



Herein

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from park to place on London's
eastern frontier; fine-tuning
the tumult in the Wick.

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Herein

A journal of Here East
and its neighbourhood

Issue No.1

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A quick look at some of the finest locations east London has to offer

Get to know here

Hackney Wick

Digital labs and artist studios, Hackney Wick is a creative community with a proud history of manufacturing, industry and innovation

Lee Valley VeloPark

The first place in the world for track, road, BMX and mountain biking will stay the course

Queen Elizabeth Olympic Park

560 acres of parkland, unrivalled sporting and cultural venues, new homes and businesses, this is one of the most ambitious projects ever realised in London

London Aquatics Centre

Architectural masterstroke from Zaha Hadid, the pool is open to all with a year-round programme of events

Cultural Quarter

With the University of the Arts, Sadler's Wells and the V&A and Smithsonian museums, 'Olympicopolis' will be

a leading centre in culture and education

Stratford

More than just an international transport hub, this east London town signposts the future of London's development

Olympic Stadium

Symbol of the Games,

the 54,000-seater stadium will be home to West Ham United, national athletics and a major events venue

Westfield Stratford City

Europe's largest shopping centre offers everything from haute couture to a cinema, bowling lanes, food quarter, a casino and a craft beer pub

Here East

London's home for making, Here East is designed for a new breed of innovators and makers, companies big and small, to grow and thrive together. Transformed from the Olympic Press and Broadcast Centres with shops, restaurants, a central yard and event space

Discover some of the facts about the local area to see how it adds up

Neighbourhood in numbers

2,000

New trees in the neighbourhood. Within a few years, the district in which Here East sits will be known as one of the leafiest in London, akin to other areas that are adjacent to major parks, woods and waterways

4 million

Over four million visitors have been to Queen Elizabeth Olympic Park since July 2013 with many more expected



10,000

The amount of new homes that will be situated in the Olympic Park, including the 2,800 already built in the East Village, the former athletes' village

280

Metres is the length of the Here East Broadcast Centre, enough room to lay Canary Wharf's tallest skyscraper One Canada Square down inside

10

Microbreweries within stumbling distance of Here East

8,635,527

Dots that make up the 'dazzle' pattern to the new façade of Here East's Broadcast Centre. That's made up from 180,377 big solid dots and 8,455,150 micro dots-within-dots!

5

Miles of brand new mountain biking tracks at Lee Valley VeloPark



1,000

Broadband speed in Hackney Wick is 1,000 mbps compared to average speed in London of 25.44 mbps

6

The number of universities in the immediate vicinity

7,500

People bringing innovation to the world from Here East when complete



3

The number of major commercial districts within the future city of London. Within a short period, The International Quarter will join the City and Canary Wharf as a predominant centre for large-scale international business and trade

40 seconds

How long it will take to descend the world's longest and tallest slide at the Orbit, opening in Spring 2016

43 minutes

Time to Heathrow from Stratford with Crossrail, and only 20 minutes to City Airport

560

Acres of parkland covers the area



3

The number of pools in the London Aquatics Centre, lined with 180,000 tiles and containing 10 million litres of water

250

The growing number of shops from high street dependables to more interesting independents

23 minutes

To 5 major rail stations — Euston, King's Cross, Waterloo, London Bridge, Liverpool Street

15 minutes

To five different cinemas and theatres

7

Schools with 4 primaries and 3 secondaries within a 20-minute dash



70

The choice of places to eat, covering the full culinary spectrum of pangs and hankerings

80

Gym stations within a hop, skip and jump of Here East at the Copper Box and London Aquatics Centre

700

Guestrooms in the 8 hotels in and around Queen Elizabeth Olympic Park

1,000,000

The number of people forecast to move to London in the next ten years, the majority of whom are predicted to take up residence in east London





Want to know more? Flick ahead to the supplement and take a peek at the ten amenities that make being east easy



Food

Whether searching for the best burger around, or a healthy box of goodness, this area won't disappoint.

Check out **The Plough** at Swan Wharf for the aforementioned burger, or stroll on down to **Grow**, and watch them literally pick your meal in front of your eyes. Make sure you don't miss out on **Counter Cafe**, a local's favourite haunt for excellent food, but more importantly for the coffee expertly roasted on-site. Once suitably perked up, be sure to pop your head into the **Hackney Pearl** and sample their great tea and cakes. For simple food done well check out **Crate Brewery** or **90 Mainyard**, but for something a little more special go to **Forman's**, a riverside restaurant and bar specialising in their very own world famous London Cure smoked Scottish salmon.

Looking for an even wider choice? Head into **Stratford** for a broad selection.

The Hackney Pearl and Counter Cafe



With a variety of amenities and activities at your fingertips, it's easy to get to grips with the area

Area guide



Culture

This part of town has taken off. Everybody knows that **Hackney Wick** breeds creativity, but few realise that **Fish Island**, a few minutes' walk south, has the highest density of artists in Europe.

The culture is clearly infectious, because it's now spreading east. Whether heading to **Stratford Circus Arts Centre** to take in a show or mingling with future stars at **University of the Arts London's** newest campus, you're bound to be inspired.

In a few years' time, **Olympicopolis**, one of the biggest cultural ventures in London's history, opens in Queen Elizabeth Olympic Park. The new **Smithsonian** and **V&A** museums will have a home here for all to enjoy.



Stratford Circus Arts Centre and V&A ceramics gallery



Leisure

With **Queen Elizabeth Olympic Park** on the doorstep, finding ways to pass the time couldn't be simpler or more rewarding. The legacy of the 2012 Games means world-class recreation is a mainstay of the area.

Lee Valley VeloPark is open to the public for personal use and events, and the **Copper Box's** gym means staying fit is no longer a chore. If swimming is your way of unwinding then look no further than Zaha Hadid's iconic **London Aquatics Centre**.

Top tier sporting events are regular fare with the **Olympic Stadium** providing opportunities to see live competitive sport of the highest level.

Queen Elizabeth Olympic Park





Connectivity

Never before has east London been quite so well connected.

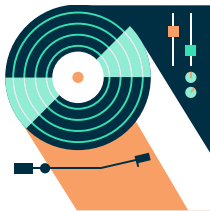
Stratford station acts as the gateway to this part of town. You can take the Jubilee and Central lines, or head over to the other side of the city within a matter of minutes on **Crossrail** [due for 2018].

There is also currently excellent connectivity with the high-speed **Javelin** service taking only seven minutes to get to King's Cross. **Hackney Wick** provides a handy alternative to the underground network, but if you prefer the fresh air, there are **Boris Bikes** aplenty. For the most adventurous amongst us, the **Lee Navigation Canal** provides another means for exploring the area.

Stratford International ensures that Paris and the continent are only a stone's throw away.



A vision of the Hackney Wick station regeneration



Nightlife

If you've ever had the pleasure of a night out in this part of town, then you'll know that an inimitable vibe is its calling card.

Sit on the water at **Crate Brewery** with a locally brewed beer in hand, or head down to the eclectic **Number 90** bar or **Oslo House**. Nowhere else in London can match the buzz. Check out **Howling Hops** for an inspiring selection of the finest home-brewed ales direct from the tanks.

Once you're ready to hit the town, go to **Shapes** and let off some steam on the dance floor. Stratford is also home to bowling lanes, cinemas, bars and restaurants; you'll never be short of options.



