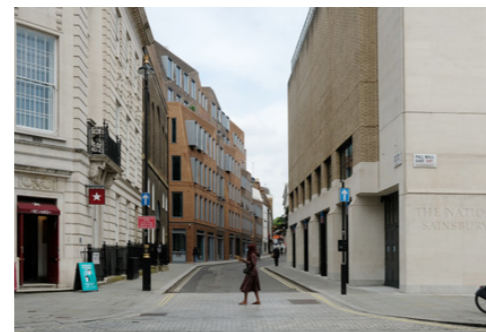
ORANGE STREET



PANTON STREET



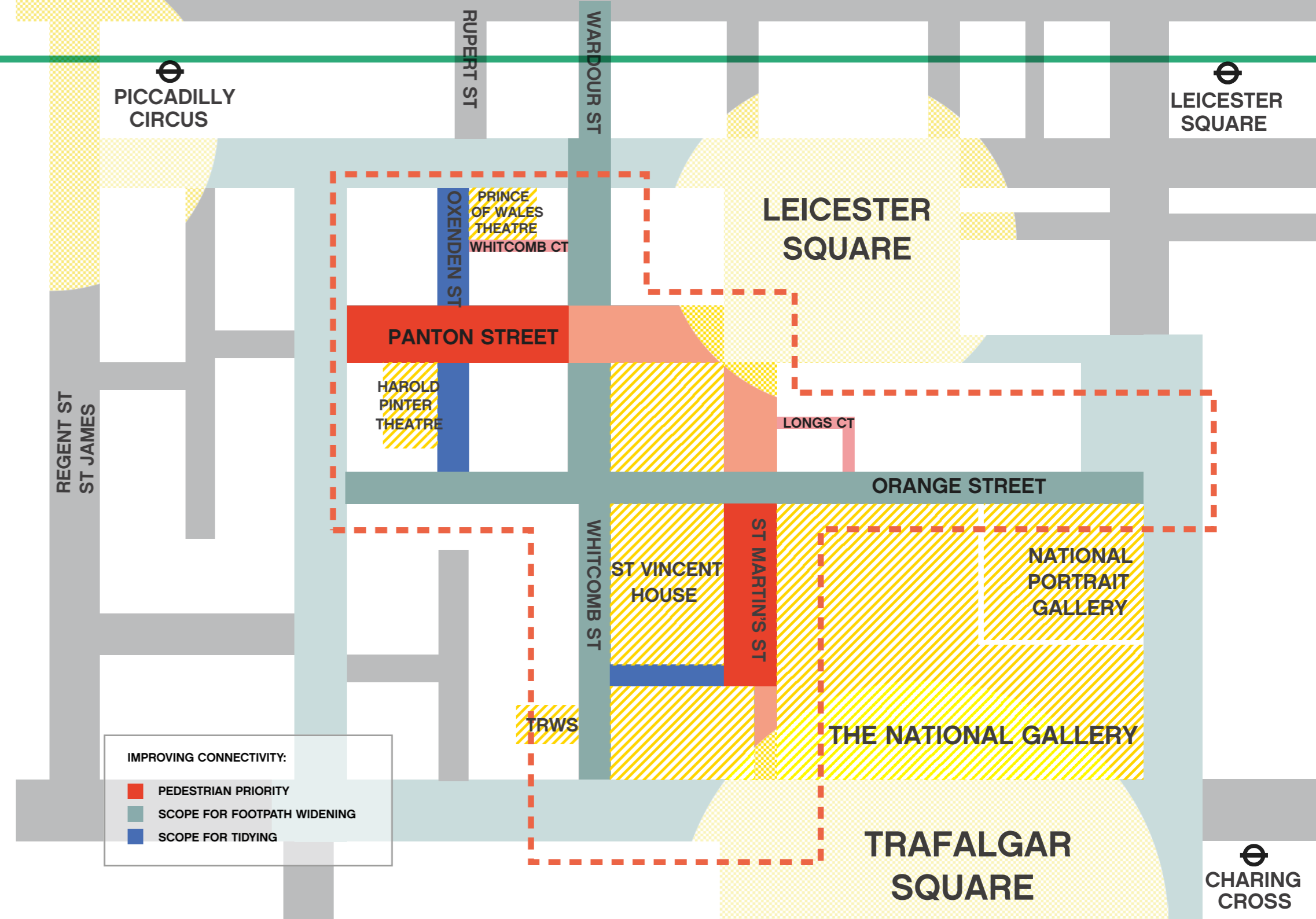
OXENDON STREET



WHITCOMB STREET



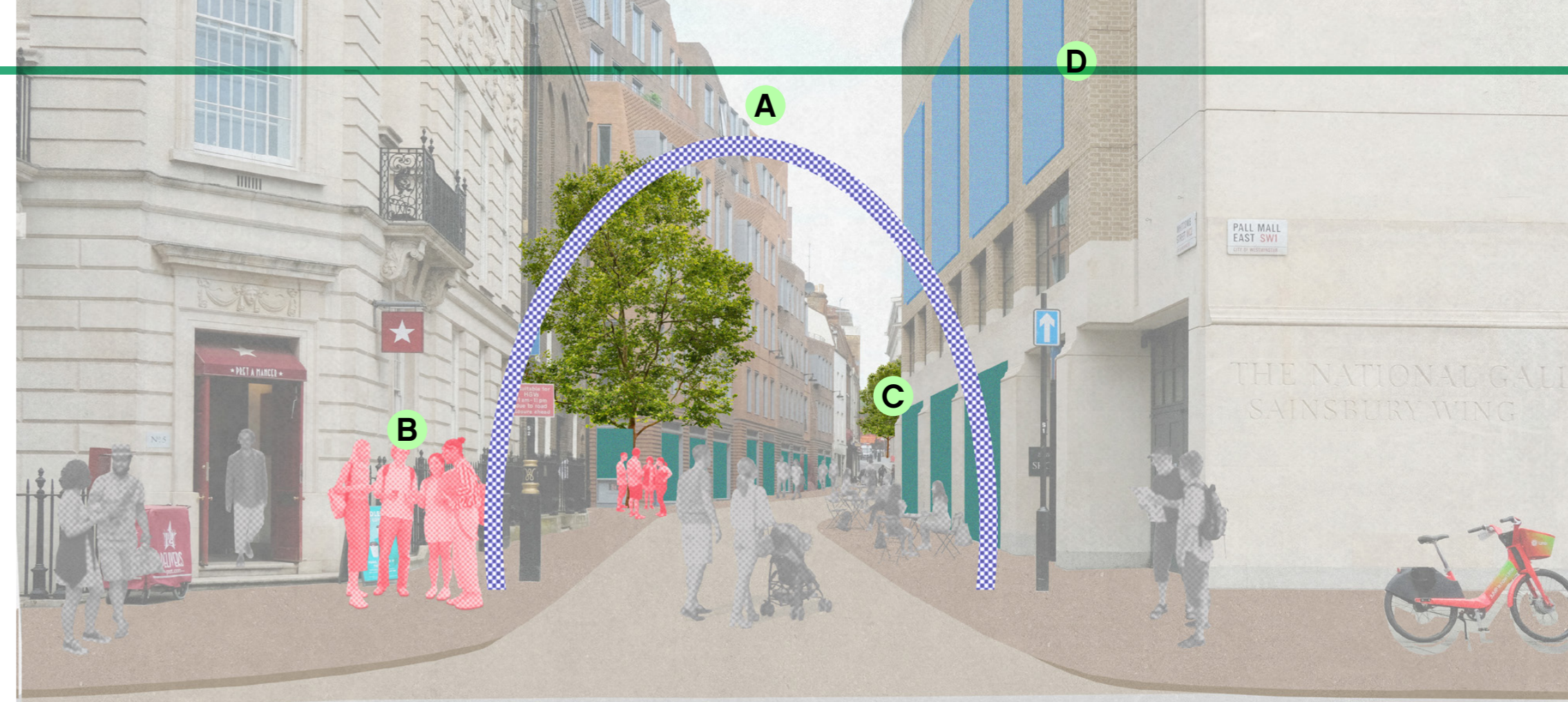
JUBILEE WALK – ST MARTINS STREET



whitcomb street



At its southern end, Whitcomb Street will adopt a powerful visual arts presence represented by the Fourth Plinth, the planned new entrance to the National Gallery and Canada House, the new home of the Royal Watercolour Society. In contrast, its northern end will largely focus on the food and beverage offering of Chinatown and the W Hotel.



A SCULPTURE



B PERFORMANCE



C EXHIBITION

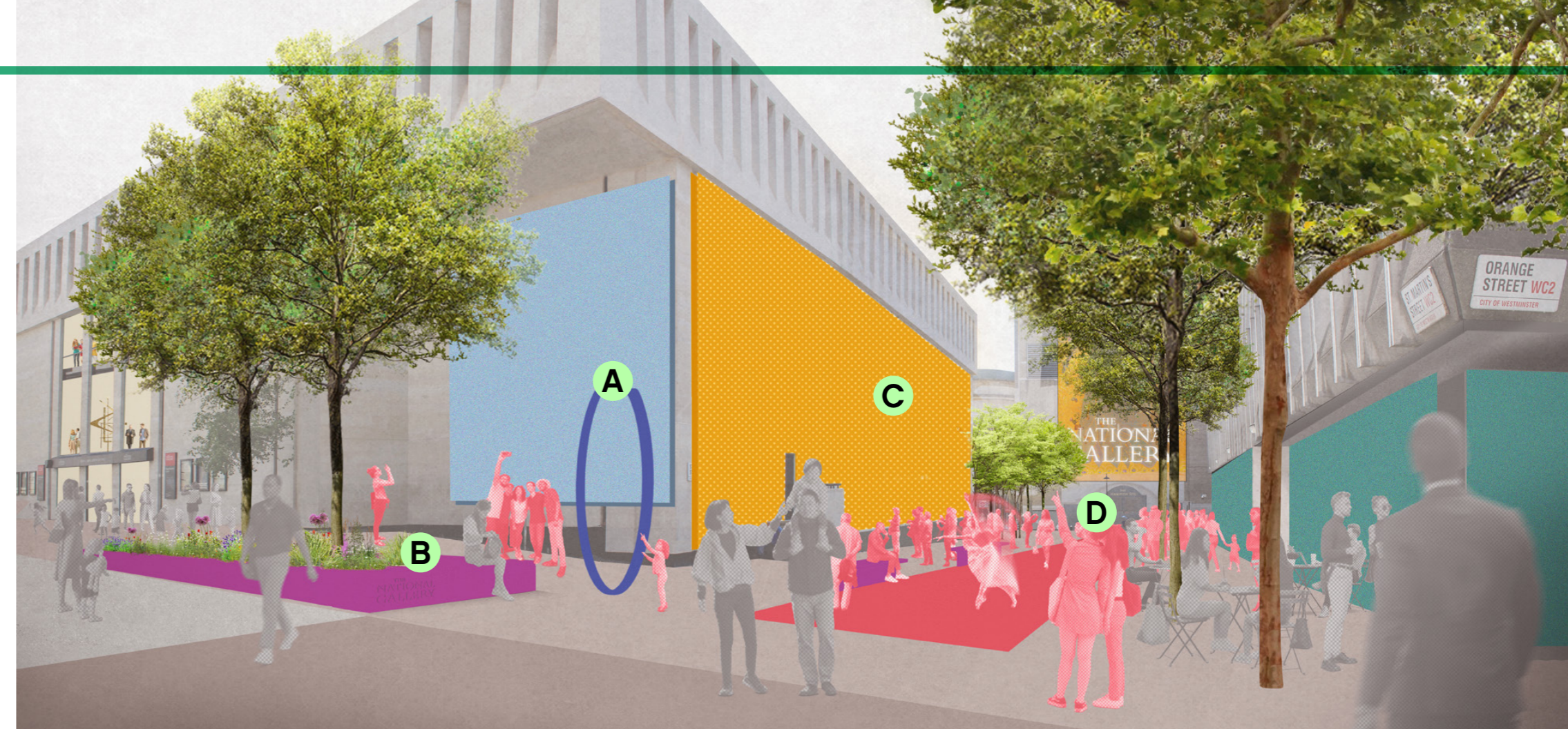


D BANNERS & HANGING CANVASSES

jubilee walk / st martin's street



Pedestrianised public realm will cut through the National Gallery and the due to be remodelled Jubilee Walk will connect with St Martin's Street to form an intimate street connection through to St Vincent House and The Londoner, laying at the heart of the Arts Quarter.



A SCULPTURE



B STREET FURNITURE



C VIDEO PROJECTION



D PERFORMANCE

orange street



Orange Street will start with new public realm improvements at the entrance to the National Portrait Gallery and will end with a gateway into experiential retail, British fashion and craft in the historic district of St James's.

A walk along the street will tell the story of education with the National Gallery research centre, the Civic Library, the Newton Institute and the creative workspace of St Vincent House, The Londoner and Dover Street Market.



