

Assael + FUTURE\CITY

Present

Places to Live: the importance of place, culture and lifestyles

In collaboration with



HYPHA
STUDIOS



ROYAL
PHILHARMONIC
ORCHESTRA

WAY OF LIFE

Assael + FUTURE\CITY

Introduction

Russell Pedley, Director & Co-Founder, Assael Architecture

The new cohort

Marcus Foley, Co-Founder & Chief Growth Officer, Tommy

Software & hardware

Mark Davy, Founder & CEO, Futurecity
Camilla Cole, Hypha Studios, Founder & Managing Director
Huw Davis, Deputy Managing Director, Royal Philharmonic Orchestra
Sowgol Zarinchang, Managing Director, Way of Life

Panel – new design thinking



HYPHA
STUDIOS



ROYAL
PHILHARMONIC
ORCHESTRA

WAY OF LIFE



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2



3



4



5



6



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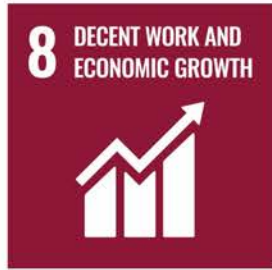


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Introduction



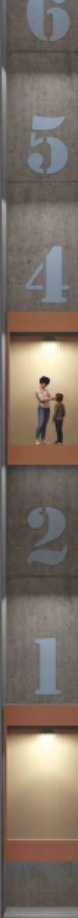






The S in ESG...





The new cohort



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COMMISSIONING THE FUTURE



Dramatically changing cultural contexts

**We've leapfrogged five to seven years in the
digital revolution**

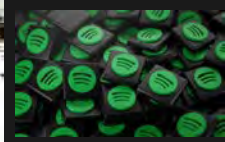
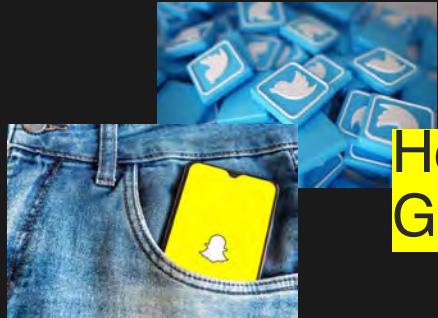
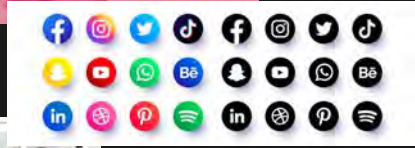
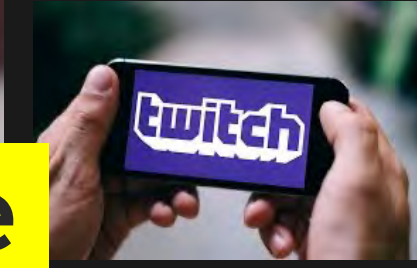
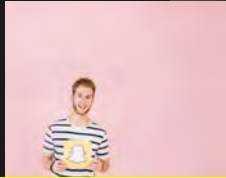


Create spaces to reflect their needs

Broad-based demographic targeting strategies
won't work.

MEETING THE NEW NEEDS

**Social media, the
thing that connects it
all.**



**How do we shape the different needs of
Gen Z and Gen X?**

THOUGHT STARTERS

**1. The
manifestation of
Social Media
platforms into
physical
opportunities.**





**SOCIAL PLATFORMS
TURN UP IN THE
PHYSICAL SPACE.**

**THEY WANT SPOTIFY
HOUSE. NOT SOHO
HOUSE.**



Curated spaces at their best.

**2. Social Media
can deliver
commerce
opportunities in
the physical
realm.**



AN ESCAPE FROM INTERNET- INDUCED ANXIETY.



Idea Pin
Throw celestial
celebrations
with
@melissaandre

Idea Pin
Be jewelled
with
@reunig

Mimicking the online experience.

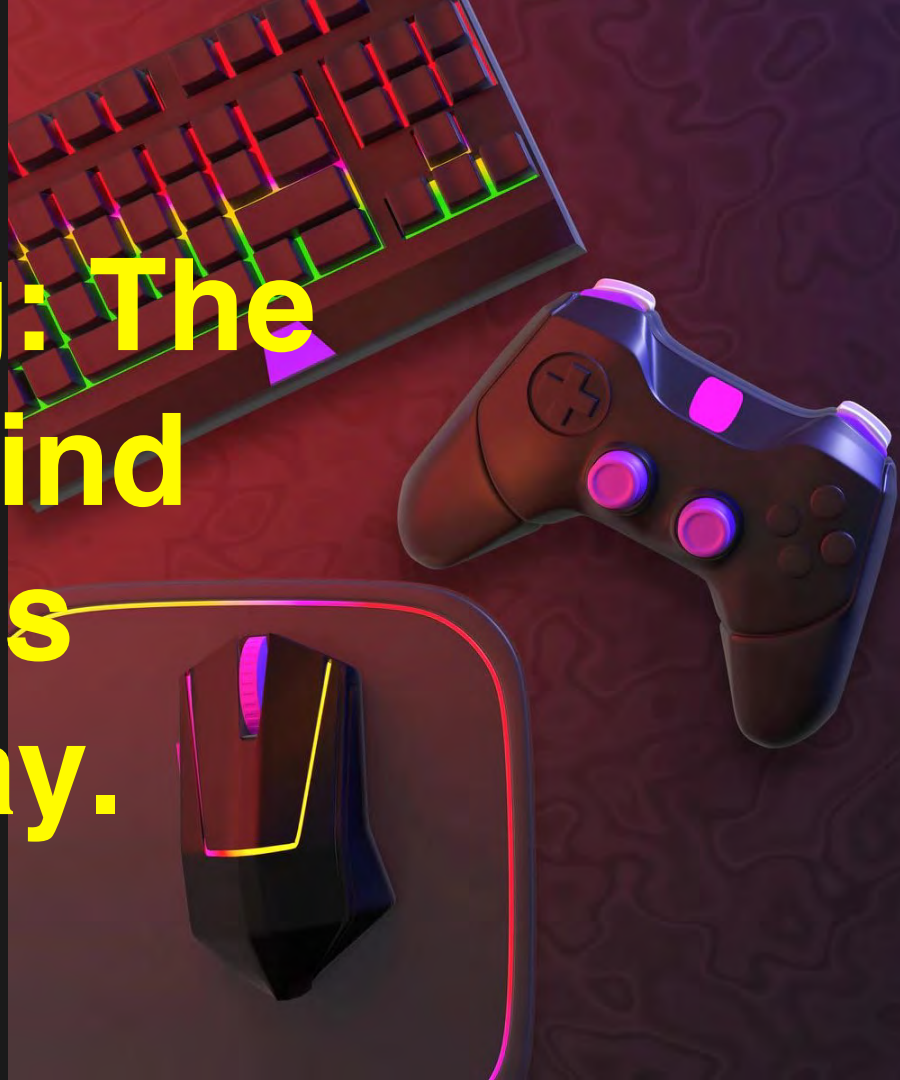
ADWEE

1/. Experiences grounded in a clear understanding of what audiences really value when meeting.

2/. Why are these just the preserve of the short-term, pop-up experience.