Number 90 bar's waterside decking area and a packed house down at Howling Hops



Nature

In such a vibrant and energetic part of town it becomes even more important that you can head off and find an oasis in which to unwind.

With Queen Elizabeth Olympic Park swathed in **wildflower meadows**, finding a patch to relax and enjoy in the award-winning gardens is easy. Explore northwards along the canal and you'll find yourself in leafy **Lee Valley**. With a wealth of lakes and grassland, you'll find it hard to believe the pulse of urban east London is just a moment away.

A little further west, and you can while away the hours in every east Londoner's favourite green space, **Victoria Park**.

The Lee Navigation Canal heading past the Olympic Stadium



Shopping

When it comes to retail in London, there aren't many who offer an option as extensive as **Westfield Stratford City**.

Come and see for yourself. Visit Stratford and make use of one of Europe's largest, most comprehensive shopping centres. With a diverse variety of retailers, the mall's selection ensures that everyone finds what they are looking for, and it's all right on your doorstep.

Of course, the town of **Stratford** is there to provide an alternative for any other shopping needs. But for a really different retail experience, work your way through the mazy streets of **Hackney Wick** and unearth some hidden gems that are only found off the beaten track.



Westfield shopping centre



- | | |
|---|--|
| 01 Gaura
North America | 09 Thistle
Asia, Europe,
Northern Africa |
| 02 Evening Primrose
North and South
America | 10 Purpletop
South America |
| 03 Yarrow
Americas, Asia, Europe | 11 Greater Knapweed
Europe |
| 04 Aster
Asia, Europe | 12 Beardlip Penstemon
Western United States |
| 05 Common Knapweed
Europe | 13 Russian Sage
Southwestern and
Central Asia |
| 06 Yorkshire Fog
Europe, North America | 14 Dianthus
Europe |
| 07 Daisy Fleabane
North America | 15 Yarrow 'Parker's Variety'
Southwestern and
Central Asia |
| 08 Cornflower
Europe | 16 Red-Hot Poker
South Africa |



Specimens from the wildflower meadows that sprawl across Queen Elizabeth Olympic Park. These award-winning gardens were planted to mark the start of the London 2012 Olympic Games

Here you see a selection of the specimens found in Queen Elizabeth Olympic Park's award-winning wildflower meadows.

The spacious 560-acre site is filled with life: 4,000 trees, 300,000 wetland plants, 15,000 square metres of lawns, and more than 150,000 perennial plants.

That's a lot of green... and red, and yellow, and chartreuse...

Wildflower
meadows

The capital's former industrial heartland is
becoming its new creative heartland

Words by Jeremy Hildreth
Photography by Guy Archard

From park
to place:

London's
eastern frontier
re-sharpens
its tools





Lee Valley VeloPark was built specifically for the London 2012 Olympic Games, but still hosts sporting events and is open for public use

“Cities are the future,” wrote AA Gill, “the engines that drag us all forward. If there is salvation for humanity out there, if there are going to be rainbows and new dawns and bluebirds and honey for tea, then they will be imagined, designed, manufactured, marketed and made elegant in the city.”

He could have been talking about east London, specifically the location where a certain massive international sporting event was hosted in the summer of 2012, and where a commercially significant creative revolution is now burgeoning. This area has been given the postcode E20 by the Royal Mail. Bounded by Hackney Wick to the east and Stratford to the west, it’s one of the sweet spots of a new and greater London – a London which won’t be fully realised for another decade or two.

The spot was chosen as the Olympics site for two reasons above all: firstly, because of its enviable positioning amongst London’s local, regional and international transport network; and secondly, because it was an environmental mess, which only a centralised and larger-than-life enterprise like the Games could possibly remedy.

When we say mess, we mean it quite literally. Time Out proffered in July 2013 that before the Olympics, “getting rid of an unwanted vehicle in east London was a snap: simply joyride over to Stratford and park your ill-gotten wheels by the Stratford Marsh end of the Greenway, then set it on fire and run away.”

But if the plot in the middle – the new E20 postcode – was well nigh a disaster area, parts of the surrounding area had, by the time of the Games, developed a singular and attractive character, which remains to this day. This is particularly true of Hackney Wick, a district anecdotally reported to have the highest concentration of artists in Europe. →

Nowadays, Hackney Wick has very much a Brooklyn, New York vibe. And undoubtedly it is about to boom relative to central London the way Brooklyn has done in juxtaposition to Manhattan.

It's a respectable address. People who swore they'd never live or work there now do so, and love it.

And more are coming.

02

One of Hackney Wick's most distinctive features is the prevalence of live-work collectives. Get your hands on the PDF of a special report Richard Brown authored on the subject by googling "made in the wick live-work collectives." Fascinating and inspiring reading





London Aquatics Centre, designed by world-renowned architect Zaha Hadid for the 2012 Olympic Games

Here East has been inspired by, and intends to honour, the deeply ingrained creative spirit of neighbouring Hackney Wick.

Contemporary Hackney Wick thrived, says local resident and interior architect Richard Brown, on “dirt, clandestinity and dysfunction. And informality: nothing’s ever quite finished here; and it’s not really the Hackney Wick Fish Island aesthetic if it doesn’t involve old pallets.”

The entire redevelopment site itself is 560 acres. That’s about the size of Hyde Park. At the moment, it’s a frontier, with all the promise that evocative designation suggests. But once Crossrail is up and running in 2018, E20 might as well be central London, as convenient as it’s going to be to get there. Fifteen minutes to Oxford Circus. Forty minutes to Heathrow.

At present, you could be forgiven for not immediately grasping the magnitude – or the impending importance – of the redevelopment. “It’s a very big site, and it’s very complicated,” says Mark Robinson, head of external affairs for Queen Elizabeth Olympic Park. By the time it’s fully integrated into London’s landscape, “It’ll still feel spacious but it won’t feel so open,” and the sense of emptiness that’s there now will be long gone.

You’d also be forgiven – at least for a little while longer – for not knowing much about the adjacent areas, Hackney Wick and Stratford, whose rise to prominence and accessibility has been recent. Although the train station at Hackney Wick opened in 1980, it was only with the opening of the London Overground in 2007 that it connected seamlessly with London’s transport network. And before the Westfield shopping mall (largest one in Europe, as the reader’s no doubt heard a million times) opened in 2011, Stratford wasn’t in most people’s mental map of London. →



Large-scale change is the overriding hallmark of this neighbourhood. This was a part of town that drove London's economy for nearly a century.

That period ended a century ago. It's about time it started again.



03

Prior to being transformed into the Olympics site, E20 was home to greyhound racing and a motor speedway

Here East is one of the next great bricks in E20's landscape to fall into place. David Bickle, one of the architects who worked on Here East and the new head of design at the V&A, says the development was designed to be "rough around the edges. There's a level of indeterminacy to aspects of it, which is entirely deliberate." Bickle refers to this as "engineered serendipity." It's the same thing that Steve Jobs, as CEO of Pixar, consciously baked into the production company's headquarters in the late '90s to "promote encounters and unplanned collaborations" (in the words of Job's biographer Walter Isaacson).

Tom Hostler, founding partner of digital agency POKE London, has been working on Here East for some time. He is a vociferous champion of the diversity of tenants in the development.