A SCULPTURE



B EXHIBITION



C STREET FURNITURE



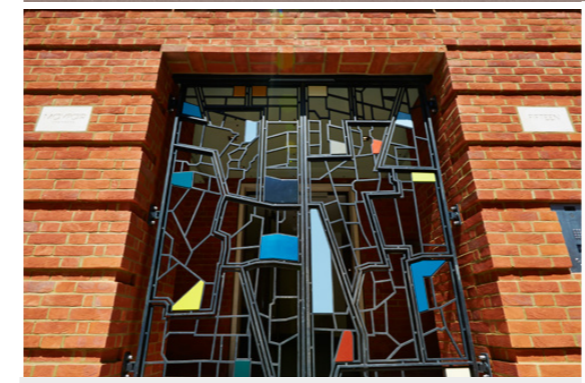
D BANNERS & HANGING CANVASSES

panton street



The journey will start inside the historic film district of Leicester Square, now symbolised by the new Odeon Luxe. Major investment in art and architecture will be visible in the adjacent mixed used commercial offering of 30 Panton Street.

The new Londoner Hotel will be the celebratory centre of London's creative energy, complemented by the theatre and film cluster of the Odeon Haymarket and the Harold Pinter Theatre, not to mention the nearby food and beverage offering, with Korean restaurants and the Japan Centre.



A SCULPTURE



B PERFORMANCE



C VIDEO AND PROJECTION

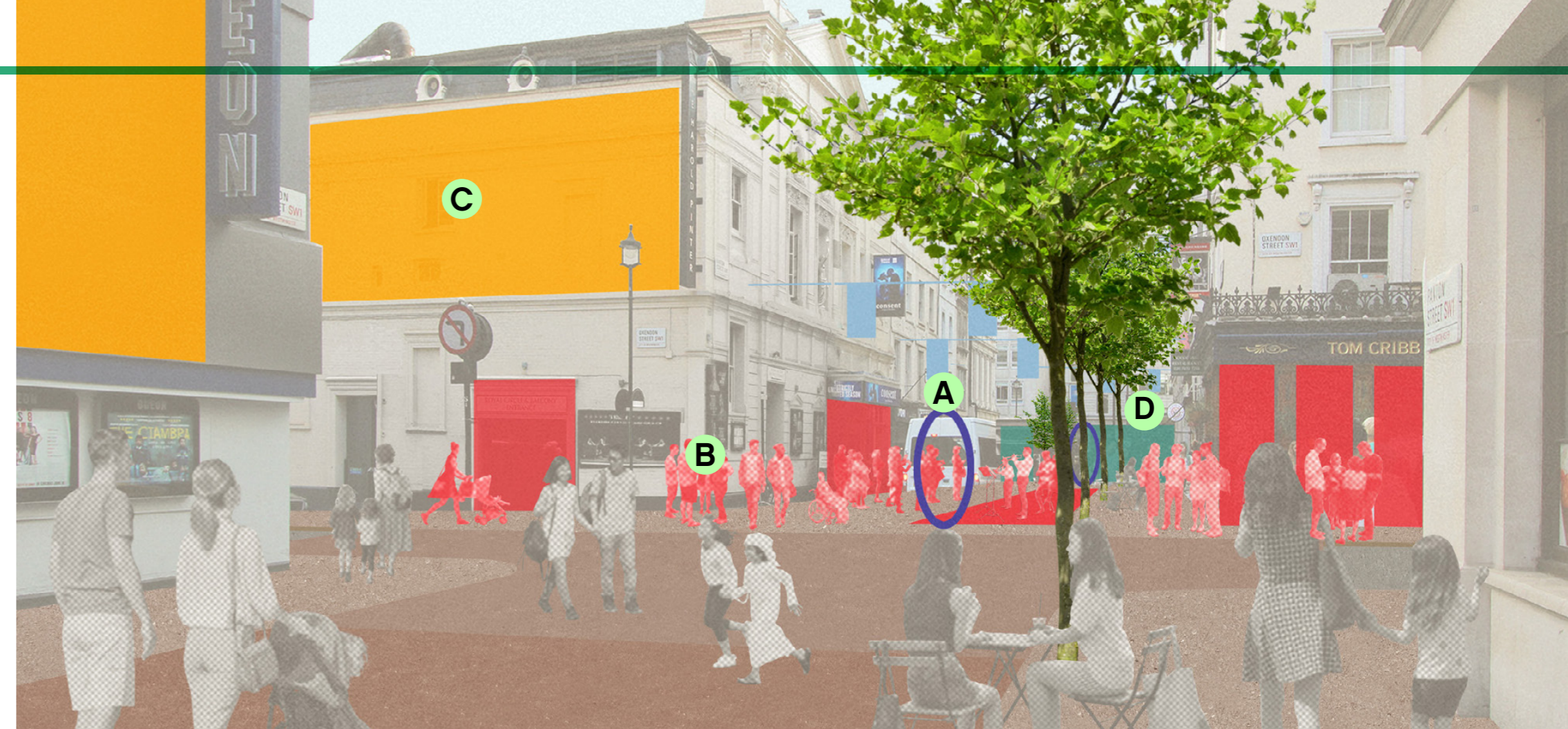


D BANNERS & HANGING CANVASSES

Oxenden Street



Oxendon Street's character will be harnessed through cultural programming such as street performance, a linear gallery involving the shops and businesses, through imaginative lighting and external exhibitions. Businesses along the street will have the ability to participate in cultural activity, offering spaces, façades, services or other site-specific services and events in sync with one another.



A SCULPTURE



B PERFORMANCE



C VIDEO AND PROJECTION



D EXHIBITION

intersections

- A** Activation of blank frontages with art
- B** Footway widenings and provision of time-restricted loading bays
- C** Opportunities for sculpture in the public realm
- D** Provision of public seating
- E** Provision of a line of trees along the north section of Whitcomb Street



- A** Activation of blank frontages with banners
- B** Provision of catenary lighting to enhance the street at night
- C** Restriction of vehicular access to St Martin's Street
- D** Activation of premises beyond daytime
- E** Use of projections and sound to enliven the space during evening and nighttime
- F** Provision of new planting and trees to create a green corridor between Leicester Square and Trafalgar Square

