

ST JAMES'S

LONDON

Stjameslondon.co.uk
@_stjameslondon

THE CROWN
ESTATE

OXFORD
An OMERS Company

PUBLIC ARTWORKS LAUNCHED AT ST JAMES'S MARKET

Next month the The Crown Estate and Oxford Properties will unveil a series of public artworks in their new £400m landmark development St James's Market. Renowned artist, David Thorpe, and leading design studios, Studio Weave and Studio Swine have created installations as part of the redevelopment of St James's Market. The artworks will create vibrant, distinctive areas around the scheme drawing on the area's historic reputation for master craftsmanship, contemporary art and best in class retail for inspiration.

The artworks have been commissioned as part of the cultural strategy for St James's Market, which occupies the area between Regent Street St James's and Haymarket. This strategy has been devised in collaboration with leading cultural consultancy Futurecity, which has curated the artwork commissions and the installations as the redevelopment progressed.

An embedded artwork designed by David Thorpe for the Regent Street St James's section of the redevelopment will mark the artist's first permanent public art installation. Thorpe is a passionate advocate for pattern and decoration and the five panels he has created for St James's Market illustrate this. The three large-scale exterior panels made from handmade encaustic tiles repeat a pattern inspired by the work of the 19th century Arts and Crafts bookbinder TJ Cobden Sanderson. The soft glow emanating from the centre acts as a guide inviting the visitor to move forward and investigate the site further. In contrast, the two interior pieces are made of an intricate lattice in laser-cut leather laid over a Corian panel.



SINCE 1661

Inspired by early 17th century fabrics, the bespoke pattern developed by Thorpe references the exquisite detail found in clothing that might have been seen on the traders when St James's Market first sprang to life in the 1600s.

Studio Swine practice research-led design, creating work that is a product of its location, culture and resources, regarding design as a tool for place-making. The team has designed four benches – Shirt, Tie, Pipe and Shoe – which all reference traditional trades found to this day in St James's. Studio Swine found inspiration working with St James's heritage brands such as shirtmakers Turnbull & Asser and shoemakers Lobb. The extensive leather collection at Lobb's inspired the bronze inlays of shoes in the *Shoe Bench*, while Turnbull & Asser's paper patterns informed the design of the *Shirt Bench's* folded legs. Studio Swine also created a set of occasional seating. Inspired by looms used to make fabrics for shirts and ties the *Loom Chair and Stool* echo the intersecting threads of the weaving process.

The final commission is a free standing pavilion from Studio Weave. "*The Safe Deposit*" is conceived as a location for public performances, events and exhibitions and nods to a cabinet of curiosities that evokes the design language of Victorian safe deposit boxes, of which historically there were two nearby. The ornate interior ceiling is covered in a wheatsheaf design that alludes to the sacks of wheat historically used as currency and link with the barter and exchange of the old St James's Market.

dn&co, the placemaking specialists, have created the inaugural exhibition for this pavilion. The exhibition delves into the story of St James's Market and connects the present day back to the tale of *The Handsome Butcher of St James's Market*, an 18th century broadside ballad. dn&co has worked closely with illustrator James Graham to bring the poem to life, drawing on historical references from St James's.

Anthea Harries, St James's portfolio manager said: "St James's has a rich cultural heritage focused around high quality craftsmanship, and this is something we wanted to put right at the heart of our vision for reinvigorating St James's Market as world-class destination. We're delighted to be able to display such eminent designers in the development's public spaces, each inspired by the unique history of the area."



SINCE 1661

St James's Market is the latest redevelopment project to come forward as part of The Crown Estate's wider strategic vision for its St James's portfolio. This includes a £500m investment over ten years to refine and enhance the built environment and re-establish the area as a world-class retail, business and lifestyle destination with inspiring culture.

End

Notes to editors

About St James's Market

- With a BREEAM Excellent sustainability target, St James's Market, comprises two buildings. It has created 210,000 sq ft of new, modern office accommodation, five flagship stores for best in class lifestyle and fashion brands, and seven new restaurants, all set within over half an acre of revitalised public space
- Leading brands confirmed for St James's Market include: premium British brand, Jigsaw; Swedish cycling brand Assos; iconic design and lifestyle brand SMEG; and the flagship destination restaurant, Aquavit London.
- More than 40% of St James's Market's office space is now let, with 50,000 sq ft over two floors remaining in St James's Market No. 1 and 66,500 sq ft of world-class office space over seven floors in St James's Market No. 2.

The Crown Estate

- The Crown Estate is an independent commercial business, established by an Act of Parliament.
- 100% of its annual profits are returned to the Treasury for the benefit of the public finances.
- Over the last 10 years The Crown Estate has returned over £2.4bn to the Treasury. In the last financial year the value of the business rose to £12bn and its returns were £304.1m.



SINCE 1661

- Across its diverse portfolio, The Crown Estate's approach remains consistent; driving sustainable returns and growth through an active approach to asset management and long term investment in four key sectors.
- The Crown Estate's portfolio includes:
 - All of Regent Street and much of St James's in central London;
 - A UK leading portfolio of prime regional retail and leisure assets;
 - A major rural land portfolio;
 - The entire UK seabed and around 50% of the foreshore.
- The Crown Estate's history can be traced back to 1066. In the 21st century it is a successful, commercial enterprise, established as a market leader in its key sectors and known for a progressive, sustainable approach that creates long term value, beyond its financial return.
- www.thecrownestate.co.uk

About Oxford Properties Group

- Oxford Properties Group is a global platform for real estate investment, development and management, with over 2,000 employees and C\$40bn of real estate assets that it manages for itself and on behalf of its co-owners and investment partners.
- Established in 1960, Oxford was acquired in 2001 by OMERS, one of Canada's largest pension plans with over C\$78bn in assets. Oxford has regional offices in Toronto, London and New York, each with investment, development and management professionals who have deep real estate expertise and local market insight.
- Oxford now has approximately C\$8bn of assets under management in Europe, with a focus on core office and high street retail assets in Central London and Paris.
- For more information about Oxford visit: www.oxfordproperties.com



SINCE 1661

About Futurecity

- Futurecity develops cultural visions for the urban realm. It creates the partnerships, research and thinking that invigorate public space, and shape our cities for the future. Founded by Mark Davy in 2007, Futurecity works internationally to connect clients with artists, curators, galleries and cultural institutions. From commissioning major art works to delivering cultural programmes for entire districts, Futurecity operates between art and other disciplines, whether science, architecture or technology. As curators delivering major projects from inception to completion, Futurecity is interested in championing artists who are changing the way culture is presented in an urban context.
- futurecity.co.uk

About dn&co

- dn&co is a brand and design agency specialising in placemaking. Over the last 5 years, they have worked closely with The Crown Estate and Oxford Properties to build the St James's modern heritage brand and bring to life the vision for this 350 year-old London village. Their work spans strategy, identity, print, publishing, digital, film and exhibition design across architecture, workplaces, residential, fashion, and retail.
- Since its inception 10 years go, the studio has worked with some of the world's leading architects, developers, planners and commercial partners to help create real destinations that people enjoy and deliver commercial success, ranging from individual restaurants to entire neighbourhoods.
- Clients include: The Crown Estate, Stanhope, Mitsui Fudosan, Oxford Properties, Delancey, and Great Portland Estates, among others.
- dnco.com

For further information please contact –
Louisa McCarthy or Lotte Lugg
Neville McCarthy Associates
louisa@nevillemcCarthy.com or lotte@nevillemcCarthy.com
Tel. +44 (0)20 7940 2900



SINCE 1661