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The Deptford data walk has highlighted the presence of invisible frontiers within the public space. The division between the renovated and old, not only dissects the space but also its residents. Nonetheless, the neighborhood preserved a true sense of community, which we would like to celebrate.

visual research





The Birds Nest has been the hub of local musicians, and a home of the punks, anarchists, artists and “freaks” enabling a space for live performances daily. It has faced a risk of being shut down, but, after finding an agreement with the new developers, the two spaces were able to cohabitate (Cuddeford, 2022).



initial research

The Birds Nest has been recognised as an Asset of Community Value by the Deptford society (O’Byrne Mulligan, 2020) and promotes the local talent until this day.

contextual research

The name 'Deptford' is due to its 'beginnings as a ford of the river Ravensbourne' (South London Club, 2019) which further inspired us to use a bridge as a symbol for our visual identity, along with the Railway Arches

Deptford was being recognized as the home of Royal Dockyards, as it was widely used for marine shipping.





contextual research

There is multiple locations within Deptford that particularly caught our attention, as the bridge located near The Deptford Market Yard and The Birds Nest. The two places share a contrasting duality of the original landscape and its refurbishing, as if they were opposing each other.

audience & message

WHO?

current and future residents and visitors

WHY?

A reflective approach to dissolve the space between the old and the new/ us & them by inviting our audience to appreciate and celebrate the culture of Deptford

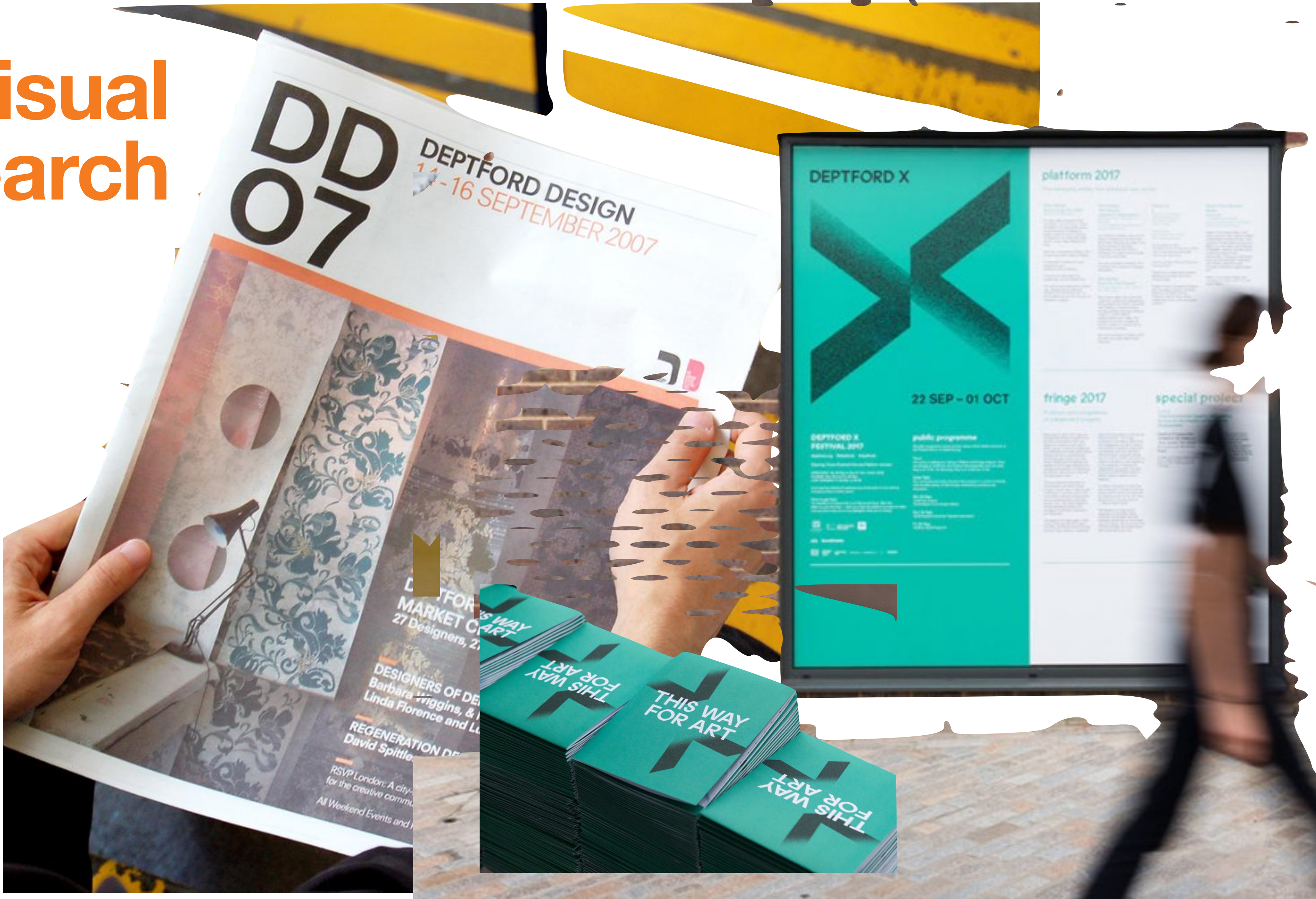
WHAT?

We invite local artists, performers and independent small businesses to exhibit their work. We also recorded an album where we invited local musicians to collaborate. At the exhibition there would be live music performances of the same

HOW?