—

It's a mixture of big businesses and small ones. Poetically, we say it's 'creative businesses growing in scale joining businesses of scale growing in creativity.'

—

What that means, for instance, on the one hand, is small companies who've hit a wall, who need to build mass manufacturing and a real supply chain, and on the other hand, big companies that have transcended these stages already but are now suffering disruption in their worlds and are worried about the rug being pulled out from underneath them."

Larger tenants are ones like BT Sport, who've established the largest television studio in the entire country inside Here East. The smaller companies, Hostler explains, are often "tech-fuelled, industrial-edged companies – you know, the ones in Shoreditch who set off the building's fire alarm and pretend they don't have a lathe in the back. These guys are seeking larger spaces now. They're our kind of people. We welcome them with open arms."

Here East is due to open in Spring 2016

The Yard, designed by architects Hawkins|Brown, is the centre of Here East campus life



“Hackney Wick is going to become one of the most desirable places to live and work in London... It will be important to ensure that art is a defining character of the neighbourhood and is integrated at all levels”
— William Chamberlain

Fine-tuning
the tumult:

Tweaking Hackney Wick's style and substance

When William Chamberlain moved to Hackney Wick in 2008 it was, he says, “pretty party oriented. It had a reputation as a place for raves, dance music and warehouse parties.”

Not that that wasn't fun or anything. It's just that the district is growing up now. “The cycle of urban regeneration is such that this is the way of things.”

Chamberlain is founder of Creative Wick, a not-for-profit enterprise that maintains links between the creative sector of Hackney Wick and Fish Island and the businesses and residents in the community. He also chairs the Hackney Wick and Fish Island Cultural Interest Group, a big-tent confab which meets once a month on a Friday.

Despite its ever-changing nature – “it's always had a degree of natural churn,” he says – the neighbourhood still has a rawness and maverick spirit, he assures us, hastening to add: “And we've got to try to keep that. It's the creative soul of Hackney Wick.”

He laments that the character of Shoreditch, by comparison, was metamorphosed inalterably by gentrification. “When the first agencies moved into the Tea Building [about a decade ago], there were 11 galleries in the building. Now there's only one gallery left. If they could have found a way to support a few more creative practitioners then it would have been interesting. And art is a fantastic communication tool for brands. It's a pity they didn't figure out how to work together.”

‘Stitching the Fringe,’ a report from the London Legacy Development Corporation, characterises the values – and value – of Hackney Wick and highlights the attention that's been directed toward carrying them on:

“With its historic grain of large-scale workshops and industrial spaces – as well as a distinct feeling of autonomy – the area has become an alternative cultural hub... Public realm interventions use the skills of local makers – including new and improved bridges, play spaces and roadway interventions – to help establish tangible signs of the existing creative and economic activity in the area.” →

The building quality and cheap rent made these some of London's prime studios.

They are also the finest industrial buildings in an area we share with builders merchants, ice cream van depots, printers, manufacturers of Harry Potter's spectacles, of sofas and smoked salmon.

— Anna Harding, Space Studios

04

"It's got push and pull. It's got tension. It's an interesting ecology. A massive amount of energy." William Chamberlain on E20's adjacent neighbourhood of Hackney Wick





Large-scale street mural by Thierry Noir that adorns the exterior of cultural venue 'Shapes'

In 2013, *The Wick*, an occasional newspaper edited by Daren Ellis of See Studios, published 'A Manifesto for the Future of Artists in Hackney Wick and Fish Island.' Tenet number four (of several dozen) is: 'Ensure that art is the defining character of the neighbourhood and is integrated at all levels of society and is not a separate luxurious thing.'

A good deal of this promise seems, for now anyway, to be holding. Referring to the whole panoply of involved stakeholders, and obliquely comparing Hackney Wick with Shoreditch, Chamberlain says: "We all share the idea of doing it differently this time." The problem is "there's no one-size-fits-all you can use to preserve a creative district." He cites Berlin and "parts of Vancouver" as reference points for success. He also sees some parallels between this part of London and, say, Detroit, with "people with vision coming in and buying it up."

In that same 2013 issue of *The Wick* cited above, Chamberlain explained how the Cultural Interest Group (CIG) he chairs abets the noble balancing act of keeping things the same while everything changes: "With the arrival of more business to this part of London, the CIG is able to provide an entry point into a wide range of creative services and offerings [and] to cut through all the politics, self-interest and competition and bring people together so that they become greater than the sum of their parts."

If that's the spirit of the neighbourhood, we'll have more of it.

Creative Wick: creativewick.com
Hackney Wick and Fish Island Cultural Interest Group:
hackneywick.org/about

A man in a dark blue suit and red striped tie stands in a museum gallery filled with glass display cases containing various ceramic artifacts, including large vases and plates. The text 'Conundrums resolved:' is overlaid in the top right corner.

Conundrums resolved:

V&A East and art & design

Tim Reeve, deputy director and COO of the V&A, discusses how and why the west London institution is setting up its latest and greatest incarnation in Stratford's forthcoming Olympicopolis culture district

Interview by Jeremy Hildreth

JH Tim, good morning. How long have we got?
I don't want to overstay my welcome.

TR I've got plenty of time.

JH Okay, great. Let's begin at the beginning.
How did this start?

TR When I arrived here just two years ago, the director here, Martin Roth, had more or less the day before – maybe a month or two before – been approached by the mayor, Boris Johnson, to talk about this great new idea he had for Olympic legacy in Stratford, which was, and still is, as you know, called Olympicopolis.

JH The word 'Olympicopolis' is a bit of a... well, it is a mouthful, but moreover, have you ever tried typing it on a mobile phone?

TR I have to say, people have spent quite a lot of time trying to come up with a better name, and they've not yet been able to. So I think it's got a good chance of sticking around, and in a funny way people are becoming rather attached to it. I like it!

JH Well, maybe a nickname will arise, based on the shape of the building or something. It's not even been designed yet, I understand, and the grand opening is still way off.

TR Realistically we're looking at 2021 or maybe even 2022 for V&A East.

JH And how will V&A East differ from the good ol' original V&A?

TR It's too early to say exactly what the galleries or 'neighbourhoods' will contain, but there will be certain characteristics of the new museum that will make it feel

different from South Kensington, which is a monumental Victorian cathedral-like museum: it has beautifully designed galleries full of fascinating objects on display, and it somehow makes you feel good just being there. It's incredibly uplifting, but in some ways it's quite a passive experience, despite the diversity of our programming.

The new museum in east London will be much more... spontaneous. It will be much more participatory. A higher proportion of the space is likely to be very flexible, used for any number of different things depending on what's happening in the world, and what themes and objects we and our audiences want to explore. As well as temporary exhibitions, and a permanent collection, we will look to put on displays for very short periods of time, as short as several days at a time. We've got a million ideas for what those themes will be, and the key in the coming months and years is to refine and develop them into a coherent, exciting and compelling concept for a new V&A in Stratford, and one which complements the V&A at South Kensington.

The V&A East opportunity also came at a time when we were really grappling with several big, hairy issues, some acute long-standing conundrums that we've known we've somehow got to deal with, so there is a happy meeting of opportunity and need.

JH Mm-hmm. Conundrums. Tell us more...

