

20 **20 YEARS**
FORGING GREAT
IDEAS





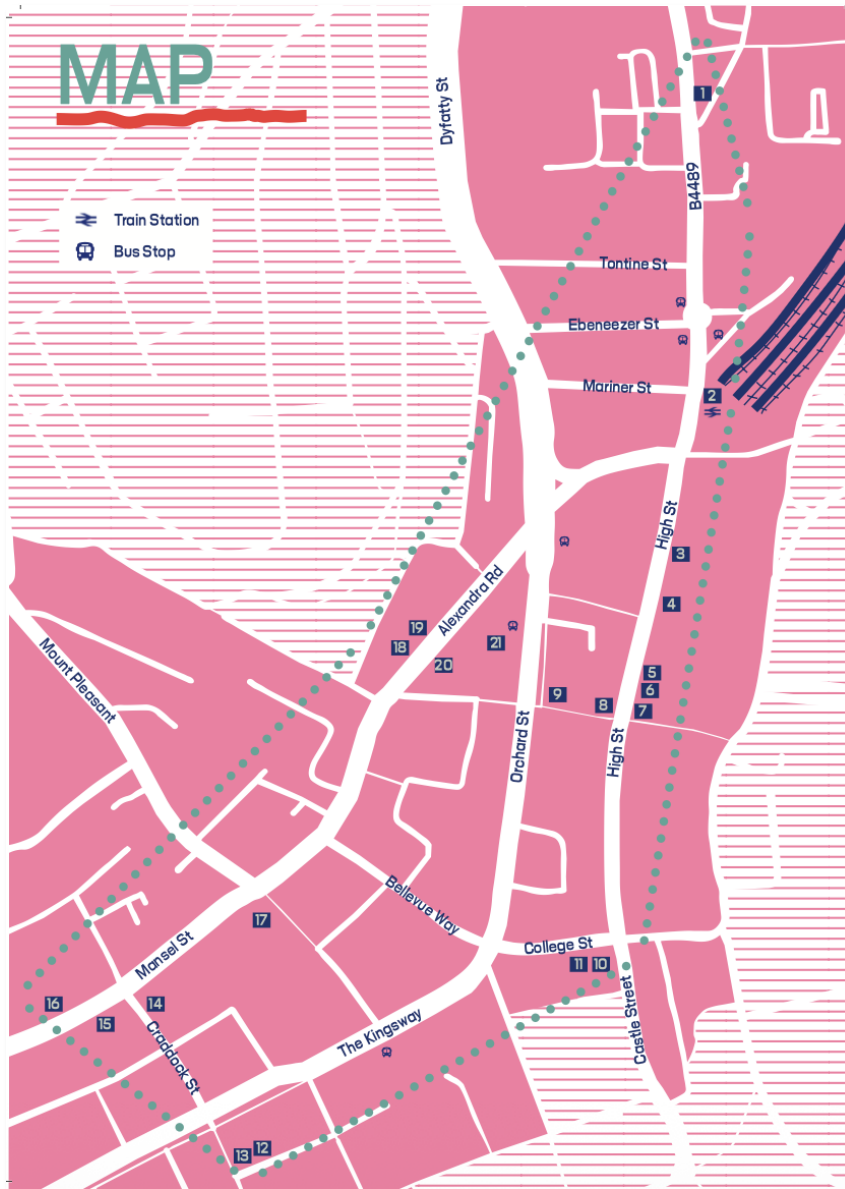
SWANSEA

CREATIVE



QUARTER

MAP & GUIDE



GUIDE ↓

1: Palace Theatre

→ Historic theatre transformed into a collaborative workspace

2: 4TheRegion

→ A cross-sector membership community committed to improving the prosperity and wellbeing of the region

3: Hippos

→ Bar & music venue

4: Elysium Creative Enterprise Hub:

→ Gallery, events & community space

5: Swansea MAD:

→ Grassroots community charity

6: Galerie Simpson Artists:

→ Non-profit arts organisation & gallery

7: Tangled Parrot Cafe/Record Shop:

→ Café, record store & event space

8: Volcano Theatre

→ Independent theatre company

9: Elysium - Orchard St studios

→ Non-profit contemporary arts studio

10: Oriel Science

→ Museum, gallery & event space

11: Elysium - College St studios

→ Non-profit contemporary arts studio

12: The Bunkhouse

→ Bar, music venue & community space

13: Swansea Hack Space

→ Community run space for enthusiasts in electronics, science, craft and more to share, learn and work

14: Albert Hall

→ Historic building transformed into an events venue, food hall & co-workspace

15: Elysium - Mansel St studios;

→ Non-profit contemporary arts studio

16: Studio Coffee

→ Café-bar, music venue & hostel

17: Swansea College Of Art, UWTSD

→ University Campus

18: BBC Cymru Wales

→ BBC Cymru Wales studio

19: Glynn Vivian Art Gallery

→ Contemporary Art Gallery

20: Swansea College of Art, UWTSD

→ University Campus

21: HQ Urban Kitchen

→ Café, kitchen, bar & event space

Supported by Urban Foundry Ltd

- Created to promote the opening of Urban HQ and paid for by Urban Foundry
- Designed deliberately not to reflect Urban Foundry branding but to encourage people to explore all businesses in the area
- Created by a previous design intern (paid)
- Designed as an A6 ‘Pocket sized’ guide which could be printed at relatively low cost (a4 folded)
- Distributed via all of the featured businesses.
- Downloadable as a PDF until recently.

URBAN

FOUNDRY

Certified



Corporation



POPUP
W A L E S

SWANSEA BAY
• STREET MARKETS •



DESIGN
COMMISSION
FOR WALES
COMISIWN
DYLUNIO
CYMRU



Placemaking Principles

People and community

The local community are involved in the development of proposals. The needs, aspirations, health and well-being of all people are considered at the outset. Proposals are shaped to help to meet these needs as well as create, integrate, protect and/or enhance a sense of community and promote equality.

Location

Places grow and develop in a way that uses land efficiently, supports and enhances existing places and is well connected. The location of housing, employment and leisure and other facilities are planned to help reduce the need to travel.

Movement

Walking, cycling and public transport are prioritised to provide a choice of transport modes and avoid dependence on private vehicles. Well designed and safe active travel routes connect to the wider active travel and public transport network and public transport stations and stops are positively integrated.

Mix of uses

Places have a range of purposes which provide opportunities for community development, local business growth and access to jobs, services and facilities via walking, cycling or public transport. Development density and a mix of uses and tenures helps to support a diverse community and vibrant public realm.

Public realm

Streets and public spaces are well defined, welcoming, safe and inclusive with a distinct identity. They are designed to be robust and adaptable with landscape, green infrastructure and sustainable drainage well integrated. They are well connected to existing places and promote opportunities for social interaction and a range of activities for all people.

Identity

The positive, distinctive qualities of existing places are valued and respected. The unique features and opportunities of a location including heritage, culture, language, built and natural physical attributes are identified and responded to.



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QUARTER

MAP & GUIDE

- The name of the map can be changed or adapted although we are happy to continue with Creative Quarter
- The list of businesses is to be finalised – **we do need to set a date** to close the list for your design work. We are open to discuss which businesses should be included and why.
- Maps will be printed and distributed to all featured businesses with the option of a sticker/accreditation mark to be displayed at venues
- We will require print ready files although we have designers who can help
- We can consider different print methods/paper stock but must be sustainable/cost effective
- Must function offline first but we are open to low-cost digital amplification ideas
- This needs to function as a map and be clear and unambiguous to users
- Designers will always be credited on all printed versions and in associated social posts/promotion, but the copyright will belong to Urban Foundry
- We are happy to meet again and check in as your work progresses, if useful
- The prize fund is £100 in gift cards for Urban HQ (for food & hot drinks excluding alcohol)