3/. We need social destinations that drive people to your physical spaces.

3. Gaming: The biggest blind spot in this room today.





**GAMING IS
ENTERING A NEW
ERA.**

No longer the preserve of 'lazy young men'.

THERE IS SOMETHING FOR EVERYONE.



From casual to pro-gamers.

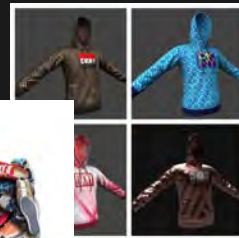
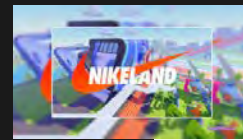
THIS IS WHAT GAMING LOOKS LIKE IN 2022.



*“We see gaming as the
centre of community,
culture and commerce,”*

Willem Dinger, global director of
sponsorships at Unilever.

ESPORTS: THE NEW HOLY GRAIL.



Culture, entertainment, fashion, music & sport



1/. Don't ignore the shift of consumer attention.

2/. Unlock the power of gaming to create a wealth of commercial opportunities in the physical space.

3/. Provide places where digital and physical lives can converge.

4/. Where is our eSports district where activations can come to life.

5/. Football stadiums bring value in the community, eSports will too.

**4. Brand
Expression:
emerging
opportunities
for our retailer
strategies.**





**BRANDS NEED
SPACES TO
TAKEOVER.**



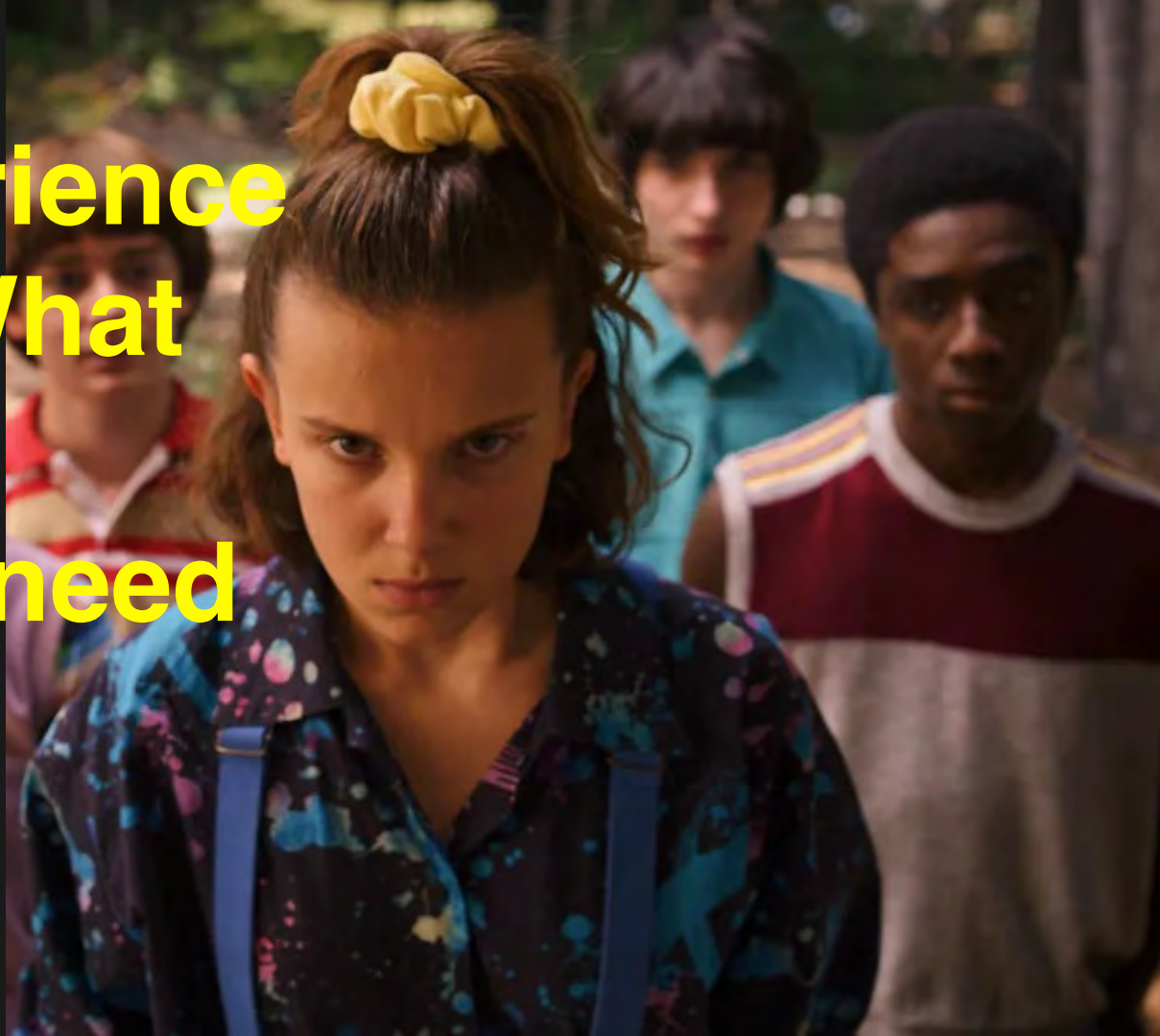
1/. It shouldn't just be the preserve of Nike to upscale and invest in spaces.

2/. Brands need more opportunities, how are we going to provide them?

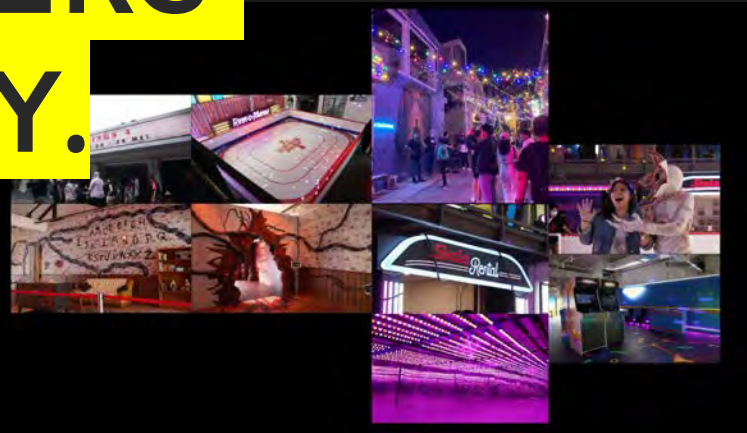
3/. The High Street as we knew it is finished. As brands seek to redefine their retail strategies they need to show up in new and interesting ways.

3/. Curated spaces to enhance the power of brands.

5. The experience economy: What brands and advertisers need from public spaces.



DISTRICT TAKEOVERS DRIVE PROSPERITY.



SEE IT. HEAR IT. EXPERIENCE IT.
SHARE IT. PERPETUATE IT.



**REVERSE THE
THINKING.**



**THINK OF BRANDS AS A TWO WAY
TRANSACTION OPPORTUNITY.**

1/. We can't embrace opportunities like this because it's costly and impractical.

2/. Wrapped up in bureaucracy and space simply not provided for in our districts.

