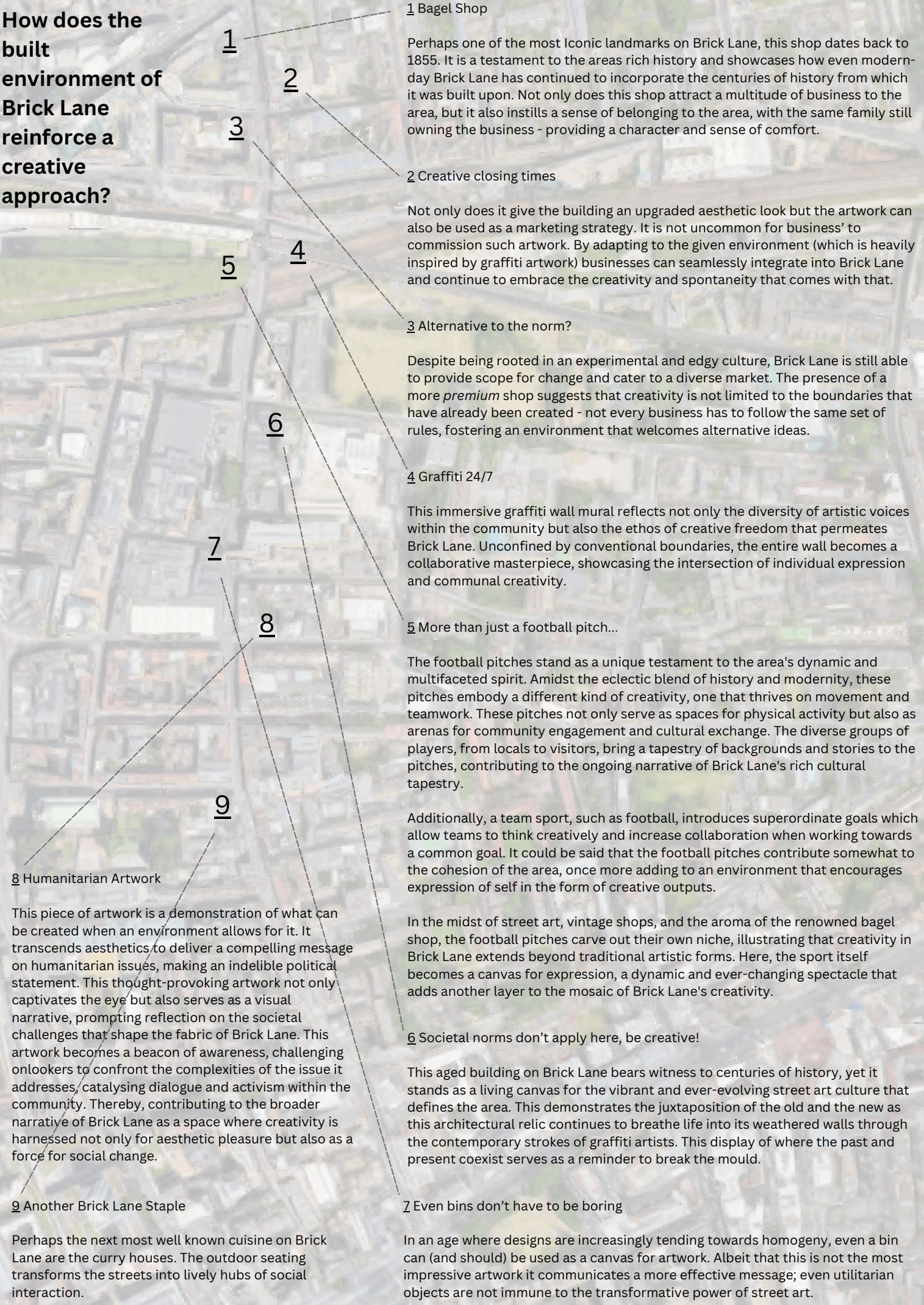


# How does the built environment of Brick Lane reinforce a creative approach?



1 Bagel Shop



2 Creative closing times



3 Alternative to the norm?



4 Graffiti 24/7



5 More than just a football pitch...



6 Societal norms don't apply, be creative!



7 Even bins don't have to be boring



8 Humanitarian artwork



9 Another Brick Lane Staple



# How does the built environment of Canary Wharf negate a creative approach?

## 1 People keep to themselves

The area itself is somewhat siloed from the mainland, with large amounts of people accessing it via the tube stations, creating a physical and metaphorical separation that fosters a corporate atmosphere, limiting the spontaneous interactions and diverse influences essential for a vibrant creative environment.

## 2 A space built for buildings not people...

Uninviting spaces, most of the areas that meet the public spaces are privately owned and do not invite people inside. Harsh and cold exteriors to tall and daunting buildings contribute to an individualistic environment which perfectly parallels the mantra of those international organisations that largely occupy this space. Effortless collaboration and interaction is not encouraged here, instead spaces can only be entered if you are contributing something financial.

## 3 Who makes the artwork?

Artwork is commissioned by people that do not live in or around the area, there is a lack of ownership and community. What's more, despite being the UK's largest free to visit Public Art collection, the artwork is permanent - meaning that there is no room for adaptation, evolution, addition, multiple perspectives, collaborative work to take place. The static and fixed in place artwork is perhaps reflective of the overarching theme of Canary Wharf - a place that encourages conformity for the riches of large organisations based within this location.

## 4 An off-peak ghost town

The conspicuous lack of locals further contributes to the sterile atmosphere, as Canary Wharf becomes a transient space primarily occupied by commuters and corporate professionals, devoid of the authentic character and diverse perspectives that local residents bring to a thriving creative community.

## 5 No money, no entry

Unless you work here or have money to spend here, there is very little reason to come here. The streets are lined with high-end shops, and expensive restaurants, creating an exclusive and financially restrictive environment that may deter a diverse range of individuals, hindering the organic and inclusive interactions that typically stimulate creative expression.

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