TR The first is space. We only have about ten percent of our collection on display in South Kensington, and we have an enormous Victorian building about half an hour away from here that houses the lion's share of our reserve collection, which is not some second division collection, it's an amazing world-class collection, that we are committed to giving proper access to. The second thing is that the space that we have at South Kensington is not always the right shape and size for some of the things we

may want to do – although the galleries themselves are, of course, almost perfect, and there are many wonderful aspects to the building.

JH You're basically saying whenever you want to set up something extravagant there's a pillar in the way.

TR Yes, sometimes. Take major exhibitions for example – our exhibition galleries at South Kensington are essentially “black boxes” dropped into the Victorian north and south courts. So, as well as hiding these original interiors, we have exhibitions set in galleries that were not designed for the very immersive, performance-based, tech-heavy exhibitions like ‘Alexander McQueen: Savage Beauty’, like ‘David Bowie is’, like ‘Hollywood Costume’, which makes them very labour intensive and expensive to realise. We are in the process of building a new state-of-the-art underground gallery space as part of our Exhibition Road project in South Kensington to address this challenge and in the Olympic Park, we will be able to design a further purpose built, highly flexible, technologically enabled exhibition space, designed from scratch.

JH One of the great things about the V&A as an organisation is that it really has a clear sense of purpose and of its own identity – far more than many other comparably famous museums. I can see from what you're saying how the expression of that identity may have been constrained by the building itself. With a brand new setting, this is a chance for the V&A to be fully “V&A-like,” to really spread your wings.

TR Indeed. V&A East gives us the chance to give full expression to the ideas that makes the V&A special. We get to really do it as well as we possibly can in Stratford. I think it will be a very good complement to South Kensington. I don't think it will make South

Kensington feel old or old-fashioned at all. I think it will just be a very different approach. But in a funny way, V&A East could almost end up being more V&A than the V&A in South Kensington.

JH Importantly, as a cultural venue, the V&A isn't going to be alone in E20. How's the whole thing going to work with, for instance, the Smithsonian, because it looks like they're going to be in the neighbourhood also.

TR Conversations are still at an early stage, but a main reason all of the cultural partners want to be part of



Howling Hops
Stratford Circus
Everything in Colour
The Line
St Mary of Eton
Shapes
Grow Hackney
The Yard Theatre
Béton Brut
Wick Woodland

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JH Or ... or ... pu ... ma ... se ... of ... the ... is ... to ...

TR Indeed. V&A ... expression ... We get to re ... Stratford. I ... to South Ke ...

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01 Howling Hops

Love Beer? Keen to taste something different? Visit Hackney Wick's newest addition to its microbrewery cluster. Housed in a former mirror factory in Queen's Yard, Howling Hops is tagged: the UK's first tank bar. Featuring rows of big gleaming steel vats this entrepreneurial business serves ten flavoursome beers featuring hops varieties like centennial, chinook and citra. Properly different.

In the thick of it Queen's Yard, Hackney Wick, E9 5EN



02 Stratford Circus

A buzzing local arts centre that acts as an anchor for performing arts locally. The programming is considered, encompassing the best of theatre, dance, music, circus, comedy, and literature. There's also the Circlets children's theatre programme for younger theatre goers.

Theatre Square, Stratford, E15 6BX

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JH Or original purpose made sections of the building is a total

TR Indeed. V&A expression. We get to re-use Stratford. It's to South Kensington

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JH Importantly, as a cultural venue, the V&A isn't going to be alone in E20. How's the whole thing going to work with, for instance, the Smithsonian, because it looks like they're going to be in the neighbourhood also.

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opportunities and institutions that share missions. We're not educational. We're going to be as it so amazing.

Do you have an ace card?

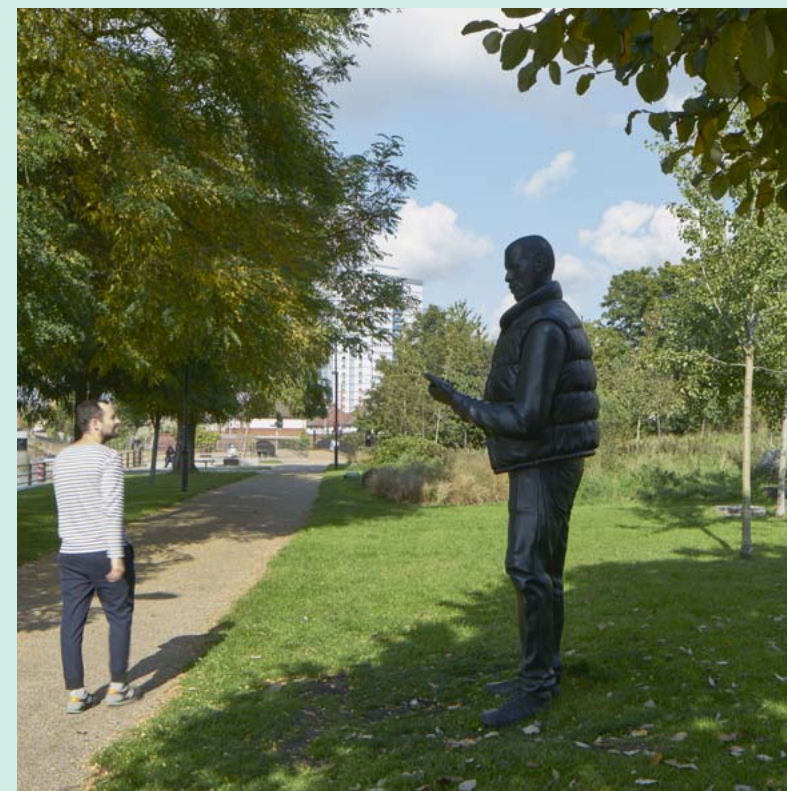
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03 Everything in Colour

Queen's Yard in Hackney Wick is home to fast fashion's new foe, Everything in Colour. The shop and studio set up and run by designers Anna Crawley and Grace Clark (formerly at charity re-fashioners The Fara Workshop) makes one-off pieces out of donated or discarded fabrics. They also run workshops for the 'have a go' brigade.



04 The Line

Like walking and art? Explore 'The Line' pathway stretching from the Queen Elizabeth Olympic Park to the O2 Arena alongside the River Lea. Featuring twelve on loan artworks that punctuate the pathways, the aim is to keep adding more over the next few years, from a Hirst to a Creed. It takes an hour or so to walk the Line for a peaceful slice of by the river life. Contemplate. Switch off. Enjoy.

may want to do – although the galleries themselves are, of course, almost perfect, and there are many wonderful aspects to the building.

JH You're basically saying whenever you want to set up something extravagant there's a pillar in the way.

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JH Or ... or ... pu ... ma ... se ... of ... the ... is ... to ...

TR Indeed. V&A ... expression ... We get to re ... Stratford. I ... to South Ke ...



05 St Mary of Eton

This very sensitive recent church renovation of a Grade II* listed building is a great addition to Hackney Wick's architectural assortment. The distinctive brickwork makes this building really stand out. Well worth a visit to relax in the new gardens and reflect in the new community café. The re-working impressed RIBA's judges to winning a RIBA National Architecture Award.

