

HemingwayDesign

Placemaking & Events
Credentials

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HemingwayDesign is a multi-disciplinary design agency led by two generations of the Hemingway family and a wider team of talented designers.

You name it - we can design it.

But our real speciality is with people and places. We work (amongst other things) across placemaking, urban design, affordable housing, landscape planning, masterplanning, cultural events, public art, installations, place branding, place promotion and regeneration but really all of these come down to one thing - listening to people, bringing communities together, defining a shared vision and then making it happen. And we are bloody good at that, in fact:

There is no other agency in the UK that can match the breadth, scale, quality and impact of what we do.

Who are we?

- We help places to believe in themselves again
- We unearth creativity
- We give a voice to people who never thought they would be heard
- We bring people together who should have been together all along
- We get under the skin of a place to uncover its personality
- We come in, we meet people, we ask questions and prod and provoke and have a think and have a laugh and a whole lot of ideas come out – from communities, from people, from our team, from your team – and then we make them happen.

What do we do?

- It could be a festival.
- It could be a big party.
- It could be a series of events.
- It could be a digital event.
- It could be an ongoing community project.
- It could be an arts project.
- It could be forming a new creative community.
- It could be repurposing a building.
- It could be reimagining public space.

Ideally, when it works really well - it's a mixture of these. We start with one, and another springs up. Then the community takes ownership, and we're not needed anymore. That's real success for us.

So what does that look like?

Placemaking Events

Urban Village Fete

SAMPLE

Vintage By The Sea

National Festival of Making

First Light Festival

Festival of Thrift

Classic Car Boot Sale

The Drops

Placemaking Projects

Box on the Docks

East Point Pavillion

Cultural Events

The Good Business Festival

New Years Eve Spectacular

PLACEMAKING EVENTS

**AMBITION:**

To build community capital in a place undergoing large scale, long term regeneration; to turn a 'development' into a 'place' curated and produced with Greenwich Peninsula every May.

Urban Village Fete is an alternative, contemporary twist on the traditional summer fete for Greenwich Peninsula's pioneering residents and all Londoners. It is a big, bold celebration of the best in design, music, art, innovative events and modern craftsmanship, right at the heart of Greenwich Peninsula. The free day out featured a range of curated designer marketplaces, street food vendors, art & design workshops, unique pop-ups and a series of talks hosted by BBC Radio London's Robert Elms.

For music lovers, Gilles Peterson, the iconic British DJ and owner of Brownswood Recordings was at the helm on the day.

HIGHLIGHTS FROM THE EVENT:

- 2 stages
- Live DJs headlined by Gilles Peterson
- 12 performances including the Gospel Choir
- 10 - 20 workshops attended by 1000+ people
- Numerous talks with BBC's Robert Elms
- 100+ traders showcasing urban gardening, fashion, accessories, design, fresh produce, street food + beverages



VISITOR NUMBERS

- 35,000+ on the day

GEOGRAPHIC PROFILE

- London - South/ East

MEDIA REACH

- 46,769,089 (*56 pieces of coverage last year)

SOCIAL MEDIA REACH

- 583,000 *over 11,000 followers

OUR SUCCESS STORY:

showcasing local creative talent, helping our traders to build a network of likeminded people to form a new small business community. Giving undiscovered talent and new businesses the same platform as those further ahead and providing a space for people to meet their neighbours for the first time building a community

TESTIMONIAL:

"A big thank you from Greenwich Peninsula for a brilliantly curated, marketed and delivered second Urban Village Fete! It really felt like a brilliant community vibe with an outstanding program - a little bit for everyone"

- Kaia Charles, Greenwich Peninsula (Knight Dragon)



Family activity



Participation (click for video)



**AMBITION:**

To build community capital in a place undergoing large scale, long term regeneration; to turn a 'development' into a 'place' curated and produced with Greenwich Peninsula every March, September and December.

A celebration of the start of each new season through fresh produce and modern craftsmanship. SAMPLE Spring, Autumn and Christmas showcase the latest emerging creatives from the worlds of fashion, beauty, art, design and homewares with their collections, archives and one off show-pieces alongside a seasonal food market of fresh ingredients. SAMPLE Spring and Autumn take place over one day whereas Christmas is a whole weekend.

