

# Branding Lab

## High Street Design Competition

Following the launch of the Branding Lab design competition in May 2012, Waltham Forest Council has just selected 10 emerging designers to work with shop owners on High Road Leyton to transform the public image of their business as the crowds descend on East London for the summer Olympics.

Branding Lab is run by Jan Kattein Architects on behalf of Waltham Forest and builds upon the council's positive efforts towards regenerating its high streets. The project continues the recent work that has been completed on High Road Leyton. Some 19 shopfronts and building façades have been recently upgraded, works to another 24 buildings are nearing completion, pavements have been widened and new lighting installed.

The Portas Review of British High Streets spells out the crisis point that many local town centres suffer in the UK. Waltham Forest Council with support from Design for London and the Waltham Forest Business Board are determined to budge the trend and has tabled its own High Street Life Strategy aimed at investing in the town centres at the heart of local communities. The key aim of the strategy is to identify and celebrate the local identity of the neighbourhood. High Road Leyton is confirmed as a venue for the Olympic torch relay on July 21st and it is hoped that the Olympics will act as a catalyst to bring prosperity to an area of London that has previously lacked investment.

The Branding Lab provides a fantastic opportunity for design students and recent graduates from top London and international schools to work with architects, contractors, and local retailers to see their work realised with a positive impact. From innovative fruit storage to new window displays, graphics, web-design, roller-shutter art and smart furniture, the winning designers have imagined ways of improving the shops' public image in entertaining cost-effective and original ways.

Designers and shop owners will work closely together in the coming weeks to realise a final design. Works are due to be completed by the end of August with a formal review of the projects with Design for London at mid-stages on 20th July in Leyton Library. Stay updated on twitter and the Branding Lab website or by dropping into the Library on Friday afternoons to talk to designers and project coordinators.



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High Road Leyton Shopfront Pilot Project.  
High-res images available on request.



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It's happening here