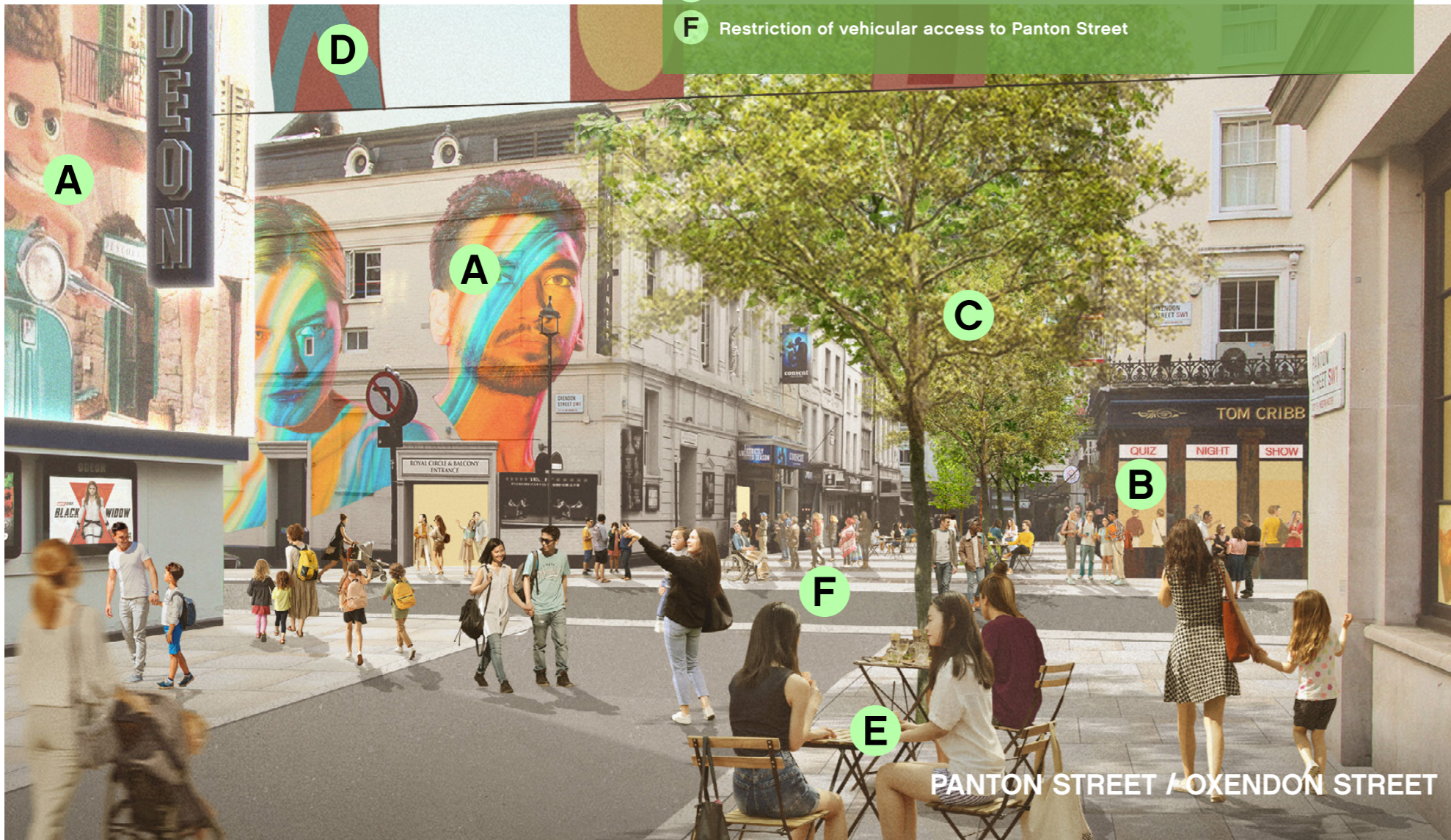


View showing proposed improvements to St. Martin's Street

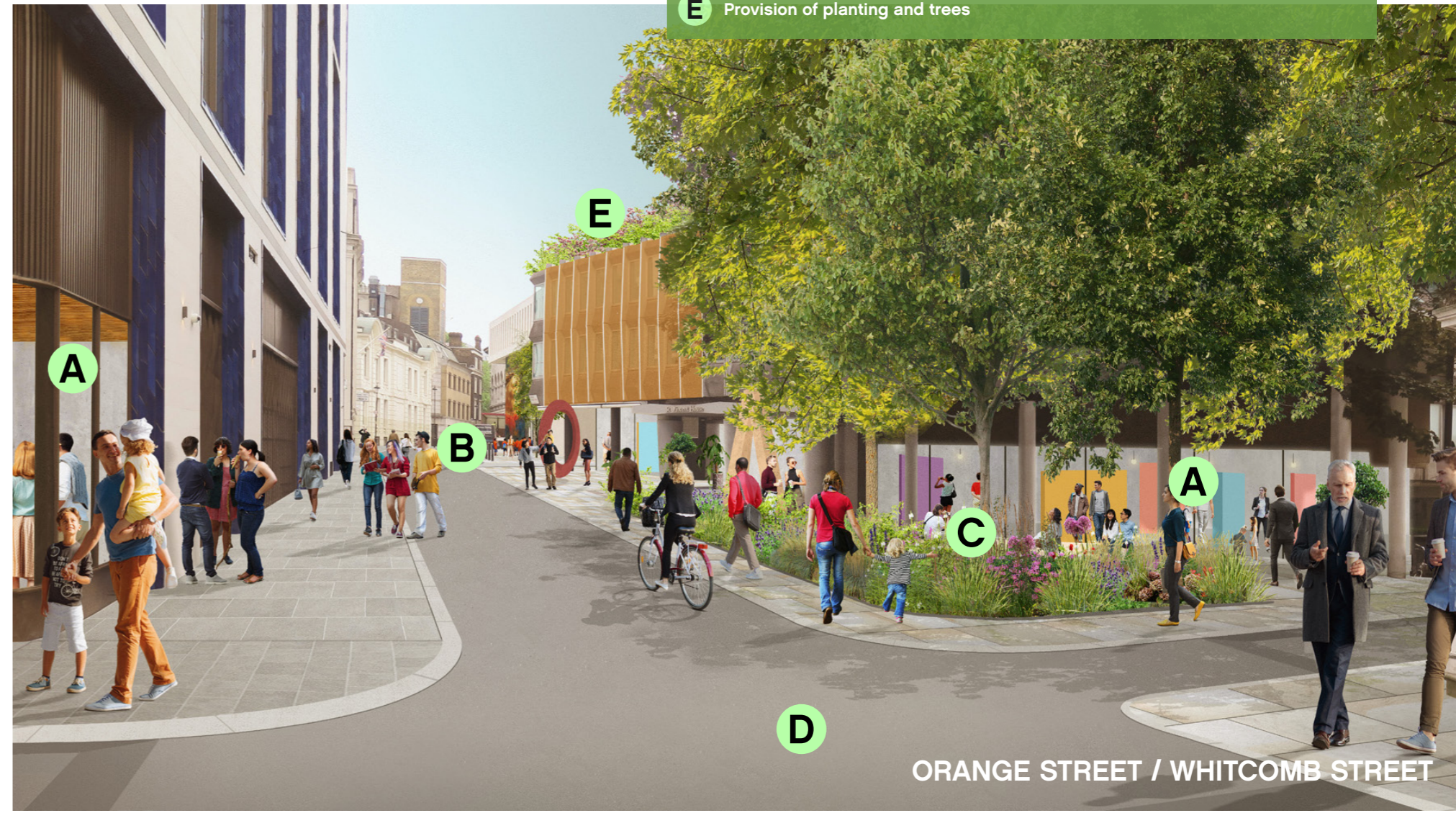
intersections

1: INTRODUCTION 2: SETTING 3: PUBLIC REALM 4: DELIVERING 5: PARTNERSHIPS

- A** Activation of blank frontages with projections
- B** Activation of shopfronts with performances and installations
- C** Provision of planting and trees along Panton Street to create a green corridor
- D** Provision of banners and hanging canvasses to activate the new pedestrian space
- E** Increase outdoor dining areas
- F** Restriction of vehicular access to Panton Street



- A** New active frontages and increased permeability
- B** New pocket garden to provide a space for dwelling and increase biodiversity
- C** Opportunities for sculpture in the public realm
- D** Footway widening and provision of flush junctions
- E** Provision of planting and trees



View showing proposed improvements to Panton Street and Orange Street

delivering the arts quarter



The Arts Quarter will be developed and delivered via Heart of London Business Alliance's expertise in supporting cultural infrastructure and programming, working with its cultural anchors and partners.