3/. Unique experiences perpetuate more people coming to your district.

**The EXPERIENCE ECONOMY is waiting to flourish.
ARE WE READY TO PROVIDE SOLUTIONS.**



6

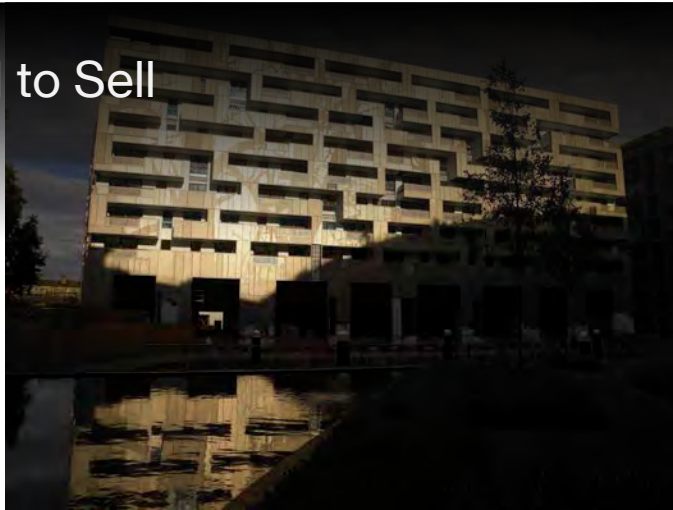
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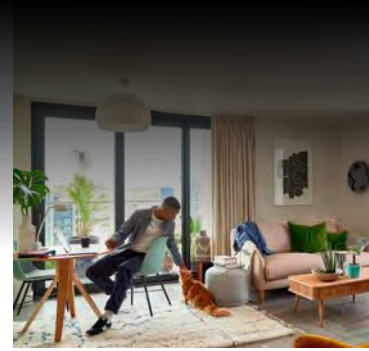
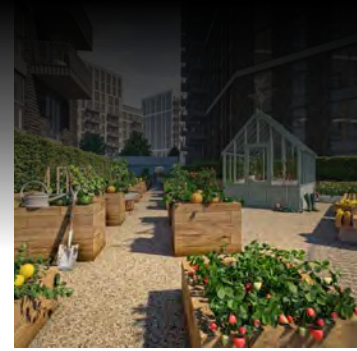
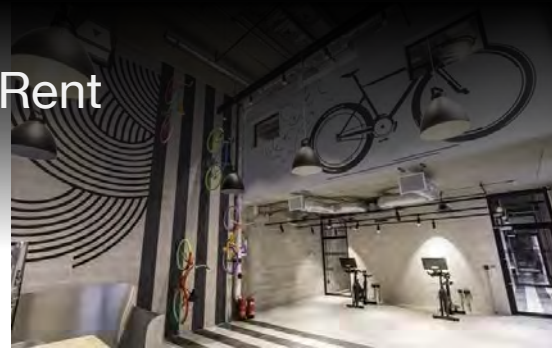
Software & hardware



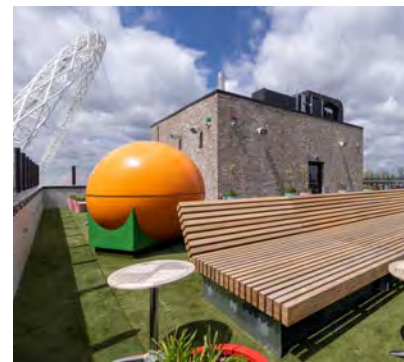
Grosvenor Waterside / Build to Sell



Wembley Park / Build to Rent



FUTURE CITY



Market Intelligence:

Consumer Trends:

Purposeful Living + Belonging
+ Cause

Investment Trends:

Social Value + Evidence of ESG

Business Trends:

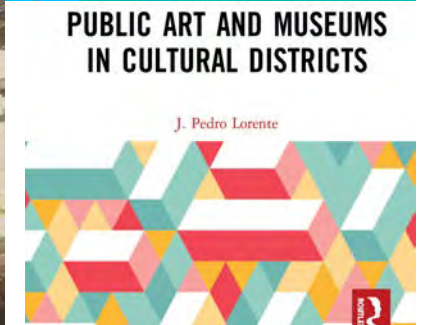
Value Added Lifestyle +
Meaningful Work

Lifestyle Trends:

Low Carbon + Local Living +
Health & Wellbeing +
Community



The rise of the Creative District, Cultural Quarter, Downtown



Software not Hardware
Permission to be Radical



FUTURE\CITY



A NEW CREATIVE DISTRICT

SIGN UP TO BE THE FIRST TO FIND OUT WHAT'S
ON IN WEMBLEY PARK

Subscribe to our mailing list

Subscribe

Cultural
Heritage

Multicultural
Immersion

Activated
Public
Realm

Leisure
Space

Local and
Emerging
Creatives

Robust
Commercial
Offer

Young
Residents

Creative
Density

Creative
Economy

Great
Connectivity

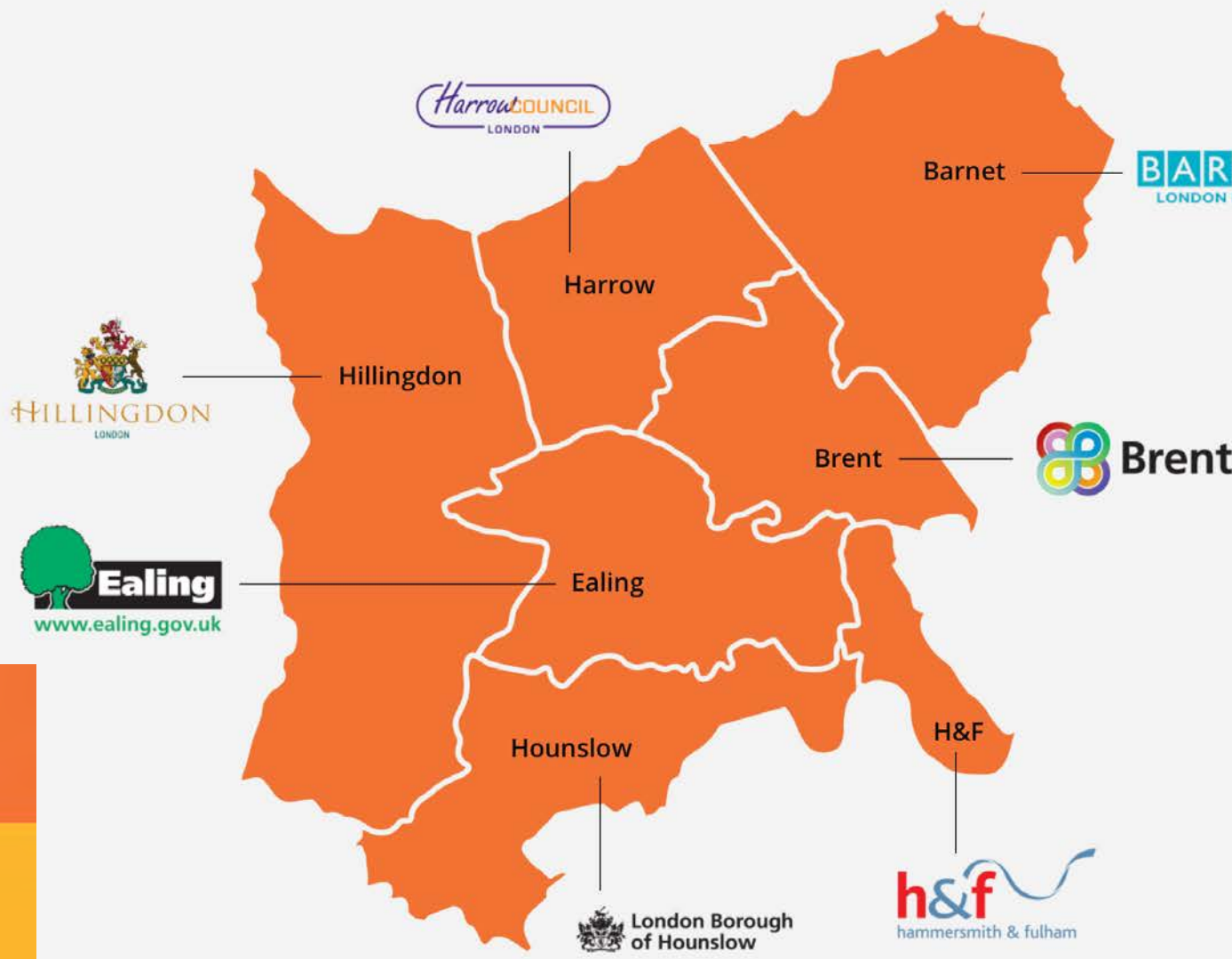
£73bn
Seven London boroughs with an economy bigger than Birmingham, Leeds and Glasgow combined

