

Press Release – For Immediate Release

November 2018

For press enquiries please contact Ingrid@brixtondesigntrail.com

String vest inspired design unveiled for Brixton Road railway bridge



Brixton welcomes a bold new addition to its visual landscape with the unveiling of a new artwork on Brixton Road's railway bridge. The design, borne out of a collaboration between local creatives Farouk Agoro and Akil Scafe-Smith, was completed earlier this month by expert mural painters from the collective, OUTSIDE. The bridge now features a bright cross-hatch pattern with the message Come in Love and Stay in Peace painted on both elevations of the bridge.

In September 2017, as part of the Brixton Design Trail, Lambeth Council and Brixton Improvement District (BID) teamed up to organise a competition for the new face of the railway bridge. The winning design, Style and Pattan Inna Brixton, is the result of local artist and architect, Farouk Agoro, joining forces with RESOLVE Collective's Akil Scafe-Smith.

Both of the long standing Lambeth residents felt it was crucial to capture and archive the essence of Brixton and its rich cultural heritage amidst the changes the area is undergoing due to rising rent prices and gentrification.

The design of the bridge was heavily influenced by decorative elements found in and around the area. For example, the polychromatic diamond pattern is inspired by the iconic string vest—an item of clothing sold throughout Brixton market and made popular by Brixton’s Caribbean and Rastafarian community.

‘We joked about cladding the bridge in a string vest; hence the idea for a pattern that was fun, symbolic and resonant of the community’.

For both designers it was important not to shy away from the iconic/eye-catching red, gold and green colour palette, as they felt that these colours both represent and respond to their own vibrant communities in Brixton and proud Caribbean heritages. For the designers, these issues have become increasingly more pressing given the recent Windrush scandal.



"'Come In Love/Stay In Peace' is a play on the common saying 'Come in Peace', coalescing the action of coming and going in Brixton, by playfully interpreting both sides and directions of movement as the ultimate act of approach. Undertones of 'love', 'neighbourliness', 'homecoming' and 'peace' act as a potent reminder of Brixton as more than an area, but a community."

Due to its location, the bridge acts as a gateway into Brixton. One concept underpinning the design is to create a sense of place when passing underneath it.

"Today, more than ever, it's important to archive, celebrate, and consolidate the essence of Brixton's culture. This has been an incredible opportunity to have our design realised but now it's crucial that there are continuous structural efforts to engage local artists and encourage artistic expression as a powerful tool for communities."

Reactions from residents have been overwhelmingly positive and everyone involved in the project has been very excited.

Josh Stika, creative director for OUTSIDE declared: 'It was a huge honour to take on this project. All of the artists involved are local residents and I personally have a huge affinity with Brixton. The bridge is of course extremely iconic and is featured in the background of so many historical photos; a real focal point of Brixton's story and heritage. Farouk and Akil did really well with the design and all the creatives involved agreed that the new artwork was not only aesthetically appropriate but actually held a lot of weight within its messaging.'





For more information, please contact:

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About Farouk Agoro:

Farouk Agoro grew up in Lagos, Nigeria, where he was born to a Nigerian father and a Jamaican mother, and moved to London at the age of 16 to finish his education. Between 2011 and 2017, he worked for Glas Architects during which time they were shortlisted for the Architects Journal [AJ] Small Project Awards. Farouk is currently working on a number of projects as a freelance designer and architect alongside pursuing his passion for painting.

In December 2017, Farouk opened a pop-up space, the Open&Shut gallery within the arches of the passageway to Brixton train station. The public access exhibition hosted a series of original paintings entitled 'Feeling Some Type of Way' and was a precursor to the Brixton Road bridge competition.

See below link:

<http://gal-dem.com/art-exhibition-taking-brixton-station/>

<https://faroukagoro.com/>

About Akil /RESOLVE

RESOLVE is an interdisciplinary design collective that aims to address social challenges by combining architecture, art, technology and engineering. Run by Akil alongside his colleagues Gameli Ladzekpo and Seth Scafe-Smith, RESOLVE's inaugural project was the Rebel Space Pavilion, a temporary event space in the heart of Brixton for the London Design Festival 2016. This year they are working on a number of projects domestically and abroad, with the Brixton Design Trail, the Haus der Kulturen der Welt in Berlin, POLIS University in Tirana, and the Gulbenkian Foundation in Lisbon.

In 2018, Akil became an associate in the first cohort of Public Practice, an initiative supported by the Mayor of London that places a new generation of urban practitioners within local government to shape places for the public good. Under this initiative he is currently working as a Project Officer for 'placemaking' in the London Borough of Croydon's Spatial Planning team.

See below link:

<https://www.resolvecollective.com/>

About OUTSIDE:

OUTSIDE places originality and creativity at the heart of everything they produce, from design, event production and hand-painted murals, all the way through to specialised consultancy. Their placement within the industry has allowed them to connect culturally relevant talent with influential brands and globally recognised agencies for over seven years. They continue to work collaboratively with their clients to deliver strategic solutions, creating memorable brand moments and authentic campaigns.

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