EVENT HIGHLIGHTS:

- Artistic Entrance
- Ravensbourne fashion exhibit
- Live DJs
- 100+ traders showcasing urban gardening, fashion, accessories, design, fresh produce, street food + beverage
- The One and Only Designer Sale, Lone Design Club and other designer collective fashion pop ups
- Mobile Hairdressing Salon
- Affordable Workshops for all ages



VISITOR NUMBERS

- 5,500 + per day in Spring 2017 , 7,500 + per day in Autumn 2017 and for the last two years we have steadily attracted over 8,500 people per day and attract 20,000 across the Christmas weekend.

GEOGRAPHIC PROFILE

- London / Southern Regional

MEDIA REACH

- 46,769,089 (*BBC Breakfast broadcast at SAMPLE SPRING)

SOCIAL MEDIA REACH

- 158,000

OUR SUCCESS STORY:

Helping our young up and coming traders to build a network of likeminded people to form a new small business community.

Giving new businesses the same platform as those further ahead at an affordable rate limiting any risk and stress for those just trying to establish themselves.





Music and entertainment (click for video)



Independent traders



Food traders

**AMBITION:**

Bringing a community together to celebrate the brilliance of 20th century design, fashion, vehicles and entertainment. Produced by Deco Publique on the first weekend in September.

The fantastic setting of Morecambe's seafront provides the backdrop that transforms into a multi-venue playground where, visitors can learn the dances, take in specially curated live performances, listen to exclusive DJ sets, enjoy evocative fashion, brilliantly conceived food and cocktails, ogle over beautiful vintage vehicles or take advantage of the decade specific hair and beauty makeovers and all the wonderful vintage shopping that will be on offer.

Whether your thing is swing, rockabilly, mod, soul, funk, disco, ska, film, art or design – or even if you just fancy getting an authentic makeover for a day – the Vintage by the Sea festival is a sensual delight, a big dressing-up box, a collector's dream and a joyous creative feast for all ages. For one glamorous weekend, the very best cultural delights from the 1920s to the 1990s will be up for grabs for all to enjoy and admire.



(click for video)





**AMBITION:**

To build on HemingwayDesign's Blackburn Is Open project and to underline Blackburn's manufacturing and making pre-eminence. Produced annually by Deco Publique in mid June.

This is an opportunity to see, make and do for residents and visitors to Blackburn town centre as The National Festival of Making takes over the streets with music, markets, street food, art, performance, tours, talks and above all, an eclectic mix of making experiences for everyone.

Deliberately set in the producing heartland of Blackburn, the festival explores and celebrates the present day diversity in the range, scale and skills of UK-based making.

Manufacturers large and small collaborate with artists interlacing often traditional techniques and materials with challenging, contemporary ideas, each to be revealed as part of the final two day, town centre festival.



(click for video)

VISITOR NUMBERS

- 30,000

GEOGRAPHIC PROFILE

- Lancashire

MEDIA REACH

- 47,859,264 (*BBC Breakfast coverage all weekend during the event)

SOCIAL MEDIA REACH

- 198,000

OUR SUCCESS STORY:

- 85% of visitors agreed or strongly agreed that they had learned new things about local heritage, whilst 85% agreed that the festival represented a diverse perspective of heritage.
- Economic impact of £985,538 in 2018.
- 50% of visitors were from outside Blackburn with 95% stating that they were likely or very likely to come back to the area.





**AMBITION:**

To create a nationally successful festival that positions Lowestoft as Britain's most easterly seaside town and one with enormous potential produced by HemingwayDesign and Flipside in June every year.

First Light originated as part of Hemingway Design's strategy for Lowestoft South Beach Vision, commissioned by Waveney District Council in 2017 with an aim to make Lowestoft a 'must visit' destination. It took place for the very first time over 24 hours of mid-summer weekend on 22nd/23rd June 2019 on Lowestoft's South Beach and seafront. With free access and 160 + innovative and engaging events, it is a festival with a difference that celebrates Britain's most easterly town. In its first year, highlights included a headline set from BBC Radio 6 DJ Gilles Peterson, a talk led by Simon Mayo, a midnight screening of Danny Boyle's Sunrise, accompanied by a Q&A discussion with the director himself and Talvin Singh performing just as the sun came up over the sea.