952k
number of jobs

1.1m 2019 Annual Report
economically active people

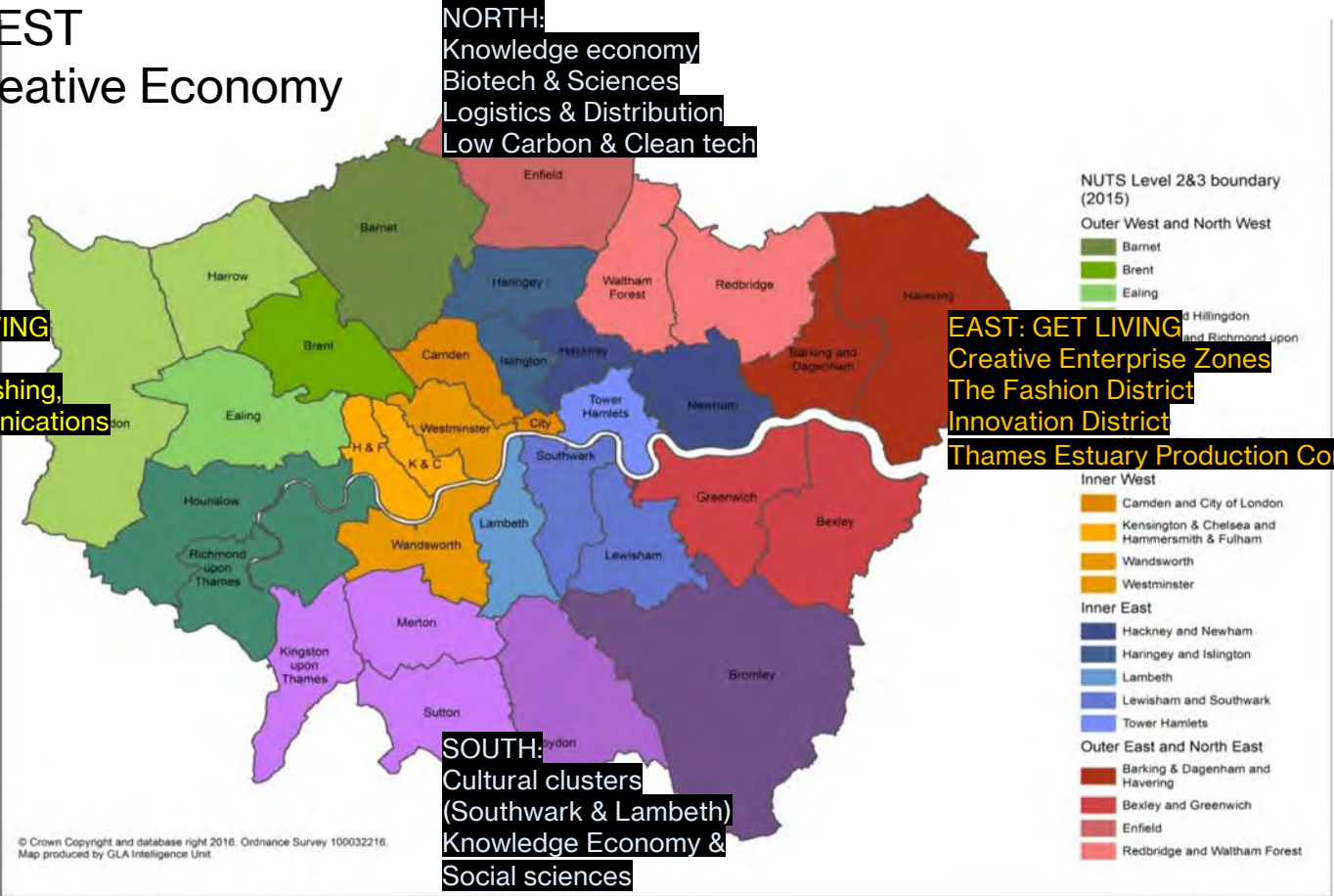
109k
businesses

2.1m
residents



EAST VS WEST

London's Creative Economy



Source: GLA Intelligence Unit

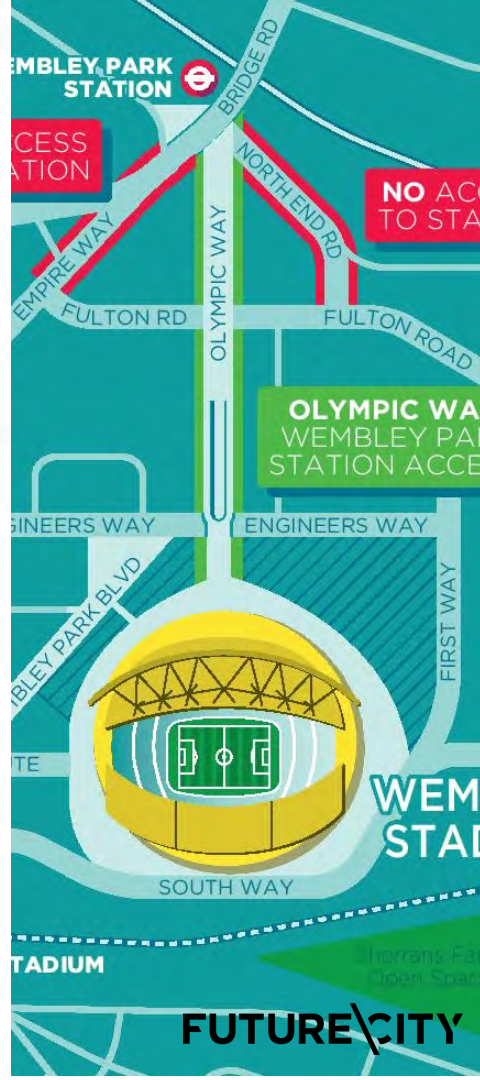
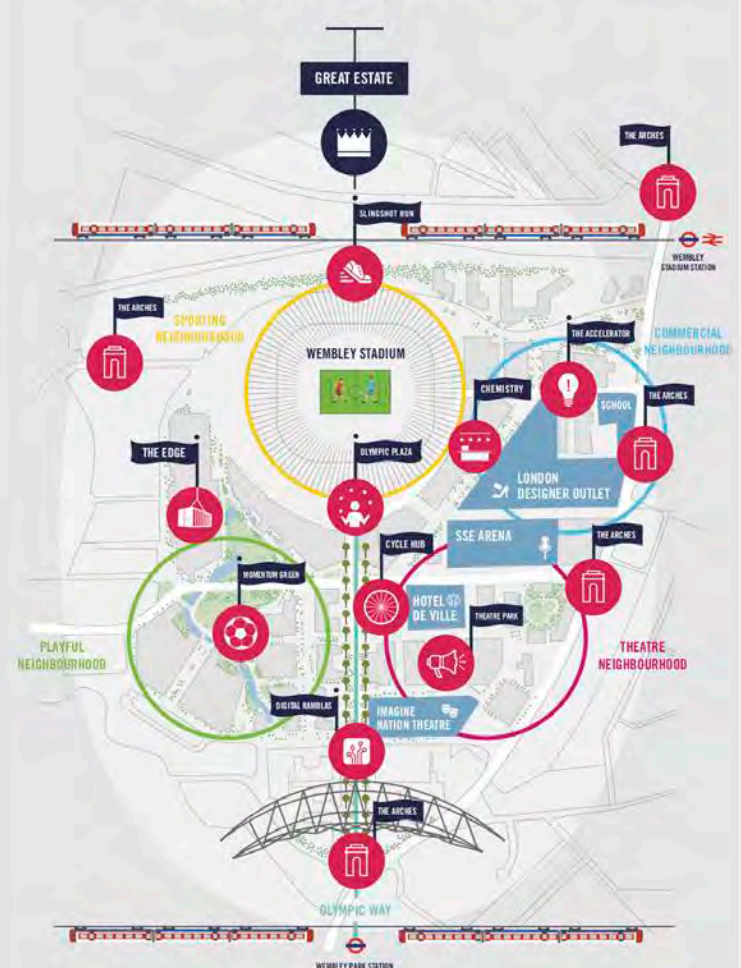


Street finder	Landmark finder	Parking
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WEMBLEY PARK

London's New Creative District





INTERNATIONAL BUSKING DAY
WEMBLEY PARK

SAT 20 JULY | 12PM - 8PM
WEMBLEY PARK
FREE ADMISSION
BOOK YOUR FREE TICKETS

00 00 00 00

This event has ended

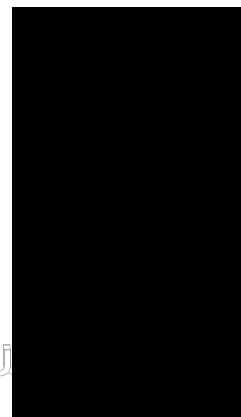
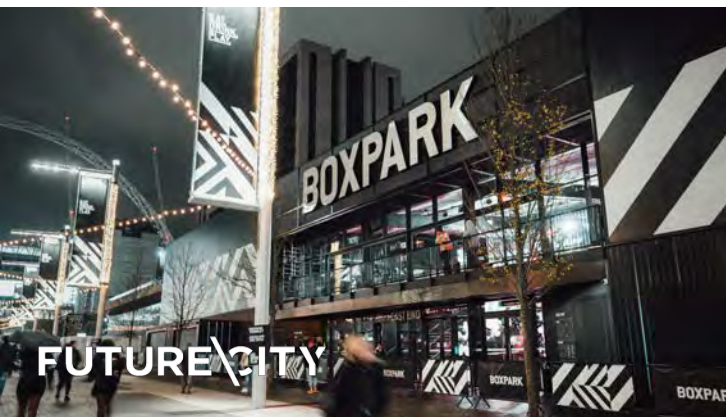
ROYAL OPERA HOUSE

BP Big 2019 Screens

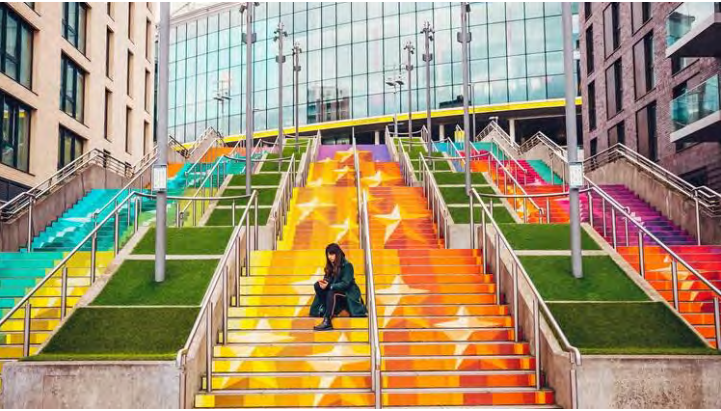
FREE LIVE OUTDOOR OPERA AND BALLET SCREENINGS

THE ROYAL OPERA | WOLFGANG AMADEUS MOZART
THE MARRIAGE OF FIGARO | TUESDAY 9 JULY AT 7PM

roh.org.uk/bpbigscreens



Figures of Change' all-women art trail / 8 outdoor artworks placed around the iconic stadium in Wembley Park / Curated by Josh McNorton





