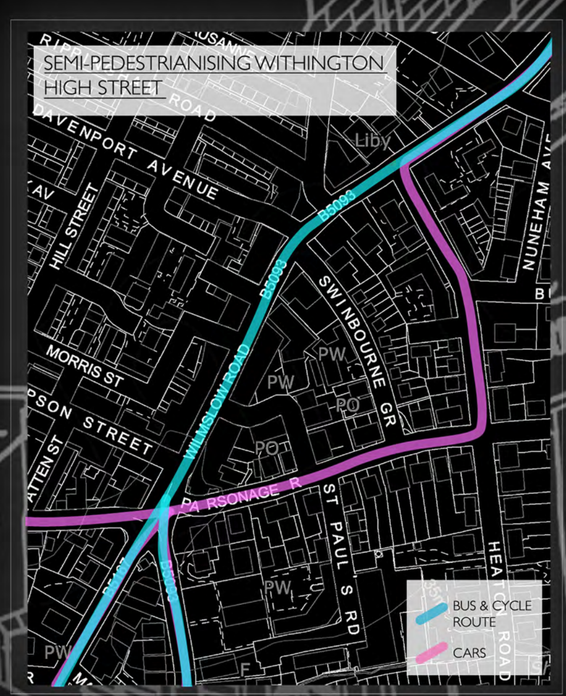
Group 43 // NEON JUNGLE

Our proposal re-imagines the dying high-street as a fluid LED digital road surface that adapts to any time, situation or activity. This semi-pedestrianised high-tech high-street will uphold the identity of Withington at street level, whilst also providing a flexible contemporary anchor.

Road markings are subject to change to fit around peak hours during the day. At night, it may display digital street art for the MIF; an interactive game for local festivals; rainbows for Pride/ advertisements for local outlets or stall plots for the local markets. In a world immersed in technology, this digital road revitalises the dated high-street.



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