It is estimated that 30,000 people were in attendance over the course of 24 hours, with visitors rating their experience as 9.4 out of 10. Its economic impact was considerable, specifically, an investment of £90,000 of business rates retained by East Suffolk Council was converted into between £700-£900k of direct spend at the festival. This is in addition to wider financial benefit to local hotels, restaurants and bars, which all sold out!

First Light Festival



(click for video)

VISITOR NUMBERS

- 30,000+

GEOGRAPHIC PROFILE

- 70% of visitors were from Lowestoft 19% from the wider East Anglia area 3% travelled from London 7% were from elsewhere

MEDIA REACH

- 1.4 million for print and 4.9 million for online. 20 pieces of regional broadcast and 4 pieces of national broadcast.

SOCIAL MEDIA REACH

- 257,785

OUR SUCCESS STORY:

Lowestoft is on an absolute roll as the council say “The announcement of funding for the town’s flood defences has followed on from planning approval for the third crossing and the plans for the rejuvenation of the town centre also herald a new dawn for Britain’s most easterly town. East Point Pavilion will open in time for First Light 2021 and there can be no doubt that the creative and arts led ‘noise’ that was amplified massively by First Light is sounding loud and clear nationally and helping the town receive its long overdue share of national infrastructure budgets”





**AMBITION:**

Promote the concept of sustainable living and be a voice for sustainable issues globally and locally. Build a unique and distinctive, fun, sustainable national event. Produced annually by Stella Hall in September.

Living sustainably with style - Festival of Thrift is a big weekend of activities designed for all the family. Showing you how to save money, be environmentally savvy and live a rich and creative life. Leading and emerging artists, demonstrations, stalls, talks & workshops offering thrifty advice, tips and tricks as well as innovatively tasty food and drink.

Back in 2013, we held the very first Festival of Thrift at Kirkleatham, Redcar; a free, fun and family-friendly celebration of everyday living, with upcycling, recycling and sustainability at its core. It had everything: great food, fantastic music, interactive entertainment, market stalls selling beautiful hand-crafted wares, workshops and thought-provoking art. Year on year the festival has grown in magnitude and support, and we anticipated 25,000 people would join us over the two days; how wrong we were! 40,000 festival-goers poured through the gates, eager to experience all that The Festival of Thrift had to offer!



(click for video)

VISITOR NUMBERS

- 45,000

MEDIA REACH

- 20.12 million

SOCIAL MEDIA REACH

- 550,000

OUR SUCCESS STORY:

We have delivered and continue to deliver after 8 years on our aims:

- Build a unique and distinctive, fun, sustainable national event which draws positive media attention to our partners, Tees Valley and the North East.
- Celebrate the heritage and contribute to the future prosperity of Tees Valley and its industry.
- Ensure wider economic benefit through encouraging extended visitor spend on travel, accommodation, restaurants and businesses.
- Contribute to community cohesion through targeting communities with less access to cultural activities.
- Highlight the skills and creativity of the region's artists and craftspeople, to inspire people of all ages to learn old ways and find new ways to be creative in their everyday lives.



**AMBITION:**

To create a long term, distinctive, accessible placemaking brand that can tour. Produced and curated bi-annually in April and September by HemingwayDesign in association with King's Cross.

The finest vintage fashion, accessories and homeware traders operating from the boot of their vintage vehicles alongside a show stopping exhibit of classic cars, London's finest street food wagons, impromptu musical performances, street theatre and all manner of vintage fun that can be had on two and four wheels! All taking centre stage at one of London's most exciting redevelopments at the heart of Kings' Cross.