ROYAL OPERA HOUSE

BP Big 2019 Screens

FREE LIVE OUTDOOR OPERA AND BALLET SCREENINGS

THE ROYAL OPERA | WOLFGANG AMADEUS MOZART
THE MARRIAGE OF FIGARO | TUESDAY 9 JULY AT 7PM
roh.org.uk/bpbigscreens

bp
FUTURE CITY

Wembley Park

GET ABOUT
Find what you need

Wembley Park
welcomes Getty Images Gallery

Royal Philharmonic Orchestra



FUTURE\CITY



23/12/19
Royal Philharmonic Orchestra moves headquarters to Wembley Park



Wembley Park and the Royal Philharmonic Orchestra present inaugural Wemba's Dream, a new performance event

News and Press Wednesday 11 August 2021



← WEMBLEY PARK

The Royal Philharmonic Orchestra wants to meet you



15/01/19

Brent London Borough of Culture 2020

PREVIOUS NEXT



BACK THE BID
BRENT
LONDON BOROUGH OF CULTURE 2020
WWW.BRENTCULTURE2020.CO.UK

THIS IS THE BOROUGH OF CULTURES.
PROGRAMME LAUNCHED
BRENT2020.CO.UK
BRENT 2020





YELLOW PAVILION Wembley Park

Open mic night

An evening full of local talent with singers, dancers, spoken word and much more.

