

GROUP 40 // ENHANCING NORTHENDEN



By enhancing the existing appearance of Northenden high street through the injection of colour and art work, what was once an unappealing street immediately becomes enticing. Playing on the 1930s expansion, patterns and geometry are painted across facades to attract and entice local shoppers. Along with this simple intervention, the street itself is zoned into pedestrian and vehicular access. Pavements are widened to enhance footfall with overhead pagodas and planters introduced to encourage community participation and increase the greenery. Throughout the cycle of the day, the street is closed off strategically to allow for market activity as well as community projects e.g. outdoor cinema.