The participators get a platform to promote themselves and the audience engagement creates a space for human connection, conversations and greater collaborations.

visual
research



WHISTLE CREW HORNS CREW
SATURDAY 7TH MAY 2022

BLOCKS & ESCHER
SICKNOTE B2B LS DARE
ANCA • YETI
DJ TOFFEE • BEN RPM
TENTAGAU B2B SNOOZY
BASELINE MC • AGMAN GORA

8PM - 3:30AM // THE BIRDS NEST, DEPTFORD, SE8
FREE ENTRY / RAVE MUSIC

WE ARE LEWISHAM
 London Borough of Culture 2022

GET INTO MUSIC
INDUSTRY CONNECTIONS

OCTOBER 11th at The Albany

16.30 - 18.00 Production workshop with EMERGE

18.00 - 18.45 Panel discussion: Ife Awosika (DICE), Jorge Nieto (FABRIC), Lucy Wood (ROUNDHOUSE), Wozzy Brewster OBE FRSA (THE MIDI MUSIC COMPANY)

18.45 - 19.30 Live music and networking

* Free but ticketed, drop-in
 * Food and refreshments will be provided

BOOK HERE

free

YOUTH MUSIC **PRS Foundation** **Mayor of London**

EXPECT THE UNEXPECTED BETWEEN

PM : AM
 - ESSENCE -

ANN LOV
 ARDITEK
 BUSHY SQUIRREL
 LIGHT GAL
 MARKSMAN
 PHOTRIX

DAY & NIGHT EVENT
SATURDAY 8TH OCTOBER 2022
 3PM - 3:30AM

AFRO HOUSE - PROGRESSIVE HOUSE - MELODIC TECHNO - TECHNO

TICKETS AVAILABLE ON **Eventbrite**

AAJA @ THE SNAKE PIT, 30 DEPTFORD, CHURCH STREET, SE8 4RZ **PMAMNIGHTS** **PMAMNIGHTS**



@PEOPLES DAY

PEOPLE'S DAY

8 JULY
 12 NOON - 8 PM

MOUNTSFIELD PARK
 CATFORD
 SE6 1AN
FREE!!!

LEWISHAM.GOV.UK/PEOPLES DAY
FACEBOOK.COM/PEOPLES DAY

THE SKA VENGERS
MARGARITA PRACATAN
WILLIAM D DRAKE
DJ CHRIS TOFU
TREV AND SIMON
SHADOW
JOSEPHINE AND THE ARTIZANS
WINNIE AND THE ROCKETTES
DEAF RAVE

A UNIQUE FREE FAMILY FESTIVAL showcasing over 1,000 music, art, comedy, cabaret, theatre and spoken word performers across five magical stages. Plus street food, bars, funfair, children's zone, sports arena and craft market.

L&Q **ARTS COUNCIL ENGLAND** **LEWISHAM SOUTHWARK COLLEGE** **fusion** **NHS** **Lewisham and Greenwich** **Lewisham Homes** **CHARTWELLS** **Stagecoach**

D.Q.S.D
DEPTFORD QUEER SOUND SYSTEM DAY

OK WILLIAMS / **BLACK OBSIDIAN SOUND SYSTEM (GIN)**
GIDEON (ADONIS + NYC DOWNLOW) / **HANNAH HOLLAND (ADONIS)**
SHAY MALT (ADONIS) / **DEPTFORD NORTHERN SOUL CLUB**
SUGARBEAR (BOOTYLICIOUS)

