

PLACE

PUBLIC REALM & PLACEMAKING

OUR OBJECTIVES

The success of any place is largely dependent on the places and spaces that shape the built environment and how they function to welcome all. This is why we adopt a Space Positive design approach across all our projects, delivering public realm that not only creates an instant impact but also matures and has longevity.

From the infrastructure required for everyday activities and our day-to-day management approach, to the animation provided by regular events and one-off occasions, we consider the details so that we create places that are accessible, inviting and inspirational to all.

PUBLIC REALM

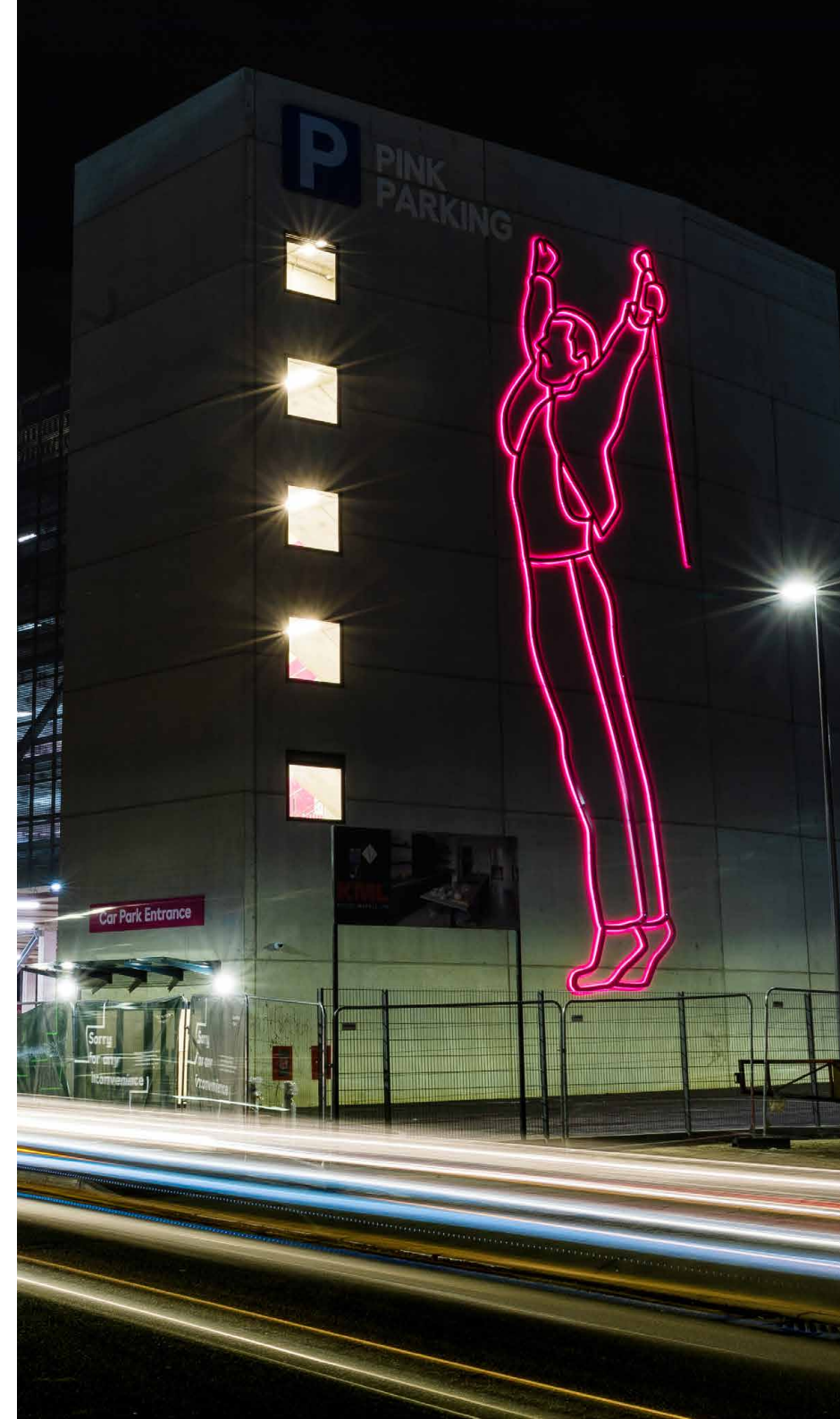
Objective: To provide a warm welcome to all through the adoption of a 'Share with Care' approach and the provision of hard and soft public realm at a variety of scales and settings.

SUSTAINABLE INFRASTRUCTURE

Objective: To invest in infrastructure in a way that not only limits environmental impact, but also seeks to provide additional benefits to people, property and place.

CULTURAL PLACEMAKING

Objective: Elevate cultural ambition through the establishment of strong cultural partnerships and our approach to cultural programming, public art and associated infrastructure.