The Art of London partnership programme and the Heart of London Cultural Strategy provide the foundation for bringing all Arts Quarter stakeholders on board to drive a range of collaborations that support both the City of Westminster's and Greater London Authority's strategic goals for culture in the Heart of London.

SETTING THE DIRECTORS' CHAIR

art of london



'ART OF LONDON' IS AN AMBITIOUS BRAND IDENTITY TO ENCOURAGE MEMBERS AND EXTERNAL PARTNERS' TO COLLABORATE ON WORLD-CLASS ARTS & CULTURE AND TO DEVELOP NEW COMMUNICATION CHANNELS TO PROMOTE THE AREA AS A GLOBAL DESTINATION.

ART OF LONDON 2021 RESULTS

- 166** PIECES OF COVERAGE
- 719M** CIRCULATION, MUU, LISTENERS
- 29** NATIONAL HITS
- 30** BROADCAST HITS
- 46M** COMBINED SOCIAL REACH



ART OF LONDON PROJECTS:

The Piccadilly Art Takeover (July – Aug 2021)

Conceived within the Heart of London Cultural Strategy (2020) this cultural partnership between the Royal Academy of Arts and the Art of London is supported by Sky Arts, Westminster Council and the Mayor of London. Five Royal Academy artists were selected to bring original, bespoke and vibrant art to the iconic destination of Piccadilly Circus and it's surrounding streets.



Augmented Reality Art Gallery (May 2021-present)

Produced in collaboration with Sky Arts Portrait Artist of the Year, the National Gallery, National Portrait Gallery and Royal Academy of Arts. The immersive exhibition and collectable trail of digital art from Trafalgar Square to Green Park was a physical manifestation of the "Gallery Without Walls" principle first featured in Heart of London's Cultural Strategy (2020).

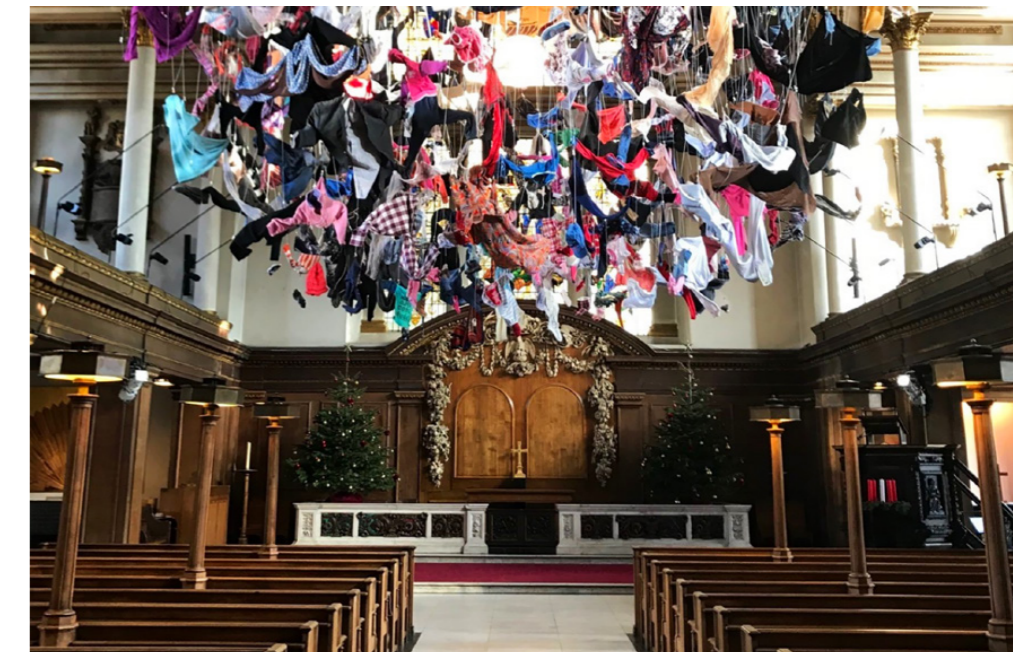
curatorial approach



THROUGH ART OF LONDON THE ARTS QUARTER WILL SHOWCASE ART IN EVERY FORM TO CREATE AN EXCEPTIONAL 'GALLERY WITHOUT WALLS'.

The curation of an annual programme across physical street-based art and design will flow with seasonal performing arts activations, pop-up cultural moments of delight and surprise.

Long-term cultural infrastructure investment will support skills, training, and employment opportunities. All corners of the Arts Quarter, from street corners to cafés, to building façades, hotels, theatres, and museums, and through digital platforms, will present arts and culture to the world.



cultural forum



The Art of London's Cultural Forum brings everyone together to share areas of common interest and to establish effective, collective power.