HIGHLIGHTS FROM PREVIOUS EVENTS:

- 120+ traders
- 100+ classic vehicles
- Live DJs
- Car wash entrance complete with 40ft airmen
- Vintage Mobile Cinema
- Live brass band
- Live performance
- Live vehicle exhibits
- Life size classic car peep boards
- Children's rides
- Vintage and unusual bicycles to ride
- Mobile Hairdressing Salon

Classic Car Boot Sale



(click for video)

VISITOR NUMBERS

- 8-10,000 pay £5 to enter paid zone
- 20-25,000 total audience across the site

GEOGRAPHIC PROFILE

- London / Southern Regional

MEDIA REACH

- 1,906,295

SOCIAL MEDIA REACH

- 500,000

OUR SUCCESS STORY:

We have created a long term, distinctive, accessible place making brand that can tour. We started on The Southbank, have been to Hastings, have a home in Granary Square Kings Cross and are soon to pop up at Here East and Woolwich Arsenal.







The Drops

AMBITION:

To be the primary placemaking event for the promotion of Coal Drops Yard. Curated and produced by HemingwayDesign for King's Cross and Coal Drops Yard due in 2021.

The Drops is a new take on a monthly market showcasing up & coming stars in fashion, homewares and lifestyle products as a place to introduce the Tracey Neuls, Universal Works and Tom Dixons of the future. The idea is not only to provide a platform for the market traders but for it to be a co-curated market with the Coal Drops Yard permanent retailers with the market complementing an existing line up of brilliant creative brands.

With fashion and music being prominent features in King's Cross, from the early career UAL students to the established fashion designers who have set up shop within Coal Drops Yard and the incredible music venues in and around the site, such as Spiritland and Lafayette, 'The Drops' is not only a nod to Coal Drops Yard but also refers to key moments in the creative industries nurtured in area. A capsule collection getting ready to 'drop' and the exciting time leading up to a much anticipated record being released and getting ready to 'drop.'

The market will celebrate shopping small, to support creativity, shop small and celebrate original and meaningful gifting.



Live DJ's



Coal Drops Yard



Designer makers



Fashion

COAL DROPS YARD



PLACEMAKING PROJECTS

**AMBITION:**

Supporting local hospitality businesses and local artists through the covid-19 pandemic. Produced and curated by HemingwayDesign and MediaCity in response to covid-19.

Box on the Docks was conceived for MediaCityUK as a way to support their hospitality businesses and also local independent artists through Covid recovery by creating self-contained dining pods that double up as a piece of art that allow visitors to return to their favourite bars and restaurants whilst safely social distancing. Within two months, alongside the MediaCityUK team, we zoomed, we discussed, we researched, we designed, we branded, we curated, we produced, we interior designed, we launched which resulted in:

- 30 sheds and greenhouses being installed
- 15 local artists being commissioned from graffiti, neon, textiles and painted murals
- Partnerships with BBC Sounds and CBeebies
- Doubled footfall at MediaCityUK
- A strong visual brand and following across social and on-site signage
- A socially distanced wedding
- Plans to extend the 3 month period further through Christmas and into the new year



VISITOR NUMBERS

- 4,000 - 7,000 a day

GEOGRAPHIC PROFILE

- Salford & Greater Manchester

MEDIA REACH

- 76,968,729

SOCIAL MEDIA REACH

- 276,000 (*across 3,800 followers across Twitter, Instagram & Facebook)

OUR SUCCESS STORY:

In a year of 'unprecedented' happenings, the speed at which this project went from idea to public opening was truly unprecedented. Other things we're proud of include:

- Finding a way to support local artists and hospitality businesses simultaneously during the pandemic
- Giving locals a free, exciting and colourful new attraction to visit at a time when it was most needed
- Raising awareness of MediaCity as a cultural and social destination



eat
sleep
RAVE
repeat

Informational sign with text and graphics.