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PUBLIC REALM

Our objective is to provide a warm welcome to all through the adoption of a 'Share with Care' approach and the provision of hard and soft public realm at a variety of scales and settings. Public realm is increasingly delivered and managed by private entities, subject to private rules and regulations determined by the landowner.

WEMBLEY PARK: 2021 YEAR IN REVIEW

Much as its predecessor, 2021 was a year like no other. Joining other destinations across the world, Wembley Park had to postpone or change many of its plans in the face of the ongoing pandemic. While ambitions had to change, Wembley Park showed its resilience, striving to adapt, recalibrate, and invent new ways to support its community and gradually welcome back visitors to the neighbourhood.

An agile, smaller-scale outdoor enlivenment programme which made full use of the neighbourhood's ample, pedestrianised boulevards and public spaces, was of great importance to communicate a 'welcome back' message to community and visitors and celebrate the destination's public realm without driving excessive crowds. Wembley Park's new outdoor art gallery, launched in June 2021 with a photography exhibition by award-winning French street artist JR, was a key example of how the destination was navigate the new landscape.

After months of lockdown, summer 2021 saw a number of new initiatives and welcome returns: diners experiencing live music for the first time in months, courtesy of Wembley Park's free busking programme, to be savoured al fresco at one of the area's new restaurants; local residents enjoying free, outdoor classes through Wembley Park's Weekend of Sport festival on Olympic Way; the emotional return of live music and performance with Wemba's Dream, a new live event curated by Wembley Park in partnership with the Royal Philharmonic Orchestra and local arts organisations; culture-seekers exploring the area's new public Art Trail; and theatre-goers getting back in their seats for a successful run of Curious Incident of the Dog in the Night-time in the Troubadour Wembley Park Theatre – the second collaboration with the National Theatre, after the success of War Horse in 2019.

Amid the uncertainties brought about by lockdowns and social-distancing, Wembley Park was able to successfully deliver the completion of the Olympic Steps, the final piece in the ambitious transformation of Olympic Way. Delivered on time and on budget ahead the postponed EURO 2020 games at Wembley Stadium in June 2021, the Olympic Steps provide a fitting new entrance to the National Stadium, opening up a new public space the size of the Stadium's pitch, for residents to sit on, relax and take in the views of Olympic Way. Beneath the Steps, a new Undercroft area, bathed in natural light, was conceived to welcome community events of any nature and size, for locals to enjoy and be part of. The Olympic Steps were celebrated by local students from Ark Academy, who took part in a once-in-a-lifetime unveiling moment, joining football legend and Brent hero, Raheem Sterling. A new dance, the 'Olympic Step' was also created by local resident, celebrity dancer Neil Jones, who performed it in December 2021 before a crowd of over 5,000 local community members.

September 2021 also saw the arrival of the southern section of Union Park – the first public park to open in Brent in over 100 years. Designed with the local community front of mind, the new park features children's play areas and paddling pools, a new all-weather play park, an outdoor gym and a multi-use games area. To add to the park's sustainable credentials, a revolutionary water run-off system carries rainwater from around the area, filters it, and then releases it into one of the park's stunning ponds.

In the words of Cllr Shama Tatler, Lead Member for Regeneration, Property and Planning at Brent Council: "Access to nature and green spaces has never been more important and plays a crucial role in protecting and supporting mental health and wellbeing [...]. Union Park is a key feature of our transformation plan, carefully designed to ensure residents and visitors have an abundance of space to relax, play, exercise and reconnect with their natural surroundings."

Throughout the year, the community was uplifted with poignant illuminations across the neighbourhood: from the free, accessible light trail of Winterfest, in its third successful year, to the messages of gratitude and hope from the SSE Arena, Wembley, and the digital screens across the area, including the Bobby Moore Bridge and digital totems on Olympic Way.

With these carefully planned activations and enlivenment opportunities came a steady flow of positive media coverage hailing Wembley Park as 'Northwest London's culture hotspot' (London Post) and quoting it's 'metamorphosis' into an international cultural attraction (Time Out).

Just as Wembley Park has shown its resilience in 2020, the neighbourhood was able to adapt to the fast-changing situation brought about by the pandemic, and continued to demonstrate what a brilliantly vibrant, cohesive place it is to live in and visit.

COMMUNITY POLICING

Under a Special Police Services Agreement with the Mayor's Office for Policing and Crime (MOPAC), was introduced in January 2021 as an additional police resource to be deployed across the neighbourhood, for an initial period of three years. The scheme aims to enhance police visibility in the area, deter criminal activity, disorder and anti-social behaviour, and provide an additional level of reassurance to all residents, businesses, workers and visitors. A dedicated police support team of six constables and one sergeant provide a visible patrol presence, seven days a week to complement the already effective service provided by our Estate Protection Officers (EPOs). By linking up resources, information and intelligence, the new and existing teams work seamlessly together to further reduce crime, whilst providing and important ambassadorial presence across the neighbourhood and ensuring a safe, secure environment for those who live, work and visit Wembley Park. The team plan to hold a regular drop-in surgery at Wembley Park as soon as lockdown restrictions are fully lifted, giving people an opportunity to meet and get to know them and raise any concerns.