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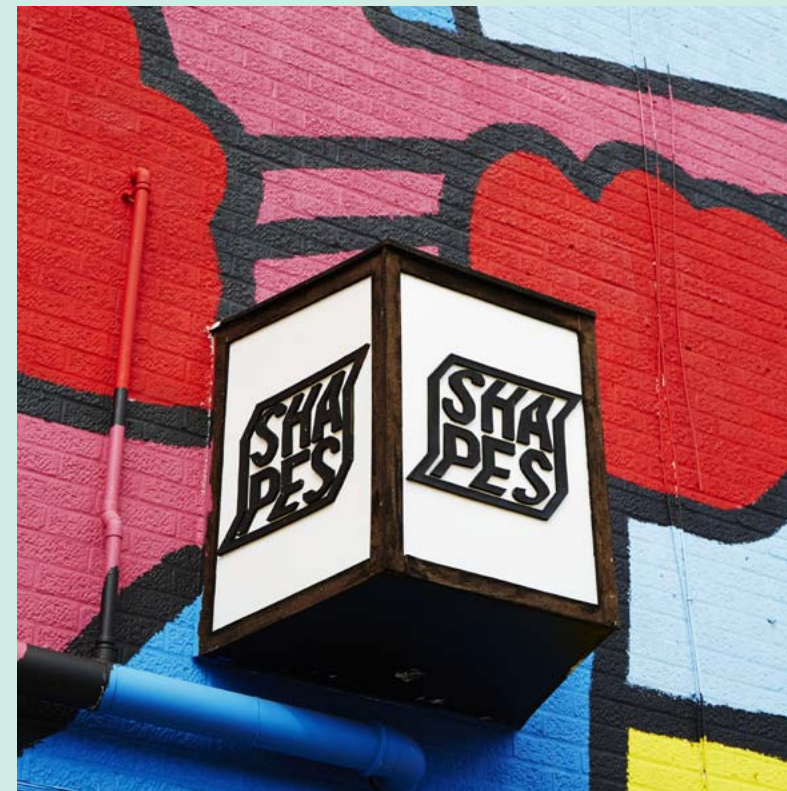
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06 Shapes

A 'classic' warehouse and former printing factory, Shapes is a forward-thinking ahead of the curve venue for music, particularly DJs and live music. Part social enterprise, it's at the heart of all things art and culture in Hackney. They're also big supporters of the local creatives from artists, musicians, writers and painters.

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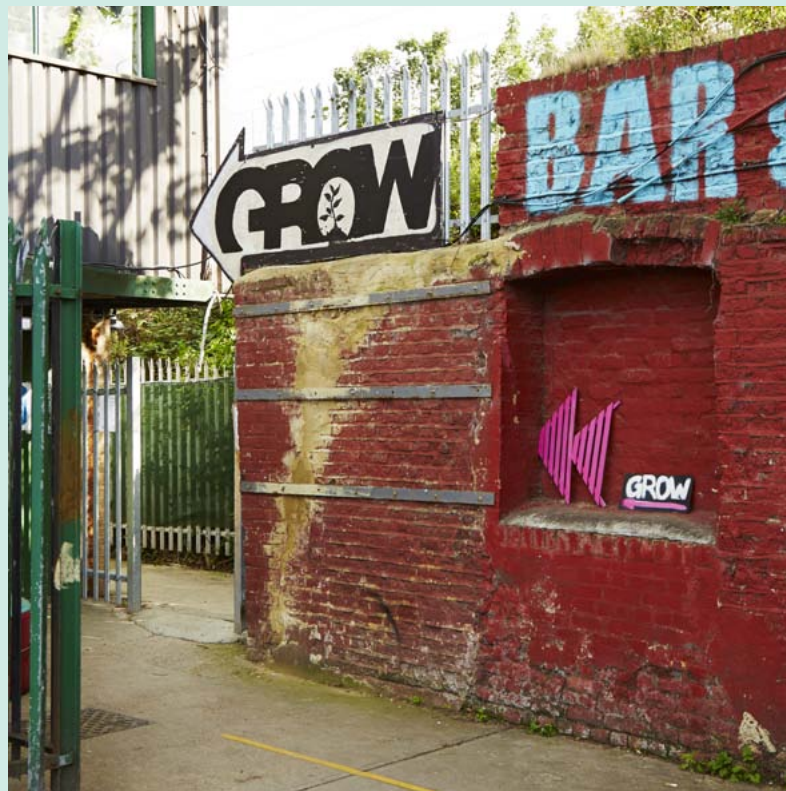
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07 Grow Hackney

Grow promotes ethical, sustainable business and self-sufficient communities. This outdoor canalside venue is a relaxing place to sit, eat, drink and socialise. Currently open for unique music and arts events.



08 The Yard Theatre

Tucked away in Queen's Yard, The Yard Theatre is a standout, award-winning, internationally renowned profit-sharing theatre built from recycled materials. It's an international beacon of exciting, progressive new work and a real model for what a fringe theatre can and should be in the twenty-first century.

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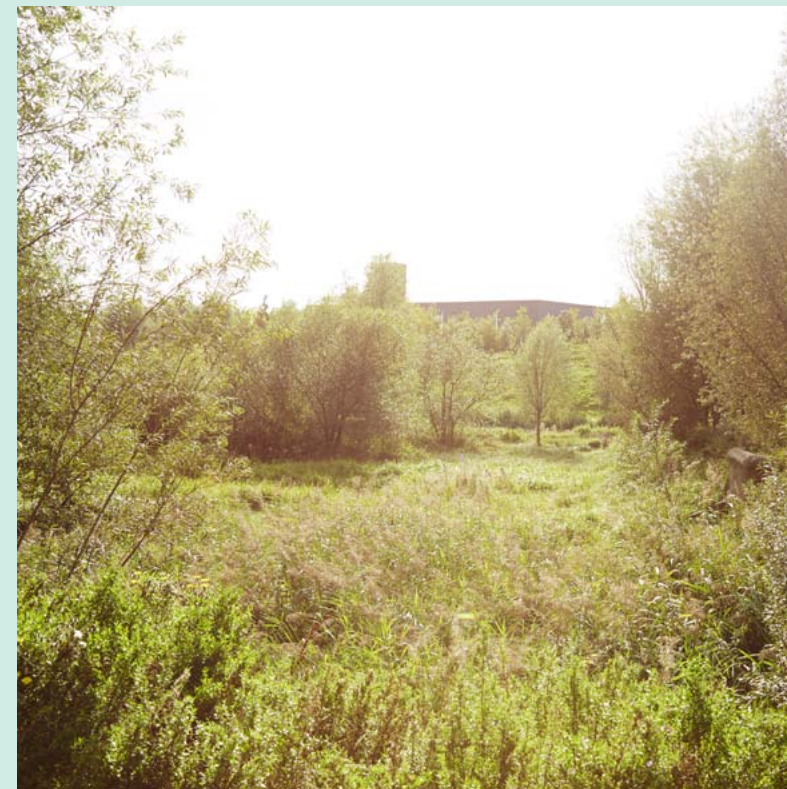
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09 Béton Brut

A modern design store and gallery space on Felstead Street in Hackney Wick, curated by furniture dealers Sophie Pearce and Augustus Greaves that opened in April 2015. Béton Brut specialises in architect-led design from post-war France, Italy, the Netherlands and Scandinavia, but the collection is constantly evolving. ‘Béton Brut’ was a concrete finish used in modernist architecture – honest, sculptural and uncompromising – just like their pieces.