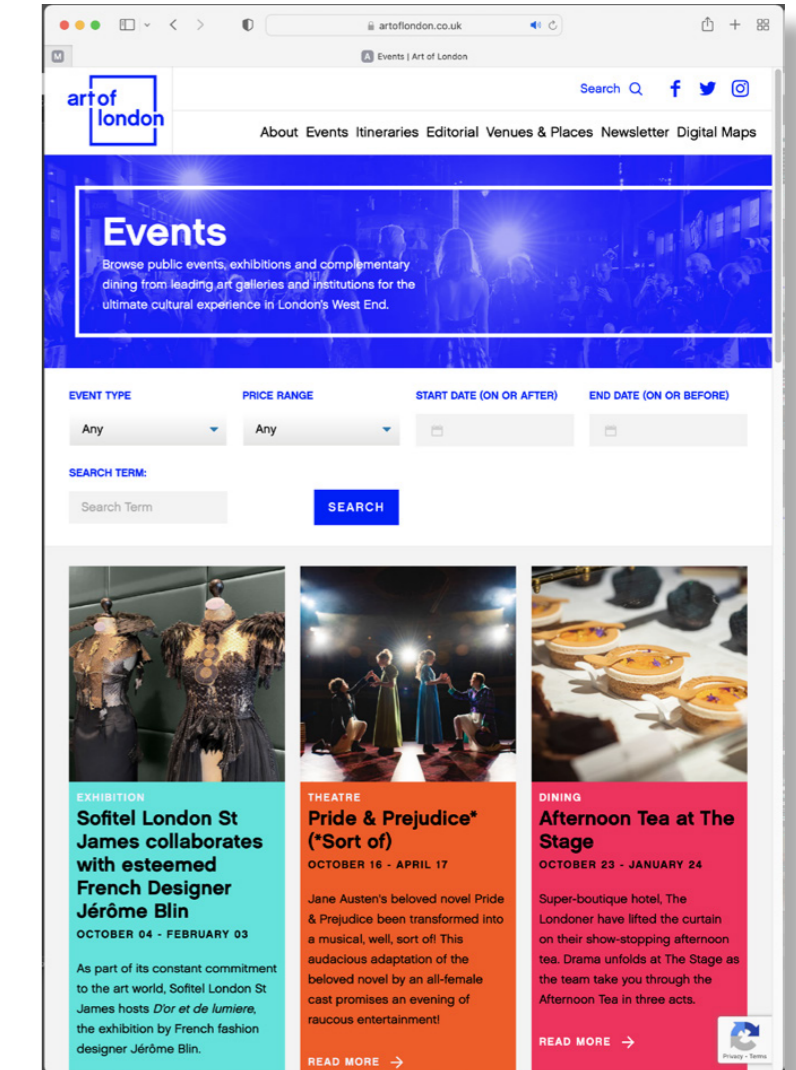
These cultural organisations communicate at the executive leadership level, connecting with Heart of London Business Alliance, to identify high-profile cultivation opportunities that support the 5C partnership of Civic, Cultural, Commercial, Community and Consumer investors.

The content of the Arts Quarter will be broadcast through the Art of London Cultural Calendar, a digital platform that drives consumers to a collective resource for the best of London's cultural events.

Visitors will be encouraged to plan for events in the quarter, which will be broadcast across the Art of London social media channels.

The Cultural Forum will give focus and rhythm to the Calendar by setting an annual curatorial theme for the Arts Quarter. This will generate a distinctive and cohesive curated offer to ensure that area businesses, stakeholders and partners can collectively programme events and interventions.

cultural calendar



cultural anchors & recommended creative partnerships



Artist impression showing proposed improvements to Whitcomb Street

With an unparalleled blend of major cultural anchors and leading creative organisations already in the area, Heart of London Business Alliance will forge partnerships between new and established organisations to drive investment and lead the transformation of commercial and public realm space.

The scheme will allow members and landlords to work with London's cultural festivals, the City of Westminster and the Greater London Authority, to deliver world-class arts and cultural activations within safe and secure spaces.

The Arts Quarter presents the opportunity to drive value and return on investment on commercial spaces, as well as enabling it to become the place to foster non-profit creative arts and new technologies. The area will allow for different scales of production and uses of space, from open desks and purpose-built studios, to the potential for an auditorium that specialises in digital engagement, all uniting under the Arts Quarter umbrella.

CASTING THE CHARACTERS

THE ARTS QUARTER
WILL CHAMPION THE
VISION AND CREATIVITY
OF HEART OF LONDON'S
CULTURAL INSTITUTIONS.

NATIONAL GALLERY

The National Gallery is redefining itself as a global digital institution, with an opportunity to deepen the relationship between the Gallery and its audiences and to improve its commercial performance. The Gallery plans to increase its digital audience to over 600 million per annum and its digital engagement to 45 million per annum, focusing on two areas of growth: 16-24 year olds and 50+ British audiences.

The Arts Quarter will strengthen the Gallery's position as a leading cultural institution with a focus on creating personalised physical and digital experiences. These will include creating productions 'from the National Gallery' that combine live interviews, audience participation, pre-recorded films and short tours.

NATIONAL PORTRAIT GALLERY



The National Portrait Gallery is transforming its public interface through its 'Inspiring People' project. This includes a significant new entrance from Charing Cross Road (a gateway to the Arts Quarter from the east), a revisiting of the representation of the collection, a significant redevelopment and expansion of the building, a new public space, and an innovative learning centre.

The Gallery will be able to better connect to communities and young people, expanding their audience. The new entrance and public realm will catalyse more regular and enhanced interactivity with its audience, envisaging opportunities for exterior projections, digital displays and banners that expand the collection outdoors. The learning centre will develop its work with young people and communities. Until the museum's reopening in 2023, the Gallery will be covered in artwork hoardings that invite the public to engage with portraits in inventive and humorous ways.

ROYAL ACADEMY OF ARTS



A flagship cultural anchor for heart of London area, with a unique position as an independent, privately funded institution led by eminent artists and architects. Recent collaboration has seen the 253 year old organisation partner on The Piccadilly Art Takeover.

ENGLISH NATIONAL OPERA



One of London's two principal opera companies, the ENO has recently brought forward innovative projects such as ENO Breathe, a breathing and wellbeing programme developed specifically for people recovering from COVID-19 in collaboration with Imperial College.

a distinct opportunity



ST VINCENT HOUSE / NGX

Sitting at the heart of the Arts Quarter, this 1960s glass and concrete commercial building occupies an island site bounded by Orange Street, Whitcomb Street and St Martin's Street. St Vincent House is solely owned by the National Gallery Trust Fund.

National Gallery X currently use St Vincent House as a centre for the activation and trial of the National Gallery's digital vision (as laid out in their new Strategic Plan 2021-26). Under the leadership of Chris Michaels and Ali Hussein, NGX has completed 15 residencies, events and projects exploring robotics, augmented reality, digital arts, film and video and artificial intelligence.

NATIONAL GALLERY X (NGX)

NGX is an ambitious project at the forefront of digital innovation providing space to encourage artists, thinkers, and creatives to use technologies in their practice and create new ways to access, engage and experience the National Gallery and its collection. Through an ambitious partnership with King's College London, there have been numerous opportunities for residencies and events focused on critical arts, humanities and social science, research on culture and the (digital) creative industries combined with the artistic, educational, and curatorial expertise, art, and audiences of the National Gallery. NGX is focused on inward investment from future funding programmes such as CoStar and Arts and Humanities Research Council.

The NGX base at St Vincent House joins the National Gallery Learning Centre on Orange Street and the National Gallery Research Centre on Jubilee Walk.



recommended creative partnerships

THE ARTS QUARTER WILL GALVANISE NEW PARTNERSHIPS THROUGH A RANGE OF LONDON'S LEADING CREATIVE ORGANISATIONS, WHO HAVE THE NETWORK, INFRASTRUCTURE, AND SHARED AMBITION TO ENABLE THE ARTS QUARTER TO THRIVE.