SUNDAY 29th MAY 2022. MIDDAY - 6PM. FREE ENTRY
SHIPWRIGHTS HOUSE, WATERGATE ST, LONDON, SE8 3JF

London Borough of Culture is a Mayor of London initiative

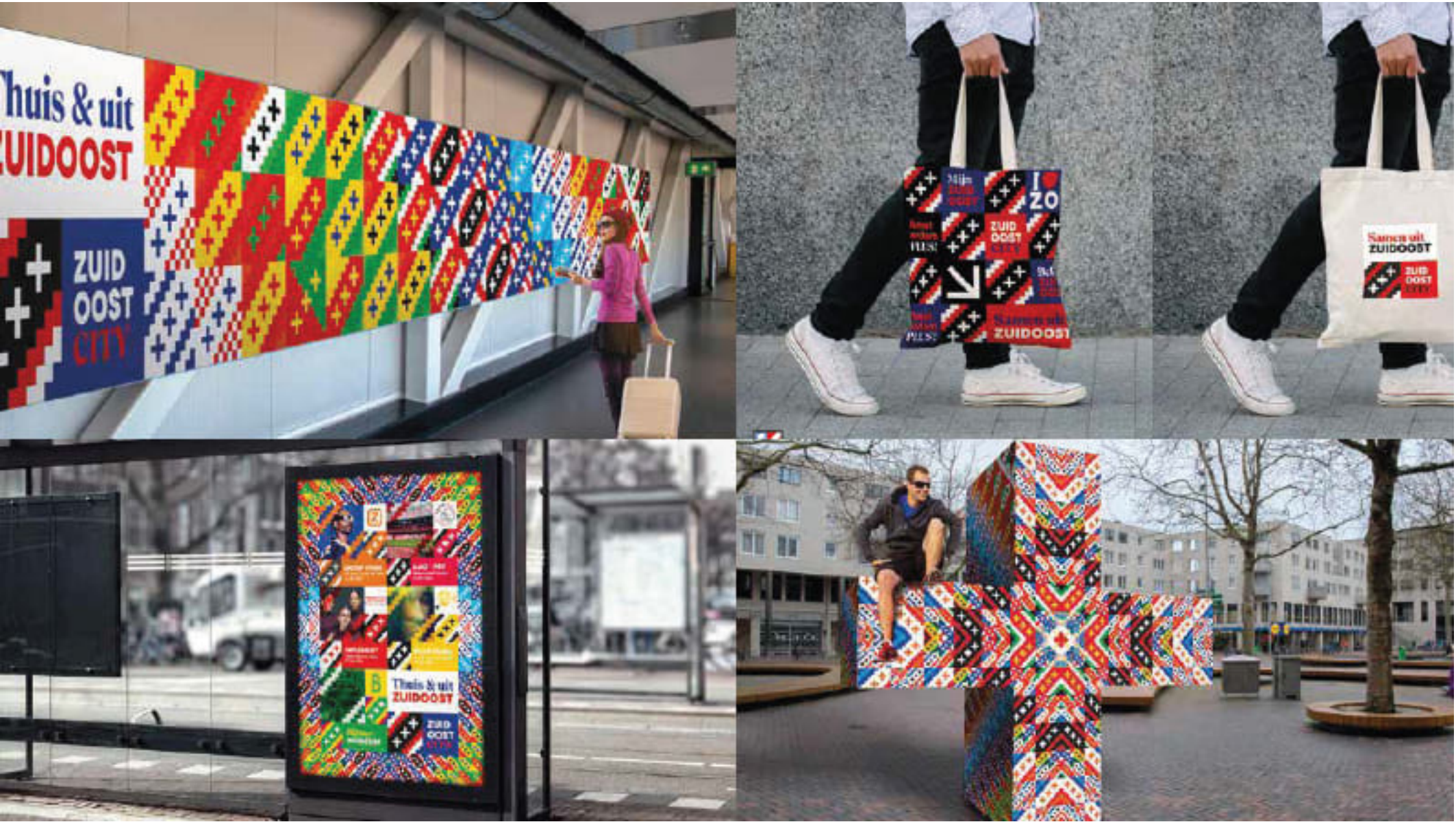
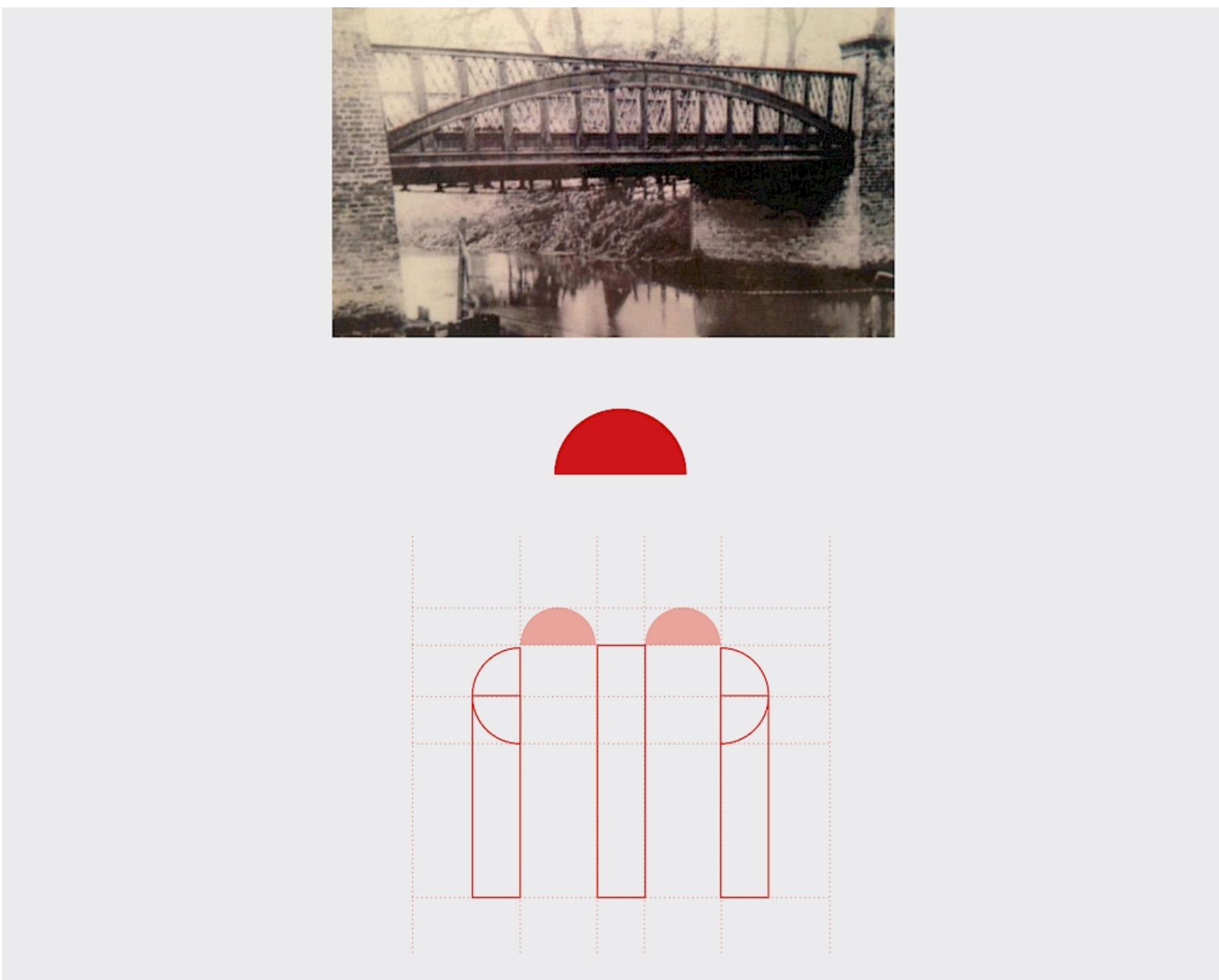
Presented by **LOVE LEWISHAM** **R SOUND SYSTEM** **WE ARE LEWISHAM**

MAYOR OF LONDON

WHISTLE CREW HORNS CREW
SATURDAY 23RD JULY 2022

SICK SPECIAL GUEST
HUGHESEE • DJ SOFA
ANTITRAXX B2B LS DARE
CACHET B2B PAUL 90
EFF B2B E-KITTY
BASELINE MC • AGMAN GORA

8PM - 3:30AM // THE BIRDS NEST, DEPTFORD, SE8
FREE ENTRY / RAVE MUSIC



design objective

- How does the visual language connect to people/place?
- How is your visual/contextual research about the place informing the design?