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COLLABORATIVE DESIGN

We work with a wide range of stakeholders to obtain their views and input into the design of our public realm, creating spaces that cater to a wide range of needs.

When the Mayor's London Borough of Culture 2020 title was awarded to Brent in 2018, the bid stood out because it unashamedly placed young people at its heart. The first phase of the public campaign for Brent 2020 called for radical change in the way that public spaces are planned and designed to reflect the needs of young people.

As a Principal Partner of Brent 2020, we strongly supported this objective in addition to our support for the Blueprint Collective – a group of over 100 young people between 15 and 24 who helped shape the Borough of Culture programming. As a legacy project of Brent Borough of Culture 2020 and of the themes explored by the Blueprint Collective, we worked with experts in urban design at the London School of Economics (LSE) to provide an Apprenticeship in City Design, in order to engage young voices in the planning and design of the built environment.

In order to involve a diverse range of participants for this apprenticeship scheme, Quintain financed six paid opportunities to learn through practice, delivered by the LSE for the participants - aged between 16 and 24. The Wembley Park site and context were considered, and design proposals from the students were sought focusing on four public spaces.

“It is right that young people have a say in the plans and decisions about where they live, and I'm delighted that the London Borough of Culture has given a voice to Brent's young people. This is an excellent example of how communities and authorities can work together to shape their local area, and I'm sure the determination and creativity of the Blueprint Collective will lead to improvements that will help Brent now and in the future.”

JUSTINE SIMONS OBE

London's Deputy Mayor for Culture & the Creative Industries

“As a social science university, LSE is aware of the deep connections between urban space and social inclusion. The planning process in London leaves out the generation of urban residents who most need public space to connect and participate in society. The ideas and recommendations generated by the Blueprint Collective make it clear they want to be 'seen and heard'. They bring fresh thinking that is helping transform real places in Wembley Park in Brent and influence the way planners and policymakers make space for people in the city.”

PROFESSOR RICKY BURDETT

Director of LSE Cities & advisor to the Quintain board

“Everyone is entitled to have a say on public space, whether you're into politics, health, or science. It's a shared space and therefore is important for people to take part in the conversation... I see public space as a way to reflect the community and the people who live there. We shape where we live, and our circumstances can change what a public space is.”

LSE APPRENTICESHIP IN CITY DESIGN STUDENT

CASE STUDY SAMOVAR SPACE

The first of the four spaces to receive input from the young people involved in the LSE apprenticeship scheme is at the top of world-famous Olympic Way, at a small site previously used for car parking.

The apprentices' design, which was worked on during 2021 and is due to come to fruition on site in July 2022, includes aspects responding to three themes under the apprentices' overarching intention to create a place for young people to 'just be'.

- COLLABORATE: a place to see and be seen
- CALM: a place to chill out and do nothing
- CONSUME: a place to snack and chat

There are brightly coloured exposed and covered areas for seating, AstroTurf, and a commissioned floor mural. The space hosts a bandstand at its heart – delivered by Wembley Park's masterplan architects Flanagan Lawrence; a place for buskers to play under the shadow of the National Stadium.

As part of the naming process, the apprentices drew on the core aim of the project: the proposal to 'just be' and to come together. The group considered themes that represented Brent, such as its diversity. This could be represented through objects such as a samovar, a container traditionally used to boil tea. Originating in Eastern Europe the samovar is widely used throughout South-Eastern Europe, Iran, Afghanistan, Kashmir, the Middle East, Azerbaijan and is also known in some parts of Central Europe. The samovar was decided to be a fitting object because it represented the culture of coming together and sharing space with others. The Apprentices could see the name working, as they imagined telling a friend “Let's meet at The Samovar Space”.



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SUSTAINABLE INFRASTRUCTURE

Our objective is to invest in infrastructure in a way that not only limits environmental impact, but also seeks to provide additional benefits to people, place, and property.

Whilst they may not be visible above ground, the pipes, wires and other systems that function to ensure that things above ground run smoothly are given as much thought as the more visible aspects of our development.

From Wembley Park's inception, Quintain has been a strong believer in investing in infrastructure - often ahead of when our competitors would consider it commercially viable to do so - in order to provide long-term benefits and improve the quality of our public realm.

ENVAC

In 2007, Wembley Park was the first UK installation of a vacuum waste collection system for the collection of waste and recycling at scale. Nearly one and a half decades later, we are reaping the benefits and are expanding the collection facility.

One of the many challenges an occupied site is the need to regularly collect waste in large volumes, particularly from our residents; on completion, Wembley Park will accommodate over 8,500 new homes with an anticipated 20,000 people living amongst them.

REDUCED VEHICLE MOVEMENTS

In London, in 2019/20 (the latest available dataset), 1.6 million metric tons of residential waste was collected from the city's 3.6 million households. This figure will be likely increasing due to the changing nature of home working patterns, but it gives a sense of the expected scale of waste generated by 20,000 residents across 8,500 homes by 2027.