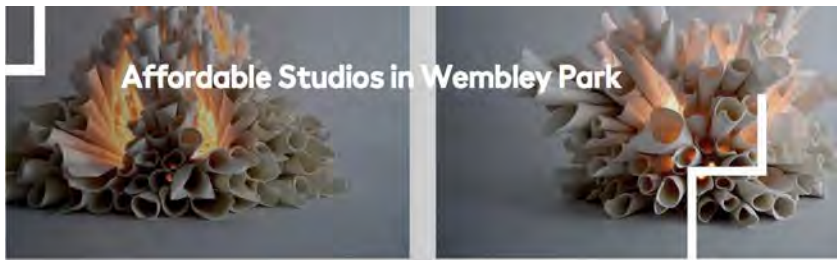
Wed 28 March
Doors open 7pm

Yellow Pavilion Engineers Way
Wembley, London HA9 6EG
FREE ENTRY Age 18+

For more info:
wembleyopenmic@gmail.com
wembleypark.com/yellow-pavilion

PLUS - Be the first to watch the 'People of Wembley Park' film screening!

PROUD TO BE PART OF THE LONDON BOROUGH OF CULTURE

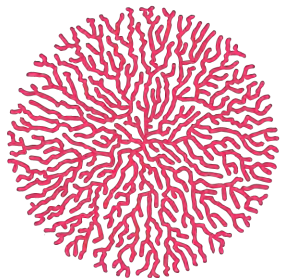


SFSA's Creative Community sits within Wembley Park

Second Floor Studios & Arts (SFSA) are running a collective of 26 affordable studio spaces for artists and makers, the first of its kind in Wembley Park. The long-term, subsidised spaces provide important employment led opportunities for the local community.

London has lost thousands of jobs since the pandemic and the capital is reaching a tipping point for its future. Wembley Park have had the vision to embrace local artists within community planning and we look forward to seeing how the residential and studio communities mix and collaborate over time.





HYPHA STUDIOS - WHO WE ARE

Hypha Studios is a Charity matching creatives with empty spaces & regenerating the high street with cultural hubs & events for local communities.

By providing free studios & project space we act as an incubator for creatives to test new ideas without financial obstacles. We provide opportunities to those who might not be able to access space, support or visibility.

In return for the free space, creatives organise public events, supporting the locality & benefiting the high street.

Landlords and property owners benefit from the combination of activation of otherwise vacant space and a cost saving via rate mitigation.

hyphastudios.com

Anna Fearon - Hypha Studios - Catford



ABOUT **HYPHA STUDIOS**

OUR CREATIVE SOLUTION

OUR PROVEN MODEL DELIVERS PROFOUND BENEFITS FOR ARTISTS LANDLORDS AND COMMUNITES

HYPHA STUDIOS SOLUTION FOR ARTISTS

By acting as the umbrella at each of our locations and working directly with landlords Hypha Studios provides space that is risk-free with no capital outlay (other than insurance) and in most cases Hypha Studios is able to pay artists for their community programs.

HYPHA STUDIOS SOLUTION FOR LANDLORDS

As an established charity Hypha Studios works with landlords across their portfolio, reducing the costs associated with empty properties, managing each location and its chosen creatives and importantly we are the single point of contact on no-risk easy to end or extend terms.

HYPHA STUDIOS SOLUTION FOR COMMUNITIES

Through our unique pioneerring model we breathe fresh life into once empty shops and spaces, bringing art, creativity and culture to each community through our events program.

OUR UNIQUE SOLUTION INNOVATES BY

REMOVING THE FINANCIAL BARRIERS TO AN ARTIST'S DEVELOPMENT

REDUCING THE COSTS FOR LANDLORDS OF EMPTY PROPERTIES

UNLEASHING ACCESS AND CREATING VIBRANT CREATIVE COMMUNITIES

ENGAGING WITH THE LOCAL COMMUNITY THROUGH WORKSHOPS AND EVENTS

MINIMISING THE RISK FOR ARTISTS AND LANDLORDS ALIKE

STEP

1. PARTNER

Hypha partners with property owners, local authorities and developers.

STEP

2. LEASE

Hypha leases the space for one year with a negotiated minimum term (as little as 2 months) which can continue on a rolling basis.

A 30 day notice period is standard.

STEP

3. ARTIST CALL

Hypha uses its network to connect creatives suitable for the location and launches an open call for artists in the area.

STEP

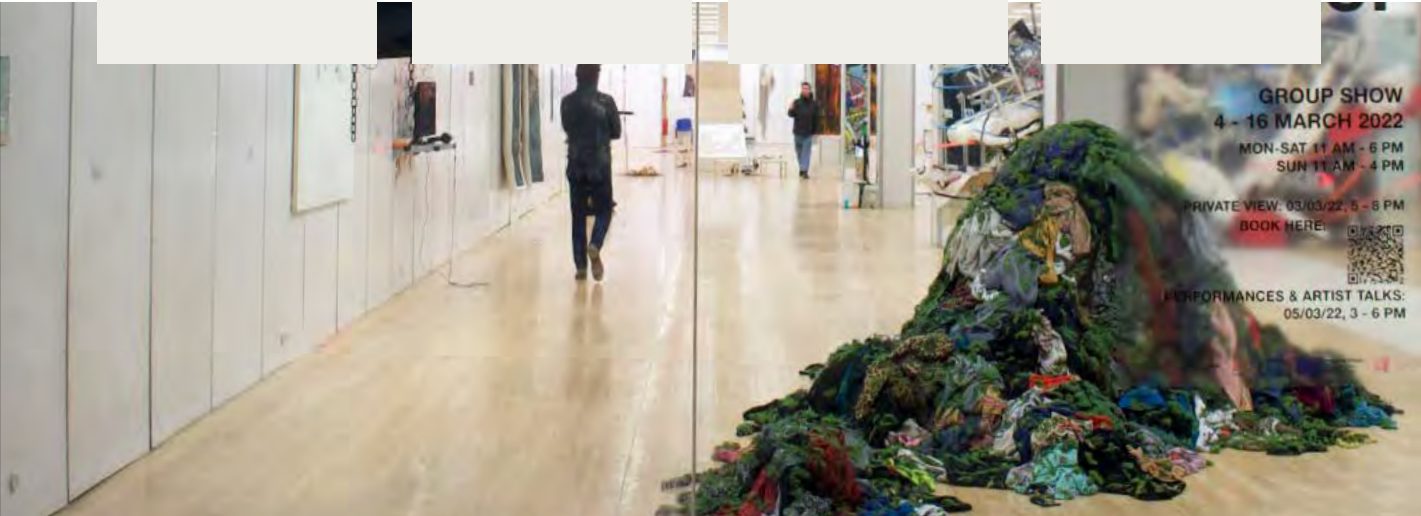
4. DELIVER

The selected creative(s) moves in, delivering their agreed public programme, which is promoted by Hypha, and receives support through our mentorship programme.