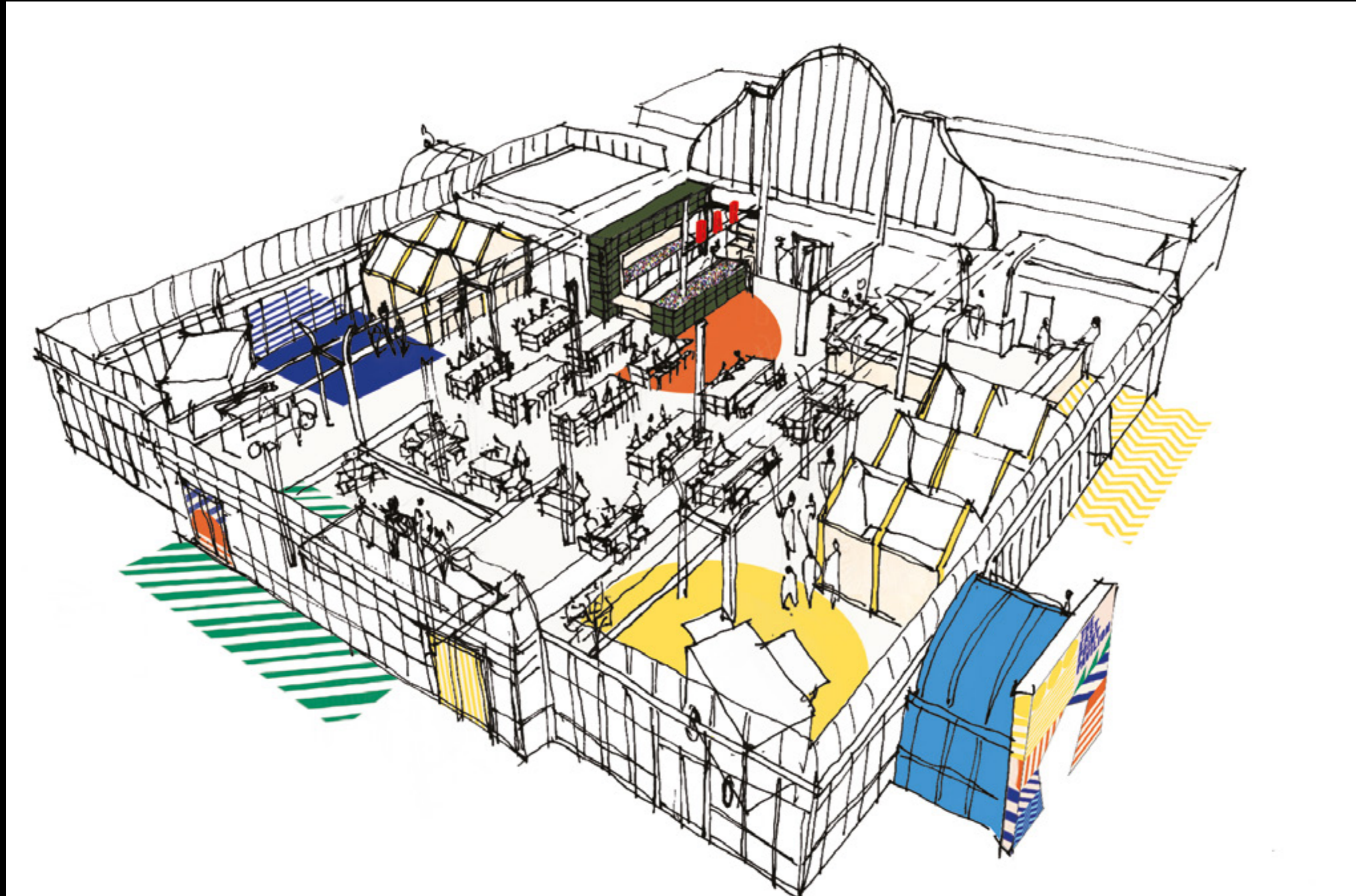
**TESTIMONIAL:**

“In its own right, Box on the Docks has surpassed its aims in bringing an innovative, uplifting place-making offer to MediaCity’s residential, business and visitor communities during the pandemic. However, this scheme has created much deeper, more lasting value for the city and its creative community. Building artists commissions into the scheme, specifically reaching out to Salford’s artist community to activate this space, has fundamentally changed wider perceptions of MediaCity within the city’s creative ecosystem. In valuing the role of artists in place-making, offering commissions when funding/work opportunities for artists were disappearing, and trusting them as collaborators, a bridge has been built. Rather than an island of glass and steel in the city, somewhat out of reach, MediaCity is now seen as a place where artists belong, where their work is valued, where new possibilities can emerge. Initial commissions have been given further life in the winter 2020 programme, even as hospitality has remained closed throughout the November lockdown: extending the scheme and fully investing in the role of public art as a mechanism to bring higher footfall to MediaCity, allowing people to reconnect with each other in safe, vibrant and caring spaces.”