In 2021, the Envac system took in over 2,100 tonnes of waste; 94% of that waste was residential. This equates to over 40 tonnes of waste per week. A typical waste grab lorry holds approximately 17 tonnes of waste. Without Envac, three bin lorries would need to be doing a weekly run around the development just to collect residential waste – and five lorries would be needed once Wembley Park is complete. Big, noisy vehicles would be clogging up the roads across the estate, polluting the air and potentially causing a hazard to pedestrians and cyclists on the internal road network.

Envac, through a network of over 4,000 metres of underground pipes, does away with the need for bulky bins, bin stores and bin lorries within the Wembley Park estate. Waste and recycling (and in some cases food) are disposed of in the normal way through either an outdoor portal that looks like an ordinary bin, or through chutes on higher floors of our residential buildings. On a set schedule, each waste stream is separately sucked through the pipes from each location, into the collection station located on the periphery of the site, where it is stored in 25m³ containers ready for collection. A single lorry movement can therefore replace around 23 standard 1,100 litre waste bins and associated bin movements, thus reducing loading and wait times, local congestion and ultimately vehicle emissions and harmful particulate emissions to air.

Once our containers are full, our waste partner Veolia discreetly pulls into the Envac collection station and the container is loaded onto the vehicle ready for transport to the Material Recovery Facility less than five miles away in Alperston. From here, the waste is sorted, with materials that can't be recycled going on to Veolia's South East London Combined Heat & Power plant in Lewisham to generate energy from waste.

The system has the capacity to handle up to 6,000 tonnes of waste per year and over a third of Wembley Park residential, retail and commercial assets by area are directly connected to Envac with their own dedicated portals. A further fifth of our assets by area have their waste collected by the estate cleaning teams, which is then deposited into the portals located in our service yard; these teams also collect waste from the public realm - also for removal via Envac.

Some locations are not viable for connection due to their distance from the collection centre and their phasing; where this is the case, provision for future connection to the system has been made.

SPACE SAVINGS

The system has also saved a significant amount of ground level space; Envac at Wembley Park can save the space of 1,116 traditional wheelie bins, the equivalent of 237 car park spaces, or 184 shipping containers. This has allowed for significantly more active spaces for amenities in our Quintain Living residential buildings and shared social uses for residents. From a commercial perspective, reduced bin storage requirements as a result of

installing the system in our Landsby building resulted in an increase in retail floor space by approximately 2,000 sqft.

RECYCLING RATES

Whilst the system brings significant benefits, we also face some challenges. When collecting waste in such large volumes, a small quantity of contamination from one source can contaminate an entire load. This is exacerbated by the fact that we are unable to diagnose the source of the problem once waste has arrived at the collection station through the underground pipe network.

As with any large-scale infrastructure, the efficiencies of scale can also cause inefficiencies at scale when there are problems with the system. Since 2019, we have been experiencing issues with groundwater ingress across certain parts of the network.

This has had knock-on impacts and has deteriorated other system components that now also need replacing. The water ingress has saturated the waste going into the system from certain locations, increasing its weight and contaminating all of our dry recycling and organic collections. In turn, this has significantly reduced the recycling rates we are achieving.