10 Wick Community Woodland

Just north of Here East, sandwiched between the Lee Navigation Canal and the A12 is a densely wooded triangle of land, the Wick Community Woodland. Saved from re-development in 1996, the woodland sprouts more than 30,000 trees including poplar and ash with mature plane trees along two of its edges. Despite its position nearby the A12 it is a surprisingly tranquil place – ideal for dog walking, bike riding, jogging or just a gentle stroll.

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Local companies who've made the move to E20 and are enjoying the benefits of the area:

BT Sport
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Transport for London
Nursery & Midwifery Council
Network Rail
UCL
Random Dance
LLDC
Coral Racing LTD
Spotless Cleaning
British Olympic Association

In 1858, the year after the museum opened, gas lighting was introduced to make visiting the museum “convenient to the working classes”

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JH Importantly, as a cultural venue, the V&A isn't going to be alone in E20. How's the whole thing going to work with, for instance, the Smithsonian, because it looks like they're going to be in the neighbourhood also.

TR Conversations are still at an early stage, but a main reason all of the cultural partners want to be part of Olympicopolis is because of the opportunities and synergies in co-locating with institutions that share some of our values, beliefs and ambitions. We're not going to have a series of cultural or educational institutions working in isolation. We're going to be working together. That's what makes it so amazing.

JH This is all great – but will you have an ace caff?

TR Oh, yes. Too right! You probably know this, but when our museum here was developed it was the first museum to have a visitor restaurant – or Refreshment Rooms as they were called – as a key part of it, from a very early stage in its evolution. So, you can be sure that V&A East will have a great caff, for sure.

JH I know the V&A is very insistent on the ampersand; it's art and design, in one fell swoop. It's not one or the other. It's both. It occurs to me that there may be some capacity to reclaim an earlier emphasis of the word “design,” back when it pertained as much to engineering as to aesthetics. There's an east London context and heritage here, too, as a once and future centre of manufacture, and I'm sure the V&A will have something to say on the subject.

TR Yes. Our collection is eclectic, it's extraordinarily rich and diverse, but the golden thread that runs through it and which brings it together is design. Having a collection of such variety and depth, and so much thematic and geographical range, does sometimes mean that it's difficult to describe it or communicate its meaning in the same way, say, that the Natural History Museum can. And design is one of the means of doing that, and Stratford may give us the opportunity to re-present what we have and why we have it from scratch and in a very different way.



JH A last line of questioning, briefly... I can't help thinking, there is an interesting comparison here between London's Olympic legacy and the one in Los Angeles, where the Games were held in '32 and then again, in the same exact main stadium (talk about reuse!) in 1984. It's now woven into the city. Nobody thinks of it, except as a footnote, as "oh, that's where the Olympics were held." There's nothing legacy-ish about the way Los Angelenos experience it day-to-day. In the same vein, I can very well imagine that in 20 years the fact that the Olympics were, once upon

a time, held in this neck of the woods of London is going to drop down to the fourth or fifth – or tenth – thing that's mentioned about that district.

TR I think that might be true – although clearly there is a big expectation that the Olympic Park will continue to contain amazing sporting venues. Certainly, though, one of the measures of success in London's case, will be whether or not it has an identity beyond that: will people say, "When I'm in London, I've got to go to V&A East in Olympiopropolis" (or whatever it's called by that point). It really isn't too much of a stretch, and I say that as somebody who was originally not a cynic but was certainly a skeptic. I now believe this will become one of those parts of town that you've just got to go to.

A photo of the V&A's 'ace caff'. The term is a reference to Saatchi & Saatchi's 1988 ad campaign, aimed at attracting new visitors to the museum by humorously insinuating that the café was the star of the show and the collection merely a bonus to any patrons

To attract young people, in 1973 the V&A became the first British museum to present a rock concert, with the help of the prog rock band Gryphon

Tim Reeve is the deputy director and COO of the Victoria & Albert museum. Tim's portrait was taken in the newly designed ceramics gallery, by Opera Design [2010]

Cut it out:

It's like 3D printing, only backwards

East London-based Opendesk has an online platform that links furniture designers and furniture makers across continents to let companies fit out open-plan offices in a most elegant and modern way. Joni Steiner is their creative director and co-founder





I think what's nice is while the processes are all digital, the skill and the craft of these independent makers is still put to use.

Let's start right in the middle. Joni, what the heck is CNC?

Computer numerically controlled cutting. It's basically just a drill that gets moved around a table by a computer and has different bits so you can create different parts out of slabs of laminated wood. This is actually by far and away the most established of these sort of digital fabrication technologies. It's been around for like 30 years or something, much longer than 3D printing.

What's your flagship product?

The desk has been around from the start. It's a statement piece. It's an icon.

We're basically focused on workspace products for now. We've got a library of designs on our site that you can pick from, probably about 30 designs and growing. There's also a mechanism for people being able to bring designs to our attention, then have them rated by other site visitors. Ideally, with the ones that move up the ranking, we then talk to the designer and we say, okay, are you interested to bring it on board?

The stuff looks good. What other advantages are there to the customer?

Pricing is transparent and set by the designers and the makers. And we can be a lot quicker than major



retailers because we're local and on demand. As long as we've got the workshop lined up and all the designers ready it can be like 3 weeks rather than 12 weeks. And the workshop where the furniture is made might be only 15 minutes from the client who takes delivery, even if the designer is in Brazil and the customer is in London.

This sounds like it might be "based on a true story."

Yes. For the original Here East marketing suite, there was a chair designer based in São Paulo, and we found a maker right by the project site. Opendesk facilitated as the platform in-between, though we were quite hands-on that time, which we can be if the client wishes us to be. The client wanted 40 chairs, and the designer said he wanted an 8% cut. I forgot what the local maker charged, but anyway 40 chairs was a good order for them. And the client got semi-custom chairs for about £50 each, made a few blocks away. We started in business in December 2014, after we got crowdfunded last year, so that was a validation of the platform working.

How does pricing work?

The way it works is if you want to make it yourself you can do that for nothing. If it becomes a

commercial transaction, so someone is actually paying someone to professionally make it, then we say please respect the designer and the platform just as you would respect the guy that supplies you with the materials and your time. It's all about making sure it's seen as a fair thing. We realised there's a lot of designs out there, designers who've already got designs sat on their hard drives. Why not try and get them to join the network and give them complete freedom in terms of their licensing and the fee that they want to get when it's made. We don't dictate to them. They decide.

Designers must be plentiful, but are there really so many makers?

By now we have a huge directory around the world, probably 400 makers, not people that we work with directly all the time, but people that we can call on. So like when some people emailed us and said they were in San Antonio, Texas and they'd like 30 desks for a classroom, we found someone in San Antonio, and got it done. We're very fond of the makers. The first guy we ever worked with, just on the edge of London, now makes a lot of our things for London. We've got those guys who are right by the Olympic site, who do set building as their main business. →



opendesk

They do big stuff. And some guys down in Cornwall and Devon, they make church organs primarily. They're incredibly skilled makers, but they've also got a CNC machine and one organ takes them like 18 months. For them it's really useful to be able to build desks and work with us so that in-between organs, they keep their workflow up and they keep profitable. This has given them an opportunity to reinvent themselves.