While much of the cultural world was on hold, MediaCity helped bring culture back to life at Salford Quays. With and for Salford’s people, this scheme is serving as an inspiration to the wider Salford Culture and Place Partnership and our ambitions to embed social value – human value – to our city-wide, place-making initiatives.”

- Sarie Mairs Slee, Head of Salford’s Culture and Place Partnership



**AMBITION:**

Working alongside Hudson Architects, HemingwayDesign are acting as creative lead on the re-design of East Point Pavilion - a dated and under-performing, faux Victorian building located on Lowestoft's South Beach promenade.

The repurposed structure will provide flexible space for community and cultural activity, space for small entrepreneurial 'pop-up' businesses to operate from and a year-round café venue.

Our design role on the project has included; spatial layouts; bespoke joinery elements such as fixed food trader units and bar; FF&E; exterior and interior signage; and a graphic identity for the scheme incorporating a playful geometric pattern inspired by Lowestoft's twentieth century beach huts, the adjacent sailing club, and sandy beach.

Externally, the graphic pattern envelopes part of the building, updating the tired facade, whilst new openings and a 3D addition to the north entrance improve permeability.

**CLIENT TESTIMONIAL:**

I have read your report on Lowestoft and I think you've got it right. For example, I knew that there was something wrong with East Point Pavilion - but I didn't know what. I wish I had had the imagination to describe it as a faux Victorian Pavilion - telling it as it is, with an expert eye is just what we need. Your involvement gives me the confidence that Lowestoft, already much improved, has a very bright future".

- David Ritchie, Chairman of the Suffolk Coast Forum & Cabinet Member for Planning and Coastal Management at Waveney District Council

CULTURAL EVENTS



AMBITION:

To create a global summit for the good business movement. Produced and curated by HemingwayDesign and Culture Liverpool in October 2020 and June 2021?

The Good Business Festival Act One took place as a live/digital hybrid event on the 8th of October.

Despite Covid-19 forcing us to completely change our plans (for the third time!) just 10 days before the big day, we still managed to welcome around 5700 people across 42 countries to tune in. And we've barely even got started yet.

At The Good Business Festival, we believe that the role business plays in shaping society is so powerful that it must be better understood and its potential for positive change better harnessed. To put it simply – we should all be able to take part in this conversation and the campaign for purposeful business.