ABOUT **HYPHA STUDIOS**


HOW WE WORK

OUR SIMPLE MODEL CAN BE TAILORED FOR THE SPECIFIC NEEDS OF COUNCILS, LANDLORDS AND COMMUNITIES



GROUP SHOW
4 - 16 MARCH 2022

MON-SAT 11 AM - 6 PM
SUN 11 AM - 4 PM

PRIVATE VIEW: 03/03/22, 5 - 6 PM
BOOK HERE: 

PERFORMANCES & ARTIST TALKS:
05/03/22, 3 - 6 PM

ON THE HIGH STREET
36 COMMERCIAL UNITS

DUDLEY
SOUTHPORT
EASTBOURNE
HORSHAM
JUNGTON
CATFORD
MAYFAIR
PRIMROSE HILL
ENFIELD
BATTERSEA
DERBY

WORKING WITH
LOCAL AUTHORITIES

WALTHAM FOREST
BARKING
SUFFOLK
ENFIELD

IN YOUR NEIGHBOURHOOD
2 SHOPPING CENTRES

BRISTOL -
BROADWALK SHOPPING CENTRE
PENRITH -
DEVONSHIRE ARCADE

At the heart of Hypha is a diffused national model, which is flexible and that can respond to specific local demands and opportunities.

We have worked with, or are currently working with, Developers, Architects, Commercial Agents and Local Authorities right across Britain.

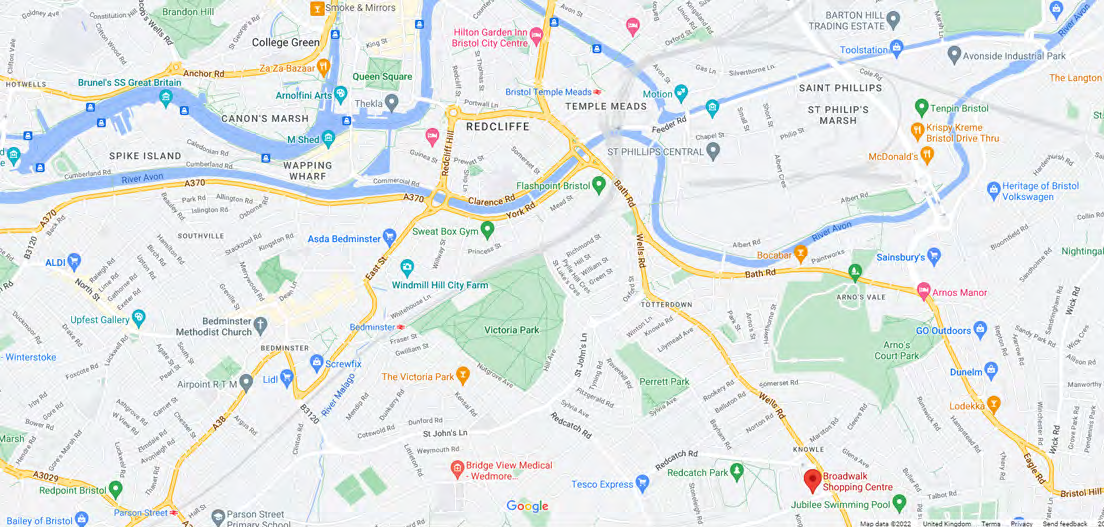


ABOUT **HYPHA STUDIOS**

AT WORK ACROSS BRITAIN

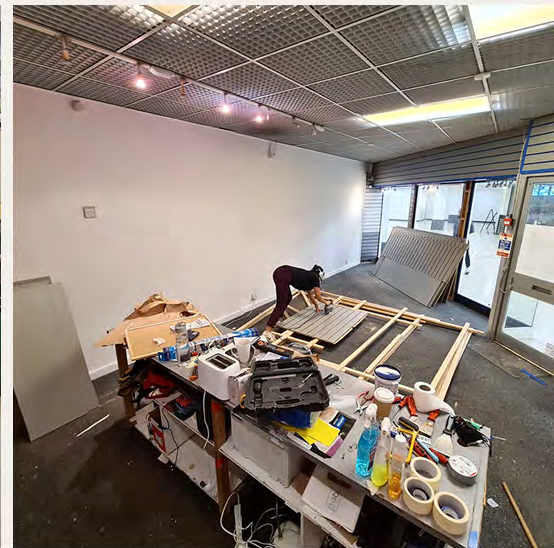
**HYPHA STUDIOS
RECOGNISES THE WHOLE
OF BRITAIN AS A CREATIVE
MELTING POT, AND THE
OFTEN LONDON-CENTRIC
MODEL OF CULTURE AS NOT
SUSTAINABLE FOR OUR
ARTS, COMMUNITIES AND
TOWNS.**













10PM TAKEOVERS
6 St James Street, Derby

COLLECTIVE
SPACES

4th - 9th april

a pop up
exhibition,
zine library,
& shop


featuring
Derbyshire Zine Library
Charlie Collins
Madison Florenza
10pm Print Club

closing party
9.4.2022
YAY MARIA
+ DJs



BEVERLEY DUCKWORTH
JACK EVANS
ANNA FEARON
ELLEN GILBERT
KATHERINE GIORDANO
DION KITSON
CHRIS OWEN
ADAM MOORE
GABRIELA PELCZARSKA
SALVATORE PIONE
ANNA READING

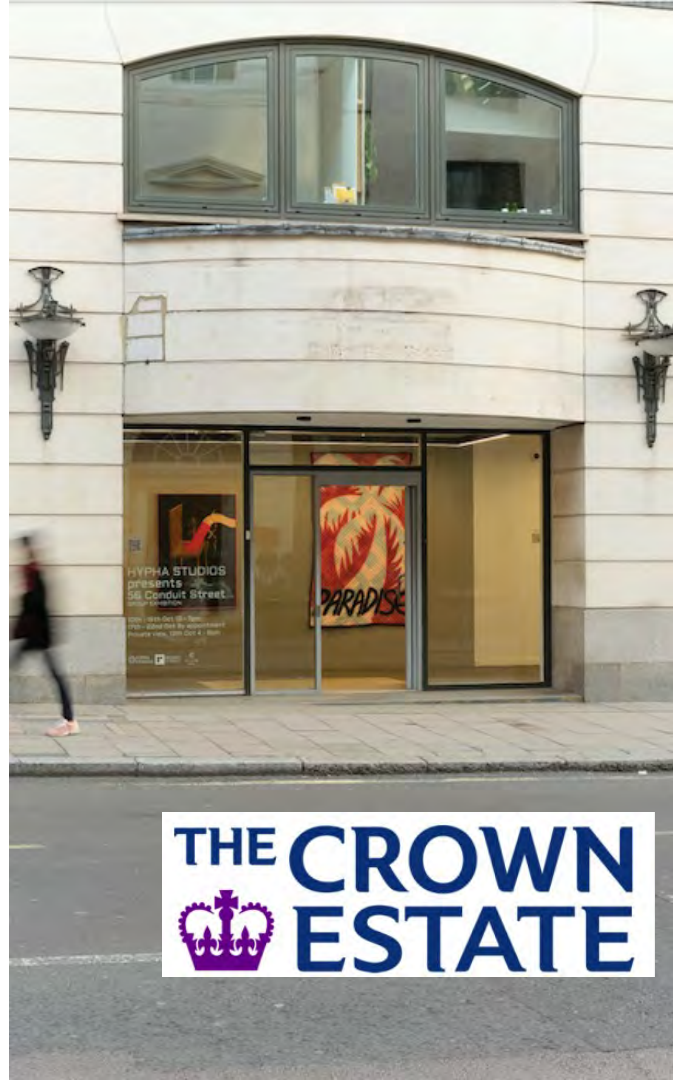
CATRIONA ROBERTSON
SAMEERA SARDANA
ALEXANDRA SEARLE
TOM SKIPP
MOLLY STREDWICK
VI TRINH
YISHU WANG
JOSH C. WRIGHT
FOKA WOLF
ALEX WILLIAMSON
GABRIELA AVILA YIPTONG
GABRIELE ZEMAITYTE