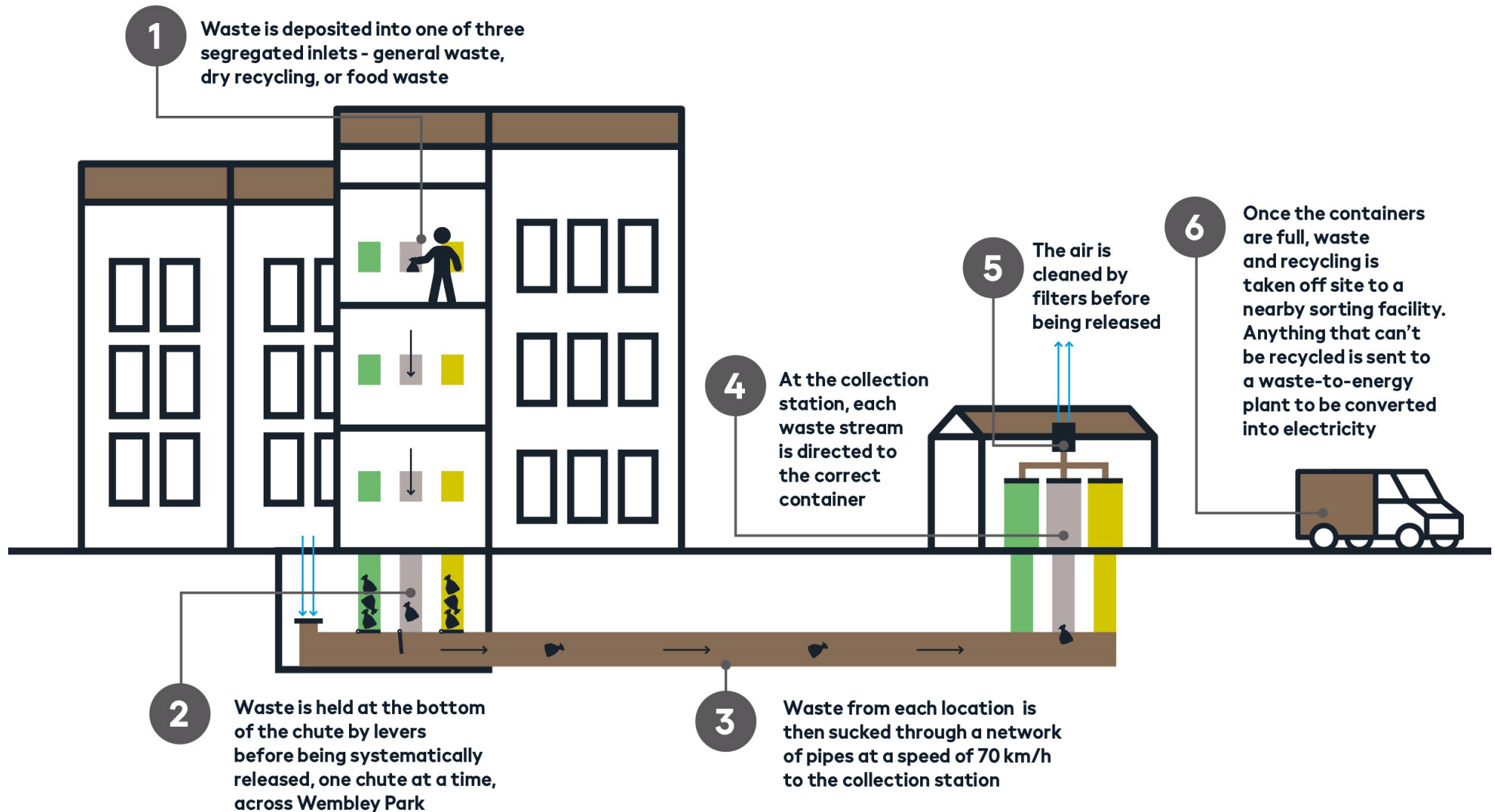
Repairs are currently underway, and once complete, we have several plans in place to improve recycling rates. We will be carrying out a detailed camera survey of all internal pipework to ensure that there are no further issues. We are also working with Veolia to improve engagement amongst users, and we will be exploring the possibility of carrying out waste audits to determine individual building waste quantities and recycling rates by diverting waste from the main waste containers in the collection centre on a building by building basis, weighing it over a set period, before returning it to the main container for collection. This will allow us to accurately educate residents of the buildings with the poorest performance levels.



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ENVAC AT WEMBLEY PARK



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DISTRICT HEAT NETWORKS (DHN)

We have installed a series of heat networks across Wembley Park, with the future ability to connect to wider low-carbon networks as and when they materialise.

Decarbonising electricity and heat are essential to meeting Government and international targets for curbing GHG emissions by 2050. Whilst the decarbonisation of electricity has been enormously successful over the past ten years in the UK, the decarbonisation of heat is much more challenging. This is due in part to the fact that renewable electricity generation is largely decentralised, with off-site generators feeding into the national grid supply to meet demand. Improvements in battery storage technology mean that supply can be better matched to demand, and periods of the day or year where more carbon-intensive generation, such as by coal, would have been needed to supplement renewable supplies have reduced significantly.

The decarbonisation of heat is a much bigger challenge, because it can't be stored without incurring significant losses, and therefore cannot be efficiently generated at scale without certainty over demand, or over large distances without significant heat losses.

Individual electric heating in homes is now a viable carbon-saving option, but whilst our heat demands are low due to thermally efficient building fabric design, the electricity grid doesn't have the capacity to allow the generation of heat in all our buildings from electricity.

Building-level heating solutions, particularly from low-carbon sources, often involve complex systems that can require specialist skills to manage, making them less viable from an operational perspective without increasing the cost of heat to the end user.

Heat networks have been actively promoted by national and local government in recent years as a way of delivering low-carbon heat at scale. The main advantage of DHNs is that they meet a strategic need for high density developments such as Wembley Park, as they can reduce peak infrastructure connections and provide long term decarbonisation routes for many homes with fewer technology changes.

HEAT NETWORKS AT WEMBLEY PARK

In order to meet our planning obligations and deliver an improvement over Building Regulations Part L, we have delivered three heat networks to date on site at Wembley Park: our Western Lands (WLs) Energy Centre that we self-manage; the North-West Lands (NWLs) Energy Centre managed via an Energy Services Company (ESCO) agreement with EOn; and our Eastern Lands (ELs) Energy Centre, managed via an ESCo agreement with Metropolitan.

Our obligations have resulted in the installation of gas Combined Heat and Power (CHP) engines with peak gas boilers, however our WLs energy centre and the NWLs energy centre both currently operate using gas boilers only as due to a number of factors, this is the most carbon efficient mode of operation.