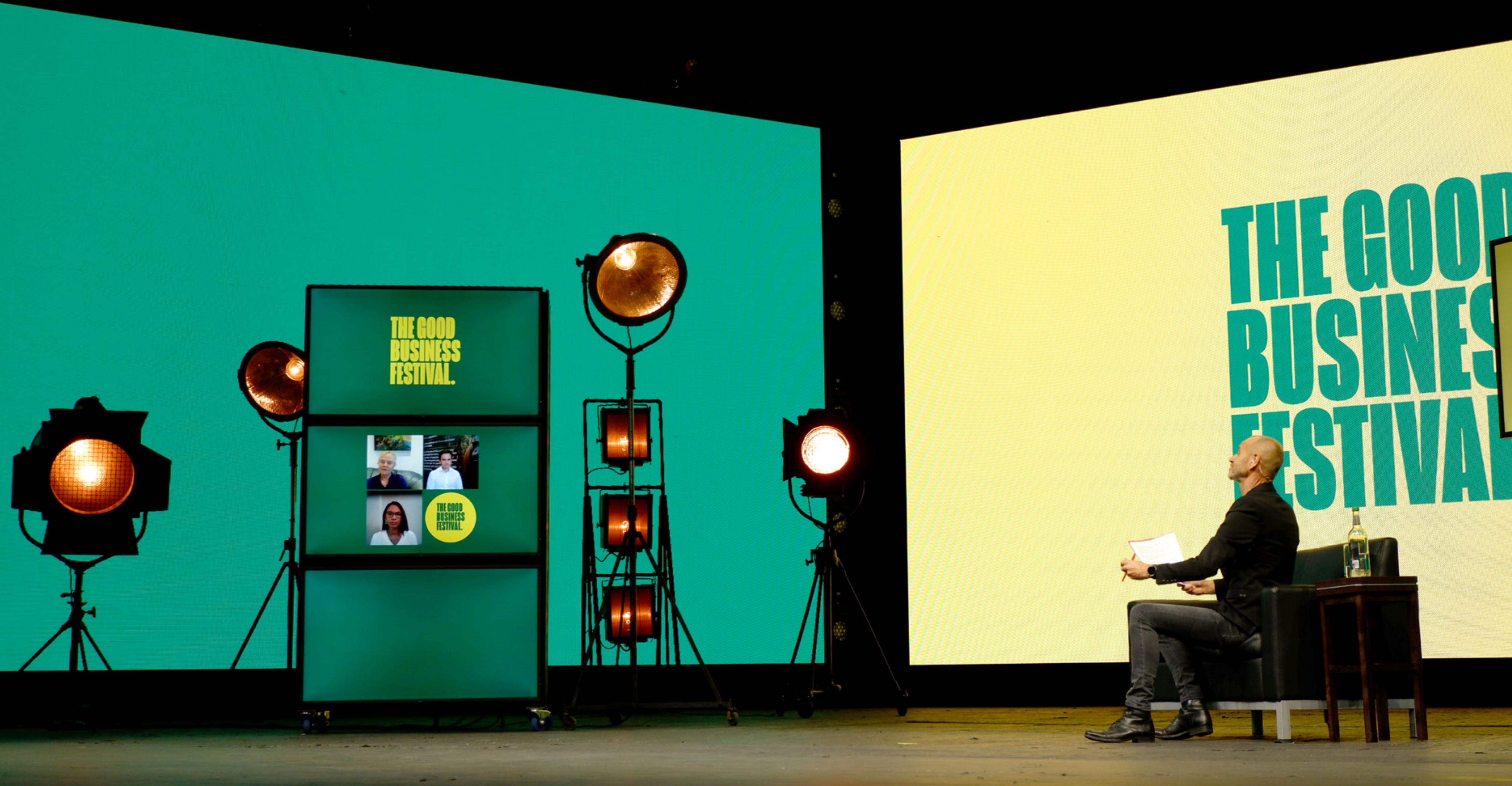
With Act One under our belts we are now working to harness the energy that it generated and the conversations it provoked, and continue to lead with creativity in order to reach audiences outside of the traditional business community.



Studio set up



Live stream



THE GOOD BUSINESS FESTIVAL.



THE GOOD BUSINESS FESTIVAL

**AMBITION:**

To create London's best NYE event and raise money for the Southbank Centre. Produced in partnership with Southbank Centre.

Vintage By Hemingway's annual extravaganza created returns to the Southbank Centre for another unmissable year as part of Wintertime at Southbank Centre, A Vintage New Year's Eve Party will kick off every year in style at London's iconic riverside location.

The eagerly-awaited event curated by Wayne, Gerardine and Jack Hemingway and the Vintage Festival team will transform Southbank Centre's Royal Festival Hall into five floors of entertainment with pop-up vintage night clubs, delicious dining, a vintage hair and beauty salon and photo studios capturing the fun as it unravels. Revelers also have an exclusive opportunity for a private view of London's world famous New Year's Eve Fireworks overlooking the iconic London skyline on the Royal Festival Hall terrace*. The ultimate evening of entertainment, A Vintage New Year's Eve Party is the perfect way for merry makers to ring in the new year.

New Year's Eve Spectacular



VISITOR NUMBERS

- 3,000

SOCIAL PROFILE

- ABC1, young singles, couples, culturally engaged, design aware, interested in vintage design with disposable income

SOCIAL MEDIA REACH

- 430,000

OUR SUCCESS STORY:

It is London's best NYE party and it is The Southbank Centre's largest annual earner taken as an average over its 8 year (and counting) lifespan



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