It's probably cheaper to run a CNC machine than a laser printer. You don't need any toner cartridges.

You're cutting away, not adding, true. But the drill bits that do the cutting, you just constantly get them sharpened. They wear out depending on the material you're making furniture with. I don't know if it's cheaper than a laser printer, but it's extremely cost efficient for sure.

Beyond the variations to basic design, it also looks like the desks can be tweaked in a "pimp my desk" kind of way.

Yeah. We've started thinking about modularity and customisable components. The idea is that you could have a desk and then people could invent new bits for it. So you could have a 3D printed desk tidy insert,

or if you're a national brand and you want a specific logo for a specific thing in there to hold something unique we can make that. Or the cover that you remove to get to the cables and sockets – and we've got versions where you've got like smart holders in there instead of plain lids. Basically, the desk has "infrastructure" that you can infill with useful or unusual parts. You can use indigenous wood for true local authenticity, if you want. And we've got a desk lamp which we invented for the new Here East marketing suite which has got an LED array built into it.

What's the coolest mod you've done so far?

We've gone down this route of trying to integrate smart tech into product by using mostly off the shelf things that we can just integrate straightway. So in the new Here East desks, we've got a wireless phone charger embedded under the desk that you can't see. All you see is a little plus sign to know that there's a charger concealed in there. So if you put your phone on it, it starts charging.

Opendesk is based in London Fields and so far has produced furniture for a selection of different Here East projects

We're striving towards furniture designs that are universally makeable on existing equipment worldwide.

Essentially all you're asking from someone is the machine and their 2×4 sheet of ply and they can produce anything in our catalogue.

— Joni Steiner, Opendesk co-founder

06

The charging system embedded in Opendesk's Here East furniture is called Qi 1001, made by a German company in Italy. Check it out

Going through the keyhole into some of the neighbourhood's most eclectic workspaces, we meet the people who make E20 what it is

Photography by Ivan Jones

The faces of E20:

Getting to know the neighbours





Anna Crawley & Grace Clark
Everything in Colour: Creative Directors

“Working with fabric manufacturers and local designers we use their end of line and unwanted material rolls. This is transformed into high quality contemporary womenswear, menswear and accessories ranges.”

Location:
Queen's Yard, Hackney Wick



Asa Perry
Olympic Stadium: Groundsman

The grass is always greener?
Not if he can help it.

Location:
Olympic Stadium, Queen Elizabeth Olympic Park

Paul Manning & Frank Da Silva
Idea East, digital agency: Creative Directors

A strategic digital agency that wants to see businesses grow,
start-ups born, communities transformed and people
empowered. Their motto is 'the brightest ideas rise in the east.'

Location:
East Village





Jenna Clark

Gainsborough Primary School: Executive Headteacher

“Gainsborough School is a cooperative learning community. Our children will leave us as responsible citizens of the world and as life-long learners and thinkers.”

Location:
Berkshire Road, Hackney Wick



Lee Murrell

E20 Org: Founder

“Our organisation was founded within East Village and is currently working to encourage people to launch positive partnerships with the neighbouring communities that frame the park.”

Location:
Prize Walk, Queen Elizabeth Olympic Park



Lance Forman
H. Forman & Sons: Owner

“Forman’s have been part of the East End food scene, smoking our famous ‘London Cure’ salmon for over 100 years and we are delighted so much focus and positive change is finally coming to this area which we are proud to be part of. We welcome visitors to our smokehouse and restaurant.”

Location:
Stour Road, Fish Island



Simon Goode

London Centre for Book Arts: Founder

—
An artist-run, open-access resource centre dedicated
to book arts and artist-led publishing.

Location:
Britannia Works, Hackney Wick



Ting Cheng

Stour Space: Digital Artist

—
“I like to walk through all the little streets and alleys each time
I move to a new place. It’s difficult to forget the location if I have
a strong idea in mind, I will keep it with me all the time.”

Location:
Stour Space, Fish Island

Paul Baynton, a manager at 90 Mainyard, characterises the multi-use facility as “an accessible, unimposing outpost where people are able to chase after their dreams. Like the whole neighbourhood itself, it’s a place for creative entrepreneurs wanting to make something”

You need
to know 90:

The mainstay of the Mainyard



One of things you need to know about Hackney Wick is that its basic unit of account, architecturally speaking, is “the yard.” A lot of establishments have the word yard in their names, and there are indeed yards at their physical hearts. This setup, which originates in the area’s industrial past, is a central identity element of the area and suits the multi-use spaces like no other configuration could.

Having got that preface out of the way, we want to take this chance to tell you about Here East’s nearest neighbour, 90 Mainyard. It’s directly across the canal (‘The Cut’) and it’s full of local flavour and élan from top to bottom. You should definitely check it out. Be forewarned, though: it’s a seductive place, and after one or two visits you might suddenly find yourself a regular.

Bruno Cabral, an expatriated Brazilian, is director and manager of the bar, restaurant and event space. He tells the story of 90 Mainyard better than we do:

“When we got this building, it was an old printers. Upstairs was empty. We turned it into a brand-new space. We did everything ourselves with recycled materials like scaffolding and pallets.

“We never wanted to be just a restaurant. We wanted to have a gallery and an event space, too. We had a lot of friends who were doing live music, comedy and so on. So we got all the licences that would allow us to do everything we wanted to. Now we’re doing live bands twice a month, and a bingo night once a month. We do workshops. A pool competition. The people behind Secret Cinema do a low-key thing here called Future Shorts. Our cocktail masterclasses are famous.” →

We’re open from
Wednesday to Sunday,
midday to midnight.
Come on down.

— Bruno Cabral, director of Number 90 bar

07

Sign up for a Number 90 cocktail class at: number90bar.co.uk

08

Co-working space: 90mainyard.co.uk
Number 90 bar & kitchen: number90bar.co.uk



90 Mainyard opened in 2014

“Many of our original customers now have kids and they come here altogether. Especially on weekends. We do a great Sunday roast: veggie, beef, pork and chicken. At around six we have DJs playing soul, funk or disco. It becomes a little more of a party until midnight.

“We’re open Wednesday to Sunday from midday to midnight. Come on down.”

Who comes here? All different kinds of people, really. And from all over. It’s not just locals. We attract a lot of good people.

Bruno himself is an entrepreneur with his fingers in a few pies. “I have Number 90 bar with my partner Remi Landaz and also a record label (Half Baked Records) and an event management company that specialises in warehouse parties. If you need a warehouse party, give me a call.

You can have your wedding at Number 90, too – perhaps with the wedding ceremony taking place on a canal boat, witnessed by the guests standing on Number 90’s verandah. “We had that once,” says Bruno.

There’s more to 90 Mainyard than mirth alone. Upstairs, explains Bruno, “We have 14 recording studios and three artists’ studios and a bunch of co-working spaces and office spaces.”