This is about how your visual research and your key messages align. Here you might show key images and insights from your research. Edit this down, don't show lots of things, just the key things.

From contextual research about the history of deptford, we have extracted two emblematic elements: the arches of Deptford ([previously](#))

The warm palette sets a mood that is different from what currently closely describes the feelings of the residents of Deptford. This further invites the audience to 'change' how they feel

our logo - the arches and the bridge, dockyard - history

symbolism of bridge

1. The dot

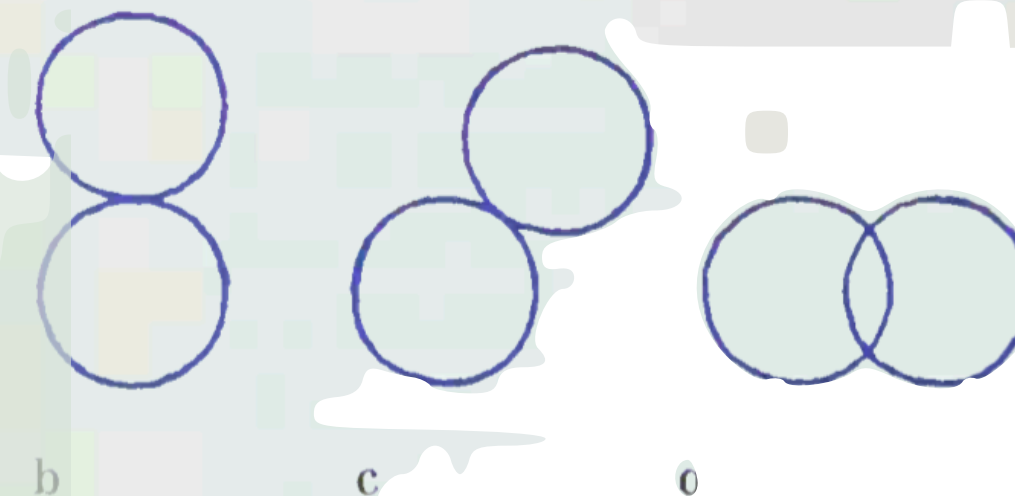
The dot, or point (German *punkt*) is, scientifically speaking, an abstract concept, which indicates with precise certainty the **locality of a junction, a meaning, an intersection, etc.** We speak of crossing points, **meeting points, and also sore points, points of friction,** and so on. In graphic terms the dot or point is a materialized area, recognizable by the human eye. It is the smallest graphic unit, as it were the “atom” of every pictorial expression.

A dot seldom appears as an individual element but generally **takes its meaning from a relationship with another sign**, such as the dot on the i, which gives the