HYPHA STUDIOS
PRESENTS
56 CONDUIT STREET



10th - 16th Oct 12 - 7pm
17th - 22nd Oct By appointment
Private view: 13th Oct 4 - 8pm
56 Conduit St, Mayfair London W1S 2YZ



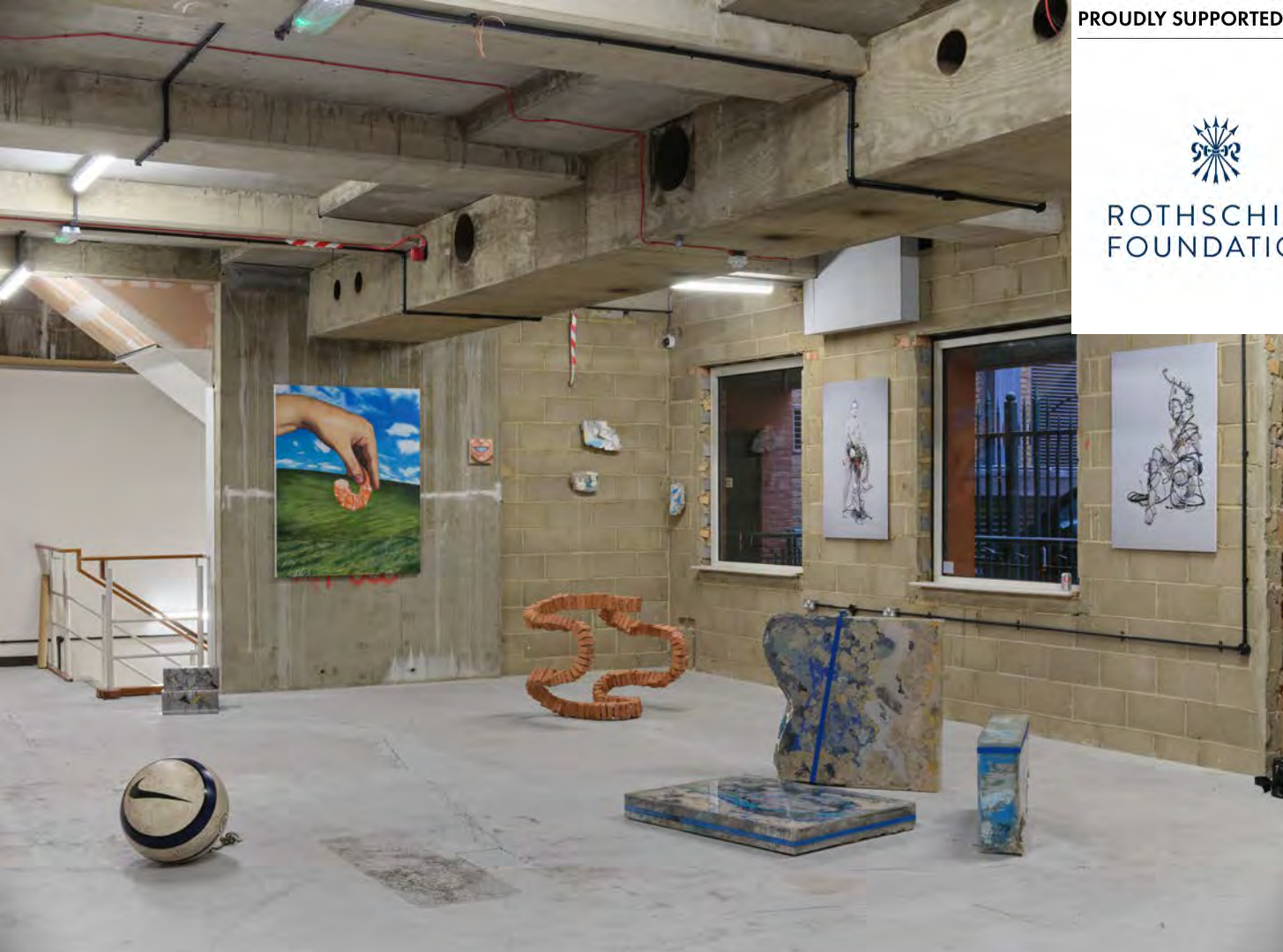
PROUDLY SUPPORTED BY



ROTHSCHILD
FOUNDATION



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



The Telegraph

'with landlords struggling to fill high street premises, a fledging enterprise is stepping in' 27th December 2021



'Hypha seeks to reimagine Britain's high streets through placing creatives in free project and studios spaces to engage local communities in the arts through their public program' 26th March 2021

Property Week

'Hypha's strategy (is) to help landlords, as well as benefit community and footfall with short-term projects or longer-term studio use.' 6th January 2022

ABOUT **HYPHA STUDIOS**

DRIVING THE CONVERSATION

HYPHA AND IT'S TEAM HAVE GARNERED NATIONAL INTEREST AND RECOGNITION FOR THEIR WORK, AND FOR THE MANY DISTINCT CONVERSATIONS FOR WHICH WE ARE A PART



HYPHA STUDIOS ON SOCIAL MEDIA

12K Instagram followers
916,598 social engagements
60000+ Unique Website Users

in just 12 months

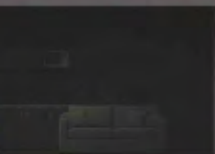
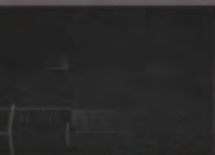


From debates about high street regeneration and alternative property uses, to the specific needs and support required for a blossoming artistic and creative community, we're actively engaged in driving change and sharing our vision through our own social channels as well as through national media.

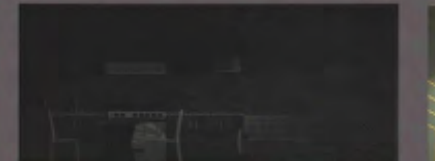
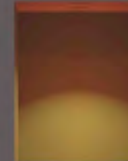


A photograph of a garden with raised beds and bare trees in the background. The text "WAY OF LIFE" is overlaid in the center.

WAY OF LIFE



Panel – new design thinking



Assael + FUTURE\CITY

Panel – new design thinking

Russell Pedley, Director & Co-Founder, Assael Architecture

Mark Davy, Founder & CEO, Futurecity

Marcus Foley, Co-Founder & Chief Growth Officer, Tommy

Camilla Cole, Hypha Studios, Founder & Managing Director

Huw Davis, Deputy Managing Director, Royal Philharmonic Orchestra

Sowgol Zarinchang, Managing Director, Way of Life



HYPHA
STUDIOS



ROYAL
PHILHARMONIC
ORCHESTRA

WAY OF LIFE