THE LONDONER



Heralding a new era for hospitality in the heart of The Arts Quarter, The Londoner is positioned as the world's first super boutique hotel. Created by hotel group Edwardian Hotels London, its 16 storeys house 350 guests, concept eateries, screening rooms, meeting rooms, wellness spaces, and an expansive ballroom.

The Londoner will contribute a significant public facing arts and culture programme, having already supported UK artisan makers for its unique façade tiling, and collaborated with the RA on elements of its interiors, alongside BBC Story Works and Walpole film commission. It is also the official hotel for the British Fashion Council.

The Londoner's location, quality and focus gives the Arts Quarter a unique flagship asset in which to present world-class culture, host global and local events, and support London's leading creative lights. It presents distinct opportunities to collaborate with all the cultural partners outlined in this prospectus.

HAROLD PINTER THEATRE



The Harold Pinter Theatre opened on Panton Street in 1881, as the Royal Comedy Theatre. Its renaming in 2011 recognises the integral part that Pinter's work has played in the theatre's history. The theatre's 800-seat capacity thrives in the winter months around festivities. A focused run of seasons (Pinter Season, Jamie Lloyds Season, inclusive ticketing) has sought to diversify audiences and attract young people into the theatre as an ongoing ambition.

The Arts Quarter will enable the theatre to build on its show-based local partnerships into broader strategic initiatives. Its regularly changing programme is unique amongst only a few London theatres, and there is an opportunity to capitalise on this. At the heart of the Arts Quarter, it can play a key role in animating the streets through bringing productions outdoors in summer months, and contributing authentic performing arts into Arts Quarter partnership programmes.

THE ROYAL WATERCOLOUR SOCIETY



The Royal Watercolour Society (RWS) dates back to 1804 and is the oldest and most prestigious watercolour society in the world.

Exhibitions have been held at Bankside Gallery near TATE Modern, but in recent years plans to complement this with a new space on Whitcomb Street have come to fruition. This will enable the RWS to return to the building it originally occupied in 1823, at 6 Pall Mall East.

The future will see the RWS be able to open up its archive, and build on its fantastic education programme that includes practical courses tutored by members, drop-in family event days, as well as talks and discussions.

The Arts Quarter will offer the RWS the opportunity to align its programme and public offer with its new visual arts neighbours, embrace the potential of new technologies and bring watercolour art out into the public realm through new business, cultural and community relationships.

CANADA HOUSE



Alongside its consular facilities for the Canadian High Commission, Canada House hosts special events, conferences, receptions, and lectures. The Canada House Gallery stages exhibitions of historical and contemporary art and artefacts. Run through its Cultural Diplomacy and Advocacy Department, it has full-time staff dedicated to visual arts, classical music, design and architecture, film, music, VR, theatre, dance, literature and fashion.

Canada House works to ensure diversity and inclusivity are integrated within all its cultural planning to facilitate international dialogues and projects across the UK. The gallery focuses on bringing Canadian artists to the UK, often through inaugural exhibitions and partnerships. During COVID-19 there was a pivot to Culture Canada, a digital platform for exhibitions. Partnerships are often with art biennials / large-scale events, with an emphasis on LGBTQ+ programming and indigenous reconciliation.

Canada House will be able to leverage its location, connecting with the Arts Quarter partners and contributing to the positive animation of the area's public realm and cultural programmes.

PICCADILLY LIGHTS & CIRCA



PICCADILLY LIGHTS is flagship of technology, art and cultural programming within Landsec's vast portfolio. It is a literal manifestation of the Arts Quarter's heritage in creative-tech. For over 100 years this national landmark has been a beacon for creativity, cultural presentation and community as crowds moving through the heart of London stop to watch the digital public art, public messages and striking campaigns that define the energy of the area.

CIRCA is an independently run collaboration funded through institutions and patrons that activates PICCADILLY LIGHTS with world-class public art. CIRCA has a unique role as a digital institution, sitting between galleries, museums, non-profits and artists, with the mission to diversify the pipeline for the visual arts sector both in background and practice. With their initiative: The Circa Economy, they aspire to provide a platform for established artists to present and sell their works, facilitating a circular business model.

CIRCA's past activations include Ai Wei Wei's Circa 20:20 month long virtual exhibition, The Walk (Little Amal), David Hockney, and most recently Alfie White's "Untitled; Communion", exploring humans need for community and desire to gather in outdoor spaces.

BRITISH FASHION COUNCIL



The British Fashion Council's (BFC) mission is to strengthen British fashion's role within the global economy as a leader in responsible creative business. It aims to empower and engage all within the British Fashion industry to play their part in positive growth, and do this through championing diversity, building and inviting the industry to actively participate in a network to accelerate a successful circular fashion economy.

It leads with three core areas of focus: education, grant-giving and business mentoring, connecting together the UK wide network of fashion focussed colleges and universities, supporting the latest direction in experiential retail, innovative and sustainable design, and the key role of creative tech in the new narrative of positive and inclusive fashion.

PLATFORM PRESENTS



Platform Presents creates a platform for rising start talent: actors, writers and directors, with a particular interest in female voices. They produce theatre, film and television that gives talent the opportunity to meet, learn, network and perform with each other and with established talent, showcasing exceptional writing. Founders Gala Gordon and Isabella Macpherson produce film, theatre and television, alongside pioneering new forms of entertainment. Their annual Playwright's Prize is an open call for distinctive, dynamic, heart-stopping, extraordinary, wonderful plays.

The Arts Quarter presents the opportunity to leverage Platform Presents' partnerships that are already in motion, and the connections afforded between the quarter's anchors and partners.

RAINDANCE



Established in 1992, Raindance Film Festival is the largest independent film festival in the UK. Holding the 29th festival in 2021, Raindance is based in the heart of London's buzzing West End film district. Raindance Film Festival is officially recognised by the Academy of Motion Picture Arts and Sciences USA, the British Academy of Film and Television Arts and the British Independent Film Awards.

Beyond the festival is Raindance's Forum and Marketplace programme of industry talks and panels, and the Raindance VRX programme for virtual reality and new media. Championing independent film and filmmakers, Raindance can plug into the Arts Quarter through working in partnership on new events and programmes. There is potential to shape new production spaces, and connections with Raindance's own Film School, and plug into the area's film industry ecosystem to support grassroots talent to progress through to world-class film production.

MARGUERITE



Marguerite is a community for women and non-binary people who work in the creative industries. It presents the most exciting events where people can find inspiration, build genuine friendships and develop their careers.

Past Marguerite events have been hosted by some of the world's most pioneering art and fashion leaders, including: photographer, Juno Calypso, fashion designer, Alice Temperley MBE, photographer, Rankin, fashion designer, Dame Zandra Rhodes; Director of Tate, Maria Balshaw, Director of the National Portrait Gallery, Nicholas Cullinan, Director of the V&A, Dr Tristram Hunt, and founders of Frieze, Amanda Sharp and Matthew Slotover.