CHP generates both heat and electricity, which can either be consumed on site or exported. The efficiency of generation varies, but is typically comparable with a gas boiler when heat and electricity generation are combined. The ability to deliver carbon savings is then dependent on the input fuel and carbon intensity of the electricity being displaced through generation. Historically the electricity generated has displaced electricity produced by coal. However, as the grid decarbonises, CHP provides fewer savings against a low-carbon grid. As the emission factors for gas and electricity converge, as they are currently doing, there is no carbon saving when using gas as the input fuel; as the emissions of grid electricity drop below those of gas, as they are expected to do in the next few years, gas CHP will have higher emissions than a gas boiler and is no longer a low-carbon solution.

DECARBONISING OUR NETWORKS

For the reasons above, and in the context of developing our Pathway to Zero Carbon, we are now working with our energy partners and looking in detail at medium- and long-term decarbonisation strategies for our DHNs. Our DHNs contribute over 38% of our operational carbon emissions and this is likely to rise for the future developments on North East Lands. The role of the heat network to reduce our emissions from our buildings, now in the short term and in the future, is strongly linked to the DHN. We have commissioned reports into how to transition off gas and how to balance our corporate decarbonisation obligations with the infrastructure in place. The outcomes from these reports will inform the design and energy strategy for the NE Lands development which is starting at the end of 2021.

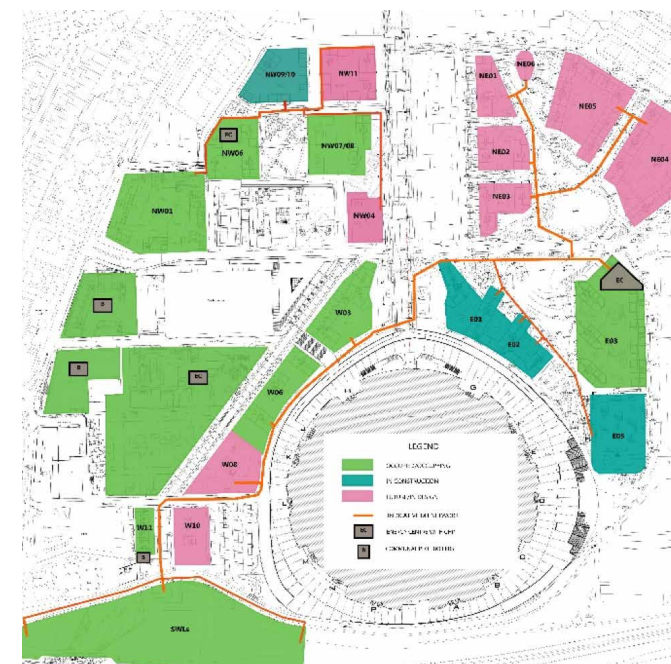
SUSTAINABLE URBAN DRAINAGE

Increasingly we are taking inspiration from nature, so our new Sustainable Urban Drainage Systems (SUDS) are designed to improve water quality and enhance biodiversity whilst improving the quality of the public realm.

We are creating a new generation of SUDS at Wembley Park, moving away from physical concrete tanks for water storage and attenuation, to instead using above-ground multi-purpose green and blue landscaping in conjunction with reduced underground storage.

This allows us to use the spaces we are providing for everyday amenity and biodiversity value to also be used to manage rainwater and stormwater.

The flooding and water filtration services provided using these methods are discussed further in the Natural Capital section of this report.



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CULTURAL PLACEMAKING

Our objective is to elevate cultural ambition through the establishment of strong cultural partnerships and our approach to cultural programming, public art and cultural infrastructure. Our attention is focused on two key areas: elevating cultural ambition through our approach to public art, messaging and cultural infrastructure design; and creating proactive strategic delivery partnerships that allow us to be the ideal receiver of culture, through our partnerships and the provision of cultural platforms and production spaces for creative industries.

WEMBLEY PARK CULTURAL PLACEMAKING STRATEGY

The Wembley Park Cultural Placemaking Strategy established five Placemaking Principles that define the 'Cultural DNA' of Wembley Park.

The Strategy has already resulted in some significant successes, which include: the opening of London's largest Boxpark; 28 subsidised artist studios; a permanent community hub for local people with free classes and opportunities to get together; the opening of a new market for local independent makers; and a dedicated programme of completely free year-round community events and public art.

Across five distinct cultural placemaking pillars, the strategy sets out a vision that offers a sense of place and community in a rapidly changing environment, and a cultural identity that fosters social cohesion, breaks down barriers between new and established communities, counters social isolation and offers employability and training opportunities for local people.

OUR FIVE CULTURAL PLACEMAKING PILLARS

NEW LONDON LIVING

We want to shape cultural experiences to match the mobility of modern living, offering variety in terms of timing, location, formality, involvement and scale, allowing people to discover Wembley's identity and heritage through embedded installations and other everyday touch points; and redefining urban living through digital platforms that enable co-creation and social sharing.

