

Lambeth Council, Wilcox Road



Case Study

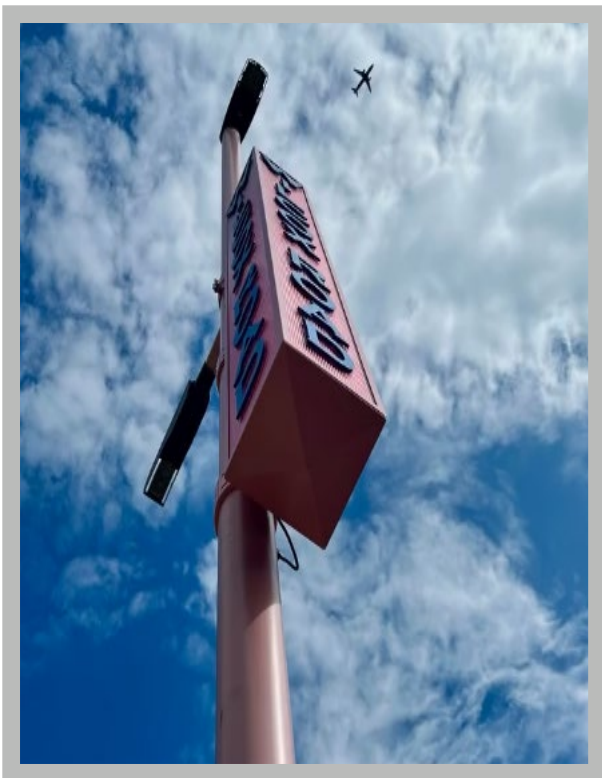
Project Overview

Client:

Lambeth Council

Location:

Wilcox Road, South West London



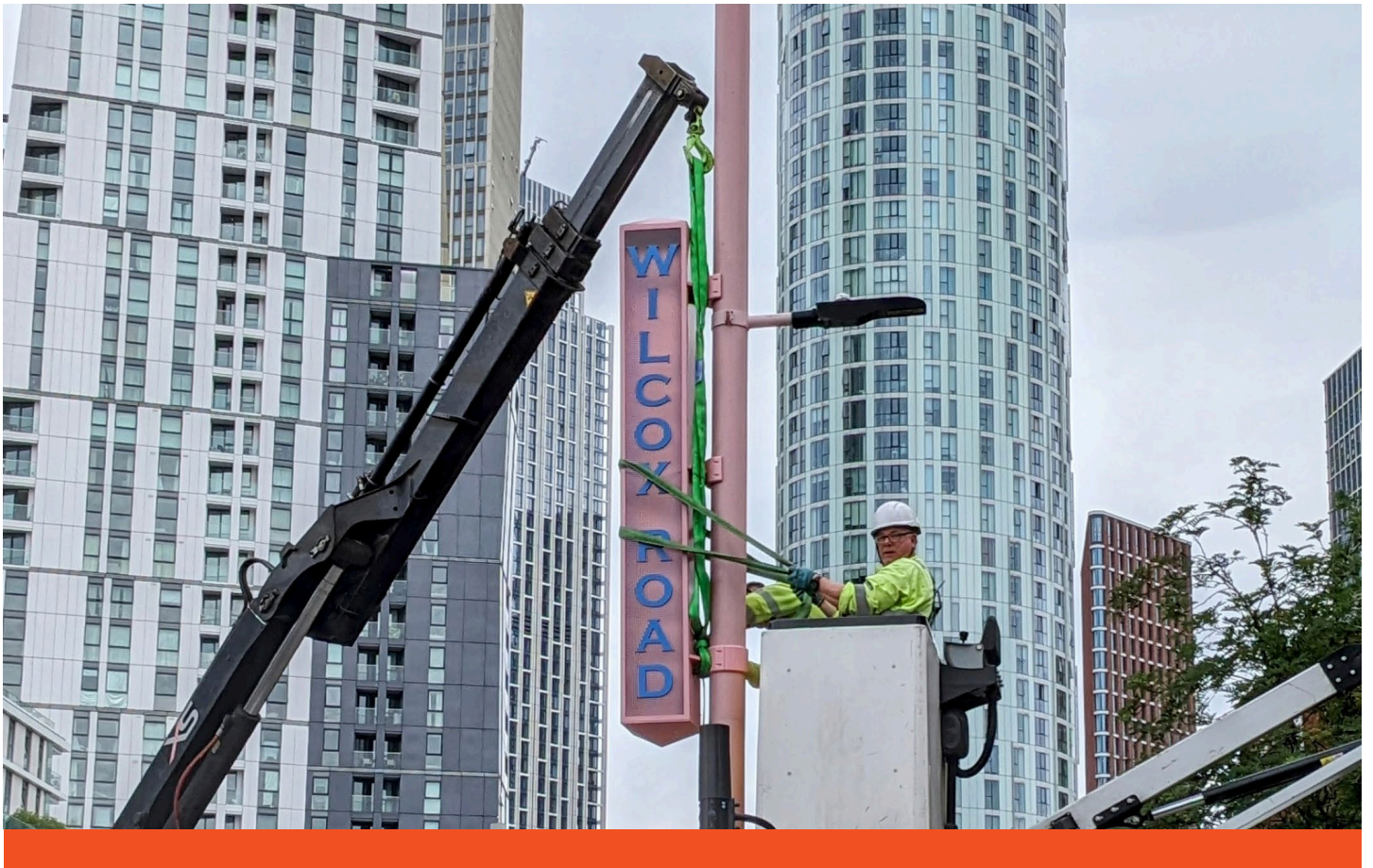
Concept

A bold new look for Wilcox Road, shaped by the voices of over 100 residents and businesses.

The installation of a distinctive illuminated sign and a number of heavy duty lamp post banners, requested by Lambeth Council, celebrates Wilcox Road's rich market history while also supporting footfall to the area's much-loved independent shops.

- ✓ Exterior signage
- ✓ Experiential items







A striking fabricated steel square projecting road sign, 2.34m high x 0.32m wide, dominates one of the pink-painted lamp posts on Wilcox Road. Angled in construction to accommodate reeded acrylic and overlaid with blue-painted aluminium letters. Internally, the sign houses an LED lighting tube for impressive illumination.

The sign stands proudly at the gateway of Nine Elms Tube Station and Wilcox Road to increase interest in the long-standing independent shops. Designed by NOOMA Studio following a design competition in partnership with the London Festival of Architecture, the designs in this project reflect the market heritage of the road as well as the influence of the local Portuguese community.





A total of seven decorative heavy-duty banners celebrating the local area are mounted on striking pink lamp posts. Double-sided with bold designs, at 2m high they prominently display graphics representing local trade. The banners are a strong indicator of the community's civic pride.



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