The Arts Quarter could be a setting for Marguerite to collaborate with key cultural anchors and partners, to champion London's most pioneering creatives and provide an exemplary community for women and non-binary people.

UNIVERSITY OF WESTMINSTER (FASHION)



In 2019, the University of Westminster's fashion department was ranked in the top 10 fashion schools in the world (Fashionista, 2019).

Tailored to meet the future needs of the global fashion industry, in 2018, under the direction of Professor Andrew Groves, the Fashion Design BA Honours course was the first undergraduate course to be invited to show on the official London Fashion Week schedule.

All courses have an outstanding track record of successful internships, with students winning placements at some of the world's best fashion houses such as Marc Jacobs, Christian Dior, Balmain and Givenchy. Recent graduates include London Fashion Week designers Roberta Einer, Priya Ahluwalia and Liam Hodges. Famous alumni include Christopher Bailey (former creative director of Burberry).



LONDON
& PARTNERS

LONDON & PARTNERS

London & Partners is the business growth and destination agency for London, whose mission is to create economic growth that is resilient, sustainable and inclusive. It works to tell London's story brilliantly to an international audience in partnership with organisations and people who have a stake in London's promotion. Focus areas include high-growth sectors, the visitor economy, the London brand, and partnership and ventures

Culture and entertainment is served by its support for world class events such as Chinese New Year, Pride in London, and Lumiere London as an international light festival that attracted more than one million attendees. London & Partners also support the capital's booming, diverse and vibrant tech ecosystem via London Tech Week, which it cofounded in 2014.

CITY OF WESTMINSTER



The City of Westminster is a place full of history, heritage and culture. The council's focus is to support a diverse cultural ecosystem through a set of priorities, which includes the retention of creative entrepreneurs, supporting the growth and development of 'new cultural anchors' (whose content can then inform the public realm) and creating the conditions for a diverse range of open and accessible cultural activations accessible to all.

In addition, Westminster is working to ensure a continuous pipeline of creative talent contributes to cultural sector growth, by connecting high quality education with equally high-quality incubation and employment opportunities. Heart of London Business Alliance intends to work closely with Westminster, to ensure the Arts Quarter champions their cultural initiatives wherever possible from grass root cultural production to high quality cultural presentation.

MAYOR OF LONDON CULTURE TEAM



'Culture for all Londoners' is the Mayor's landmark strategy for culture. It outlines an ambitious vision, which aims to provide Londoners with access to culture on their doorsteps. Culture and the creative industries contribute £52bn to London's economy every year and account for one in six jobs in the capital.

Under the guidance of Justine Simons, Deputy Mayor for Culture and the Creative Industries, the Culture Team see creativity as the way for Londoners and visitors to enjoy London's unrivalled wealth of cultural riches. The team promote and deliver the Mayor's vision for culture, ensuring that the city's amazing arts and culture continues to thrive in London and on the world stage, and support the development of future talent to help London's thriving creative industries. Heart of London Business Alliance intends to support their work to create, commission, and catalyse partnerships to bring to life ambitious outdoor events and contemporary culture for all to enjoy.

acknowledgements

METHODOLOGY

The Arts Quarter prospectus was written and produced by Heart of London Business Alliance, with placemaking agency Futurecity, in close collaboration with the urban design and public realm practice, Publica who provided public realm analysis and public realm improvement proposals, supported by NRP transport consultants.

Futurecity conducted rigorous public realm auditing as well as research into the subject area's cultural provision, cultural identity and the type and range of commercial businesses inside and close to the Arts Quarter area. Its research focused on identifying and including key cultural organisations in an area that is rich in three core influences of Visual Arts & Crafts, Fashion & Textiles and Film & Digital Media.

Stakeholder engagement informed the narrative of the prospectus through a series of focused interviews and workshops that aligned the existing cultural and creative commitments of local stakeholders with the ambitious placemaking vision of Heart of London through its 'Art of London' initiative, driving a West End identified through a powerful cultural identity.

The focus of the prospectus is to enable a wide range of cultural activity to take place as a 'Gallery Without Walls' approach to encourage creative uses of the public realm and collaboration between the cultural and business sectors. Publica informed the uses and design considerations for the public realm and spaces through the needs and aspirations of the on-site cultural partners and of the surrounding community and cultural sector.

In combination with a review of the historic nature of the site and its surroundings, the prospectus promotes the City of Westminster's plans for an inviting and original public realm, a series of cultural hubs across the borough and creative spaces to promote the growth of cultural, community and commercial opportunities.

FUTURECITY

Futurecity is a global cultural placemaking agency that creates cultural strategies, brokers cultural partnerships, and delivers major art projects for clients across the public and private sector. Our aim to use culture to create social and economic value for communities, the cultural sector, and commercial clients.

Futurecity supports the move by Business Improvement Districts (BIDs) to take a proactive leadership role in the arts and placemaking. To that end we bring over 15 years expertise to understanding the organisational values, pressures, needs and ambitions of the cultural and business sector. Futurecity provide expertise in forming and developing public-private partnerships between the cultural and commercial sectors, our work has led to new rehearsal, exhibition and production space for cultural organisations and substantial funding and resources for the arts.

Our approach to establishing authentic and original places has placed the arts firmly at the centre of planning for property development projects including residential, commercial, leisure, F&B, healthcare, transport and innovation and business districts. In recent years Futurecity has helped develop new creative districts for large regeneration areas in our towns, and cities.

Our work uses a 'bins to buildings' approach with the arts brought into 'hardware' ideas where budgets committed to architectural, infrastructure, public realm, event and marketing activities and commercial space can be regarded as 'cultural projects'. In contrast our 'software' ideas for programming, activation and cross-disciplinary collaboration can transform the public experience of culture including ideas for meanwhile programmes that support and nurture creative talent and promote planned investment in physical and social infrastructure.

www.futurecity.co.uk

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PUBLICA

Publica is a London-based urban design and public realm practice that works to make our cities more successful, functional, and beautiful. Publica surveys neighbourhoods, undertakes rigorous research and provides strategies and design for innovative, inclusive, and sustainable growth, policy, and planning.

Publica operates at the heart of the debate about urbanism and cities. Our research and intelligence are part of an international conversation about how to make cities more efficient, integrated, vibrant and safe, and how to preserve the vitality of urban neighbourhoods during rapid growth and development. London's diversity, complexity and openness to change has made it the ideal laboratory to test and develop this emerging field of practice.

Publica was founded in 2010, at a pivotal moment in society's thinking about the value of public space in cities, development, and planning. Since then, our research-led visions and strategies have been adopted as urban policy and unlocked major public realm projects. As a result, Publica's had the privilege of restoring and creatively reimagining some of London's most significant streets and civic spaces.

www.publica.co.uk

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