COMMUNITIES

To celebrate the diverse creativity and cultures that exist within and around Wembley Park, we want to open them up to a wider audience through the creation of forums that give an active voice to local communities in defining the Wembley Park narrative, unlocking opportunities to make Wembley and Brent heritage tangible.

SPORT & PLAY

Wembley's rich sporting history can inspire a new generation of Wembley greats, so we want to embed the stories of sporting icons and their achievements within art installations and wayfinding. We adopt an inclusive approach to health and wellbeing beyond formal sports, injecting an element of play into all our programming beyond formal sports.

EDUCATION, TRAINING & EMPLOYABILITY

Our programming unlocks opportunities to engage local young people in archiving and interpreting the heritage of Wembley Park and we prioritise an integrated and layered approach to lifelong learning through cultural participation, co-creation, formal and informal training through the creation of platforms to develop leadership and support enterprise on site.

PERFORMANCE

By creating moments of 'everyday theatre', we are able to elevate emerging local talent and animate our spaces. By using Wembley's iconic performances and Brent's diverse culture to co-curate programming and events, we deliver performance that reflects Wembley's identity and local heritage.

CASE STUDY

WEMBLEY PARK LIVE + ACADEMY

Our annual summer season of free-to-access live music throughout the estate is called Wembley Park Live (WPL).

As an event, WPL is co-produced by Josh McNorton and Found in Music and is programmed as part of the Busk in London programme – supported by Mayor of London.

The programme champions local and grassroots musicians, providing talent development and performance opportunities.

Announced in April 2021 with an online call-out for emerging musicians based in NW London, aged 14+ to submit auditions via YouTube. 34 submissions were received and 11 acts were selected.

Selected acts were given paid opportunities to perform in Wembley Park at various locations across the public realm throughout summer 2021.

ACADEMY:

Supported by the Mayor of London, Busk in London has worked in partnership with our in-house team to create the Wembley Park Live Academy. This mentoring programme provides coaching, workshops and industry advice to encourage and support the emerging talent selected to play during the Wembley Park Live season.

On 6th June 2021, Wembley Park hosted a music conference for Academy participants, where they had the chance to work with music industry professionals, hone their performance skills and receive top tips to progress their music careers.



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CASE STUDY

WEMBA'S DREAM

In December 2019, Wembley Park announced a new cultural anchor tenant, The Royal Philharmonic Orchestra (RPO) was to move their headquarters to the area. As part of the RPO's mission to be a truly inclusive and contemporary international orchestra for the modern age, Josh McNorton and the RPO worked closely to devise an annual calendar of events which see the orchestra collaborate with Brent artists on a site-specific music experience at Wembley Park.

Wembley Park hosted four new performance pieces, co-commissioned with Royal Philharmonic Orchestra, on Saturday 11th Sept 2021 at an event called, Wemba's Dream.

Announced in February 2021 with a public call-out for Brent contributors. 82 submissions received; 9 artists / 5 arts organisations were commissioned (see below):

- Mahogany Carnival Arts
- Brent Youth Theatre
- Word Up (spoken word poets)
- FubuNation (contemporary dance collective)
- BitterSuite (multi-sensory music event producers)

The name, Wemba's Dream, references an Anglo Saxon traveller who, in 825, made a home for himself in the clearing ("lea") that would take his name.



Performances brought to life the dreams of today's Wembas – the people of all ages and backgrounds who make their homes in Brent – through narrative musical dreamscapes.

Performances were site-specific to Wembley Park and held throughout the day at the Spanish Steps, Arena Square, Olympic Steps Undercroft, LDO Retail Square, and the Events Pad.

In total, 75 performers took part.



ANNUAL EVENTS



EMPLOYEE SPOTLIGHT

JOSH MCNORTON, CULTURAL DIRECTOR

Since joining Quintain in October 2019, Josh has been busy delivering some key projects, a year-round cultural events and public art programme and procuring new artworks.

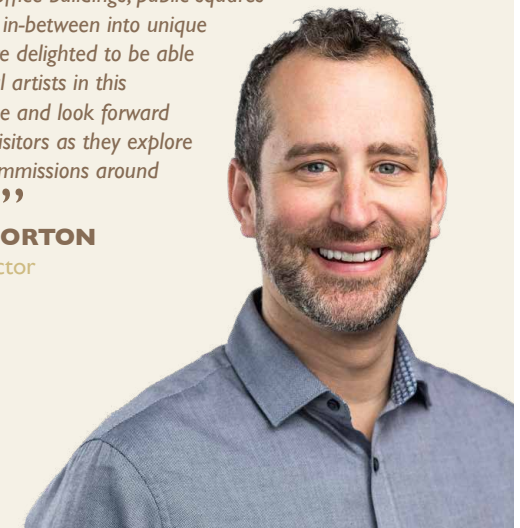
His appointment was timed to support the Principal Partner role of Wembley Park for Brent's year as London Borough of Culture in 2020.