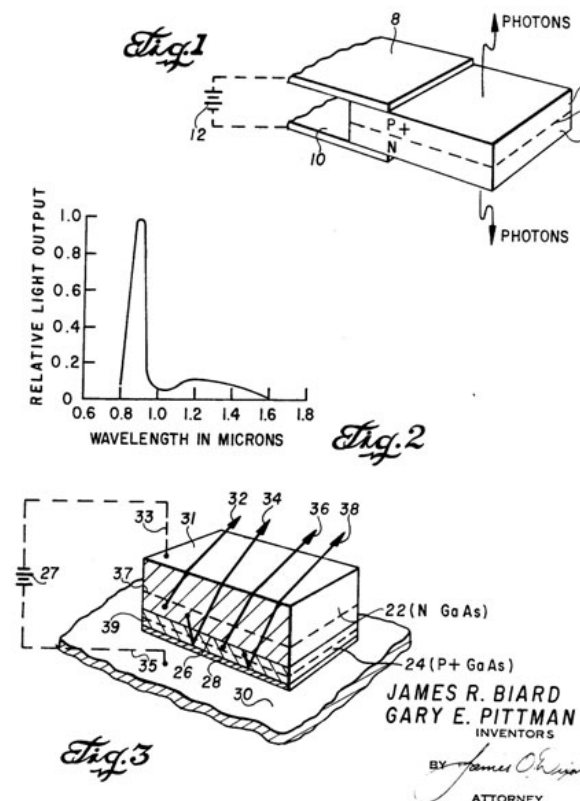
Paul Baynton, who manages the co-working spaces, characterises 90 Mainyard as “an accessible, unintimidating outpost where people are able to chase after their dreams. Like the whole neighbourhood itself, it’s a place for creative entrepreneurs wanting to make something.”

90 Mainyard is the perfect place to explore your creativity. Get down there and enjoy the chance to broaden your horizons



Believe it or not, the scientific pixie dust and industrial razzmatazz incorporated into modern-day LEDs represent as big a technological shift in lighting as the jump from candles to lightbulbs

A copy of the patent for the first LED, invented by James R. Biard and Gary E. Pittman



Illumination revelation:

BT Sport and the rise of the light emitting diode

It wasn't that long ago that an LED was nothing more than "that little red light" that indicated an electrical appliance was on. Before long, they showed up as the digital read-out on your clock radio. And sometime later they emerged as a gimmicky torch to put on your keychain.

Now, seemingly all of a sudden, LEDs are both serious and everything: they're the underlying technology in flatscreen TVs, they've replaced red, amber and green lamps in stoplights, and they're the essential ingredient in cutting-edge entertainment venues, including BT Sport's studios in Here East (which just happens to be the largest television studio in the world to be based entirely around LEDs: panels of LEDs and spotlights of LEDs run cool, and allow the studio's look to change drastically from one broadcast to the next).

So what's so great about light emitting diodes?

LEDs are versatile, robust, efficient, cool, and magical.

How they work is a little bit complicated. All you need to know is that certain semiconductor materials, when an electrical current is run through

them, emit light. That's called electroluminescence. It was discovered by Soviet scientists in the 1920s, but they didn't do much with that knowledge. It was after American scientists rediscovered LEDs in 1961 that the LED was quickly commercialised.

The original LEDs were red because no one knew how to make them any other colour. Later on, other semiconductor materials were found that emitted light in different hues. Today, LEDs come in nearly all the colours of the rainbow: red and infrared, orange, green, blue, violet, purple and ultraviolet.

It was only in the 1990s that Japanese scientists developed the bright blue LED in a commercially viable way, a feat for which they won a Nobel prize in physics last year. Roughly speaking, the 'bright blue' LED is the neutral all-purpose, white lightbulb of LED-land, around which plastic housings can be built in all colours. All LEDs, even the brightest ones, are very low energy. Compared to incandescent (filament-based) light sources, LEDs use about 85% less power. Because they're "solid state" – meaning they have no moving parts or delicate glass structures – they can be banged around without breaking, which makes them suitable for use in lots of circumstances. →

At BT Sport's Here East studios, spotlight colour is tuned to the individual guest's skin tone. So LED lighting makes everybody look his or her best

They also last forever. Okay, maybe not forever, but used for 12 hours a day, an LED can dependably run for over a decade. And as they age, LEDs grow gradually dimmer; they don't blow out in a flash like other lights. Another frequently desirable characteristic of LEDs is that they give off very little heat with their light.

LEDs look good on camera and on stage.

For home use, you can now get LED lightbulbs instead of regular, halogen, or fluorescent bulbs. That's a very good thing, but it's not so fundamentally revolutionary: it's still a table lamp you're switching on.

Where LED lighting is more profoundly impactful is in commercial and industrial arenas, like the new BT Sports studio facility in Here East.

"It would normally take about four years to build a studio like ours, but we did it in 18 weeks," says Jamie Hindhaugh, chief operating officer of BT Sport. "At the time, we did wonder: under such a tight deadline, is this the time to be radically innovating with technology? But working with our lighting directors, we figured out the risks were actually pretty low of things not going to plan."

Having LED screens and lighting means techs can transform the appearance of a studio by twiddling knobs rather than by climbing ladders and swapping out coloured gels in front of burning hot floodlights. Being much cooler than normal lighting, LED-lit studios are more comfortable to work in too, whether you're in front of the camera or behind it.

"The look of our studio on air is heralded as one of the best looking around," Hindhaugh says. "It's given us creative freedom and also enhanced the quality of our output. So going the LED route was absolutely the right thing to do."

LEDs are still getting better and better.

Being a relatively new human achievement, LED technology continues to develop rapidly. One example of this is OLEDs – organic light emitting diodes. Regular LEDs feature an intensely glowing point of light embedded in a housing-cum-lens which amplifies and projects the light. However, OLEDs have their electroluminescence occur not at a tiny point, but spread out over a larger and flatter surface. They glow more dimly, but are perfect for many home and commercial soft lighting uses.

If there is a downside to LEDs it is mainly that they don't work well in situations where temperature varies widely. In their manufacture, they also require rare earth metals that are found more in some countries than in others, making them potentially subject to price wars or government monopolies.

Still, with approximately one quarter of human energy consumption ascribable to illumination, be assured: LEDs will continue to be the leading light of light.

Here East is home to BT Sport. When their Studio 1 and Studio 2 are combined, it is one of the largest live TV studios in the world



A quick and dirty half-dozen

Q Name something about the neighbourhood you wouldn't want to live without?

A Small independent businesses, creativity, and the good community spirit.

Q What's the most "dicey" part of the brewing process? Where can things go wrong?

A Making sure everything is super sanitised. Dirty equipment makes for infected, horrible beer.

Q What's your favourite hideaway in the neighbourhood?

A Walking the dog along the canal at lunch time, looking at the boats and enjoying the peace.

Q Americans have been drinking (and loving) hoppy craft brews for decades. Why do you think it has taken Britain so long to discover the wonderfulness of hoppy beer?

A America grows most of the best hops, it stands to reason they would start using them first.

Q Hackney Wick has gone through lots of changes in the past several hundred years. What do you think is one of the most interesting historical facts about the neighbourhood?

A The matchbox cars I used to play with as a kid were made right here!

Q What would you say to someone thinking about coming to the area to live or work?

A Do it! It'll be great. Also, our tank bar is open from midday everyday, but there's lots of other stuff to do too.

Here East is a place of immense possibility: 1.2 million sq ft of commercial space, set in a beautiful canalside location in London's Queen Elizabeth Olympic Park, on the fringe of Hackney Wick.

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