3. The circle

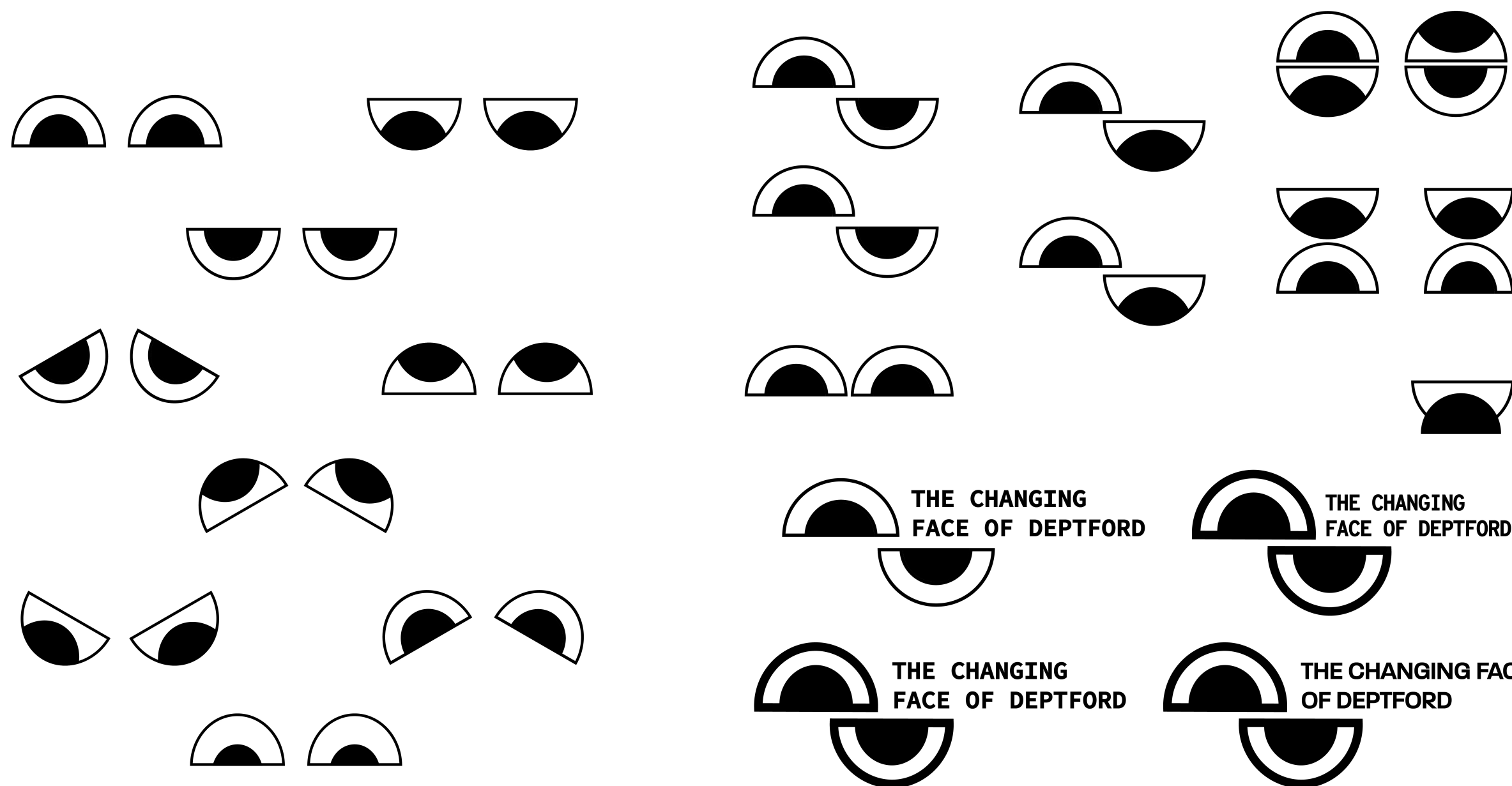
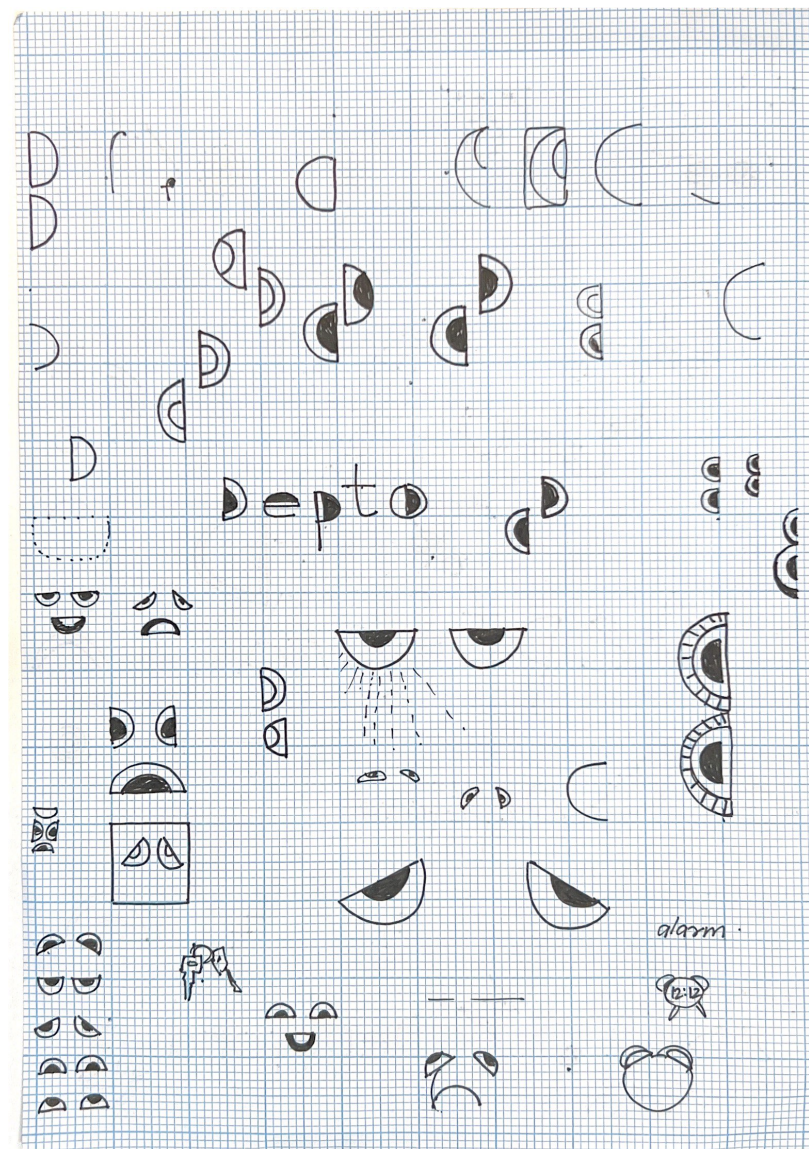
Modern humans probably have a more spontaneous relationship with the straight line than with the curve. Daily encounters with level ground and with all kinds of constructions are primarily based on the two principles of horizontal and vertical. **We appreciate rounded forms with the senses rather than the mind.** It should, however, be noted that there is a tendency to turn to **softer and more humanistic forms** in furniture and building – also in the aerodynamic forms of transport in aircraft, cars, etc. There is an **effort to habituate humans to a new expression of their environment**, but only the future will tell whether it makes them feel more free and secure or, on the contrary, more restricted.