Josh moved to the UK from Canada in 2012 to produce a large-scale, outdoor entertainment programme for the London Olympic and Paralympic Games and was appointed for his varied background in producing, curation and programming that includes: Head of Arts & Culture Programmes at multi-disciplinary East London arts centre Rich Mix; Co-founder of the world's first sensory arts and research festival, Open Senses (2017); and Producer at Nesta's flagship festival for the future, FutureFest (2014-2016).

“Wembley Park's growing collection of public art aims to transform bridges, steps, office buildings, public squares and everything in-between into unique canvases. We're delighted to be able to support local artists in this challenging time and look forward to welcoming visitors as they explore our new art commissions around Wembley Park.”

JOSH MCNORTON

Cultural Director



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WEMBLEY PARK ART TRAIL

Building on a successful launch in September 2020, the collection of 15 free-to-access outdoor artworks was expanded in 2021 to 18 artworks as well as new canvases, high-profile collaborations, and stunning new pieces from both local and international artists.

WEMBA'S DREAM

Location: Spanish Steps
This artwork is about how pure imagination can change our whole perspective on life, our place in the world and the future we can create. Multimedia artist Sian Bliss was inspired by the performances created for Wemba's Dream, an event held at Wembley Park on 11th September 2021, featuring dozens of local artists performing alongside musicians from the Royal Philharmonic Orchestra.



CHROMA

Location: Olympic Way
Created by local artist Yoni Alter, this artwork expressed the vibrancy and pace of a bustling cityscape. LED banners suspended on Olympic Way featured orbs of light which danced and pulsed to different rhythms flying above visitors as they made their way through the neighbourhood.

INSIDE OUT LONDON by JR

Location: Outdoor Gallery
Part of London's hosting of EURO 2020, the project captured the portraits and stories of 16 local Brent heroes, such as nurses, teachers, community pillars, and frontline workers. Inside Out is a global, participatory art project created by renowned French artist JR.



WEMBA'S DREAM digital

Location: Olympic Way & White Horse Square
A digital companion to her Spanish Steps vinyl installation, Sian Bliss animated the visual identity for the Wemba's Dream event across multiple digital screens.



REFLECTIONS OF THE FUTURE

Location: Olympic Way
A world-premiere commission exclusive to Winterfest 2021, the large-scale immersive installation by Lucid ran 100m down the iconic Olympic Way. As visitors wandered down the mirrored multisensory walkway they experienced optical and visual illusions, creating an uplifting journey with a sweeping of technicolour lights, guaranteed to surprise and brighten the spirits.

MEADOWS OF CHANGE

Location: Arena Square Phone Boxes
This installation by HagenHinderdael celebrates the layers of history of Wembley as an iconic neighbourhood. The artwork took us through moments of perseverance and change in both the skyline and narrative of this unique part of London.



UNITED IN LIGHT

Location: Outdoor Gallery
Curated to reflect the power of people pulling together, the photo exhibition displayed 16 uplifting and vibrant scenes of togetherness, tenderness, and intimacy. Featuring the work of 12 UK-based photographers, the powerful images range from recent graduates to award-winning artists, such as Tami Aftab and Sophie Harris-Taylor.

REUNION

Location: Market Square
Celebrating the joy of coming together after months of social isolation, Winterfest 2021 featured the world premiere of 'Reunion' by Kumquat Lab. An exclusive commission, the unique light installation created a series of technicolour light arches, forming a circular space where visitors were invited to meet and connect with other spectators.

POWER IN UNITY

Location: Spanish Steps
Underpinned by a sense of togetherness, diversity and hope, this artwork was inspired by people uniting in tougher times to stand together for the greater good. A theme Micah Purnell has been looking over through 2020 and 2021, he sought to bring a positive and memorable experience to Wembley Park, creating an 'Ahhh' moment through the powerful design.



SYMBOLS OF UNITY

Location: Spanish Steps
Friendship, love and intimacy have all had restrictions placed on them in 2020 and 2021. With this artwork, artist Benjamin Watts wanted to represent many symbols of togetherness and light, but in a paired back way which leaves space for the viewer to engage and interpret.

CITY LIGHTS CHRISTMAS TREE

Location: Royal Triangle
London's tallest-ever LED Christmas tree returns with a new specially-commissioned artwork by Brent artist Yoni Alter. The 100,000 low-energy kinetic lights that formed the conical tree pulsed to different rhythms and evoked the vibrancy and pace of a cityscape.



POWER IN UNITY digital

Location: Olympic Way & White Horse Square
A digital companion to his Spanish Steps vinyl installation, graphics designer Micah Purnell animated powerful messages of hope and perseverance: "strength in numbers", "community like never before," and "power in unity."

CELEBRATION

Location: Bobby Moore Bridge
A site-specific light commission by Brent artist Yoni Alter, this artwork seeks to evoke the vibrancy and pace of a cityscape. The design illuminates the Bobby Moore Bridge underpass with dancing lights pulsating to different rhythms across this much-celebrated passageway.