As a first example, let us consider two touching circles, first in a **horizontal alignment (5a)**. This connection **expresses a condition of equality.** In its complexity it could be the sign for **friendship or brotherhood.** Two circles arranged vertically (5b) evoke the idea of a hierarchy, with upper and lower; the effect of the sign is of a rather precarious balance and it is like a statue or monument. In the third, oblique association (5c), some aggression comes into play and the expression is more of pulling or pushing. (The graphic representation of “gears” or “rotation” seems an obvious use of this sign.)



c Proximity

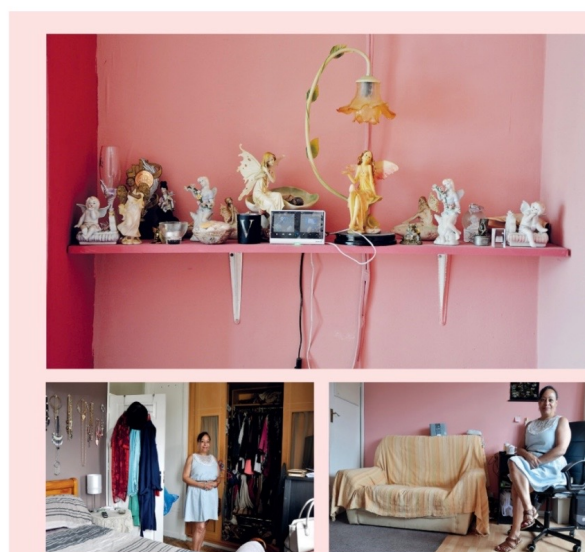
The **expression of grouped signs** or sign elements depends on the intervening space that connects or separates them. **Sign elements standing close to one another are seen together as a whole**, in contrast to those with **wide spaces**, which are understood **as separations**. A familiar example is the difference between letterspacing and word spacing in print. The word spaces must be distinctly larger in order to allow the groups of letters to stand out as self-contained words (39).



Tidemill Mutterings: a poem written by Michele Petit-Jean, a local artist, musician, puppet-show performer and supporter of the Tidemill Campaign. She is also a painter and made the painting above of the treehouse in Tidemill Garden

On market day the Stalwart sisters hand out leaflets and get petitions signed. Everybody wants to save the trees. Tidemill garden. Love and Peace. Behind their screens the joumo trees burst *Lassidism* with *noir* of line.

The BBC have been and gone,
democracy drowns in the pond.
The carnival is over, and Stalwarts bid
as drunks arrive and leave their litter.
The compost toilets both are full,
ready for the hallite's call.



Clockwise
Diann's fairy collection
Diann in her favourite chair
in the lounge
Diann in front of her new
walk-in wardrobe, which
cost her £1,000 and which
she would lose if she had
to move out
Photos: Anita Strasser

Johnny Price's shop – I'd just done some shopping. I absolutely love Deptford, it's multicultural, everyone mingles, it's one place and we're all in it together."

Diann was very poor when she came to Deptford and remembers sleeping on a mattress in the living room when she first moved into Reginald House. There was no heating at that time and as the only gas fire was in the living room it was convenient to sleep there. "During the first nights in winter, me and my daughter had to go to bed in full gear – fully clothed from top to bottom it was so cold. There was inch-thick ice inside the windows." But what has always been special about living at Reginald House for Diann is the relationship with neighbours and the strong community they have built up. Diann narrates some of her memories:

"Everybody here was so friendly when we moved in. In No.18, there was a lady called Dolly, and next door were Jim and Sue, and we all got along. Dolly was a very old lady and struggled up the stairs. We all looked out for her. When we hadn't seen her for a while, we knocked a few times but she always said 'I'm alright'. She



"I dance in sites/landscapes to raise awareness of issues"

This text was written by Manuela Benini in July 2019



**Manuela Benini's Red Dress
Performance during the
Tidemill Eviction
- 29 October 2018**

Photo: Anita Strasser

My name is Manuela Benini and I have lived in south London for more than 24 years so I consider myself a Londoner who was born in Brazil.

I have a life-long performance art project called *The Red Dress Project*. As part of this ongoing series of outdoor interventions all over the world, I dance in sites/ landscapes to raise awareness of issues that I believe are important to myself and communities in the places I live and perform.

I have lived in Lewisham for 8 years and have many friends who live in Deptford. I'm currently an MFA* student that studies in Deptford at Trinity Laban. When I found out about the Save Reginald! Save Tidlerville Campaign I felt not only the sadness of the idea of losing Tidlerville Garden – what I considered a gem of a place in the middle of the city, an oasis of wildlife, different people and a place where I could just be – but also felt I wanted to support the campaign in whatever way I could. So I danced.

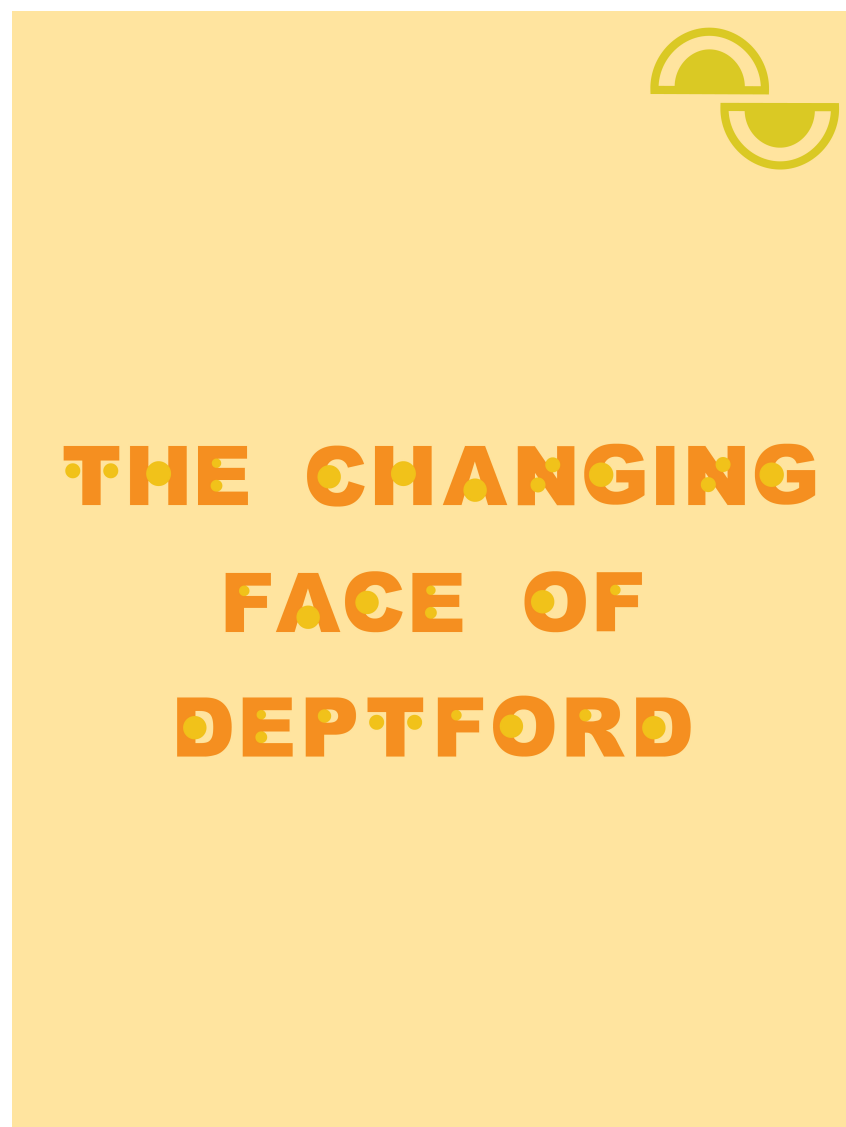
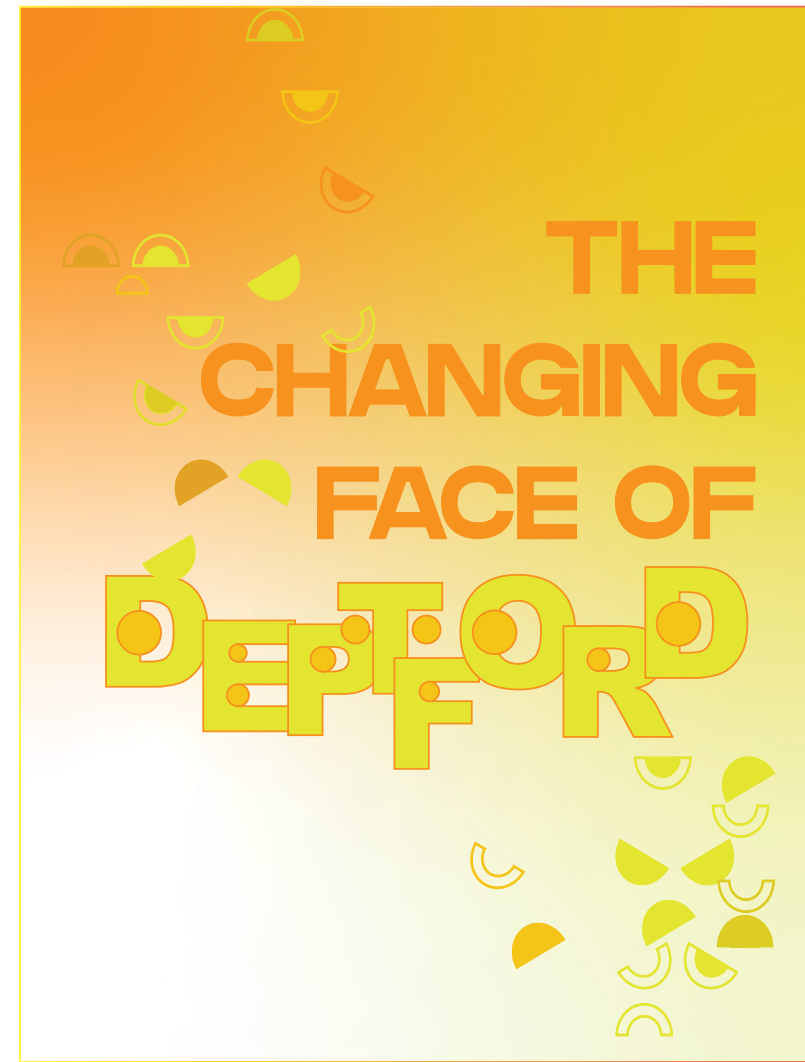
I feel the loss of a true community garden was a massive oversight by Lewisham authorities in the name of affordable housing, that we all know is only affordable for those who are in secure well-paid contracts, which is not the reality for a vast number of us Londoners. This is affordable housing for whom?

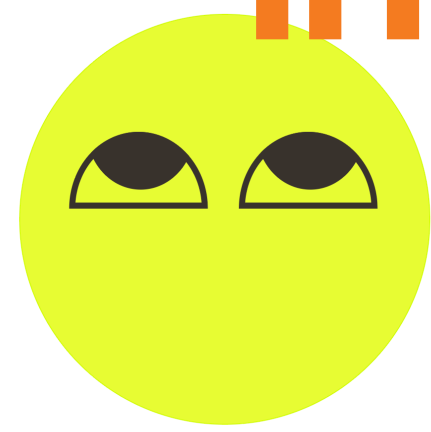
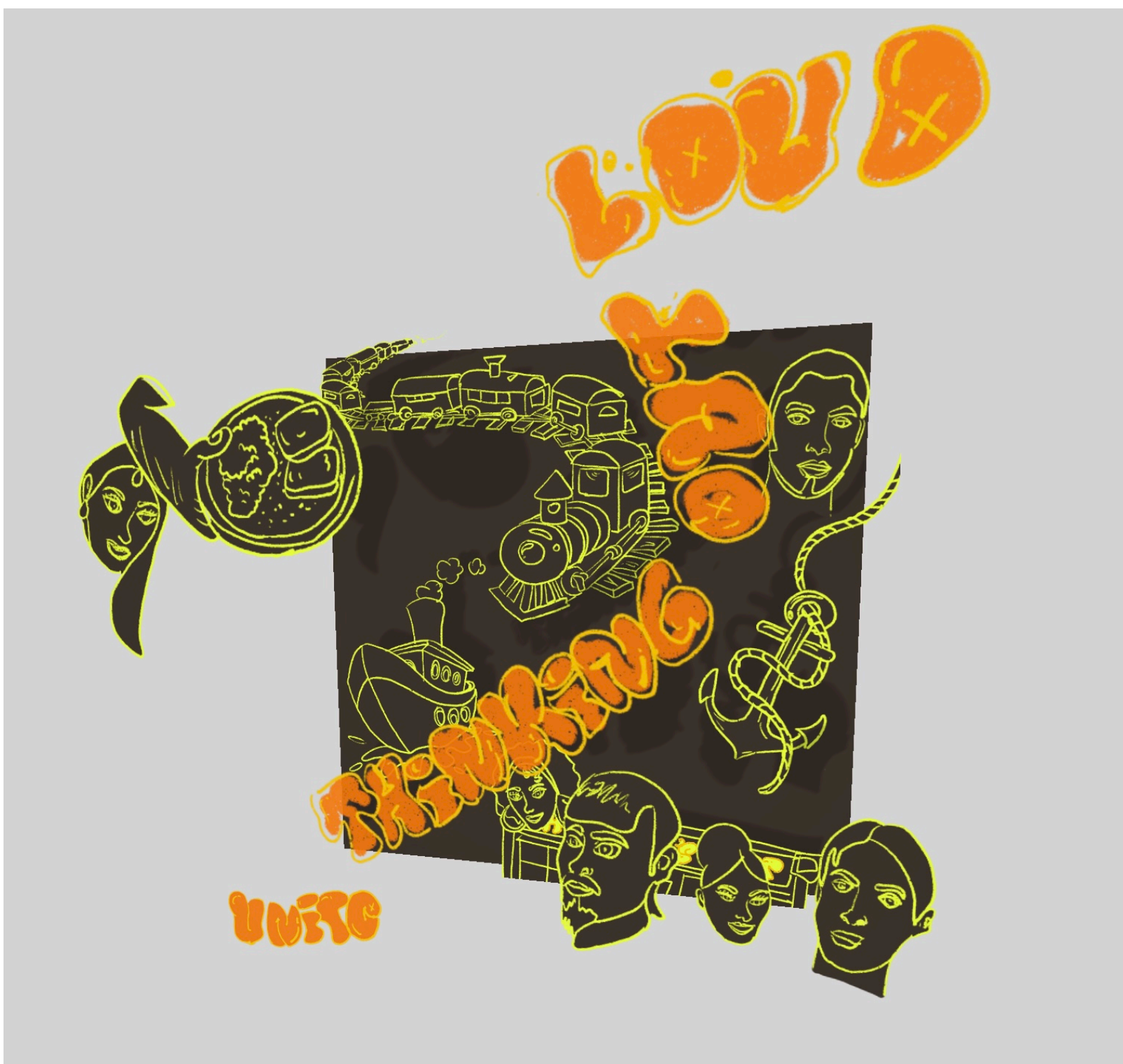
¹ Master of Fine Arts



ÖEP T



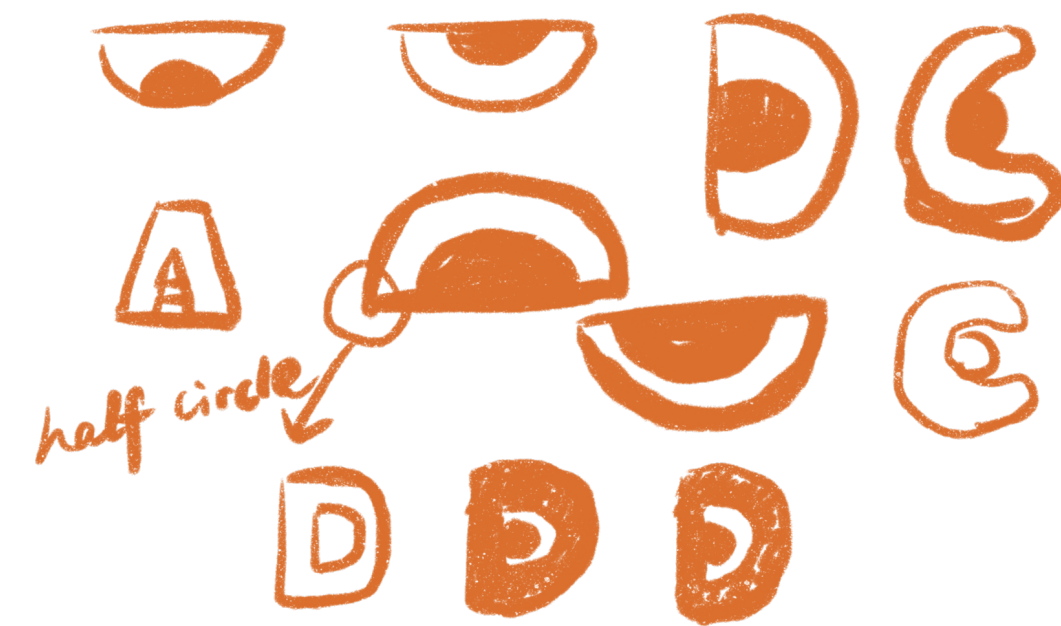
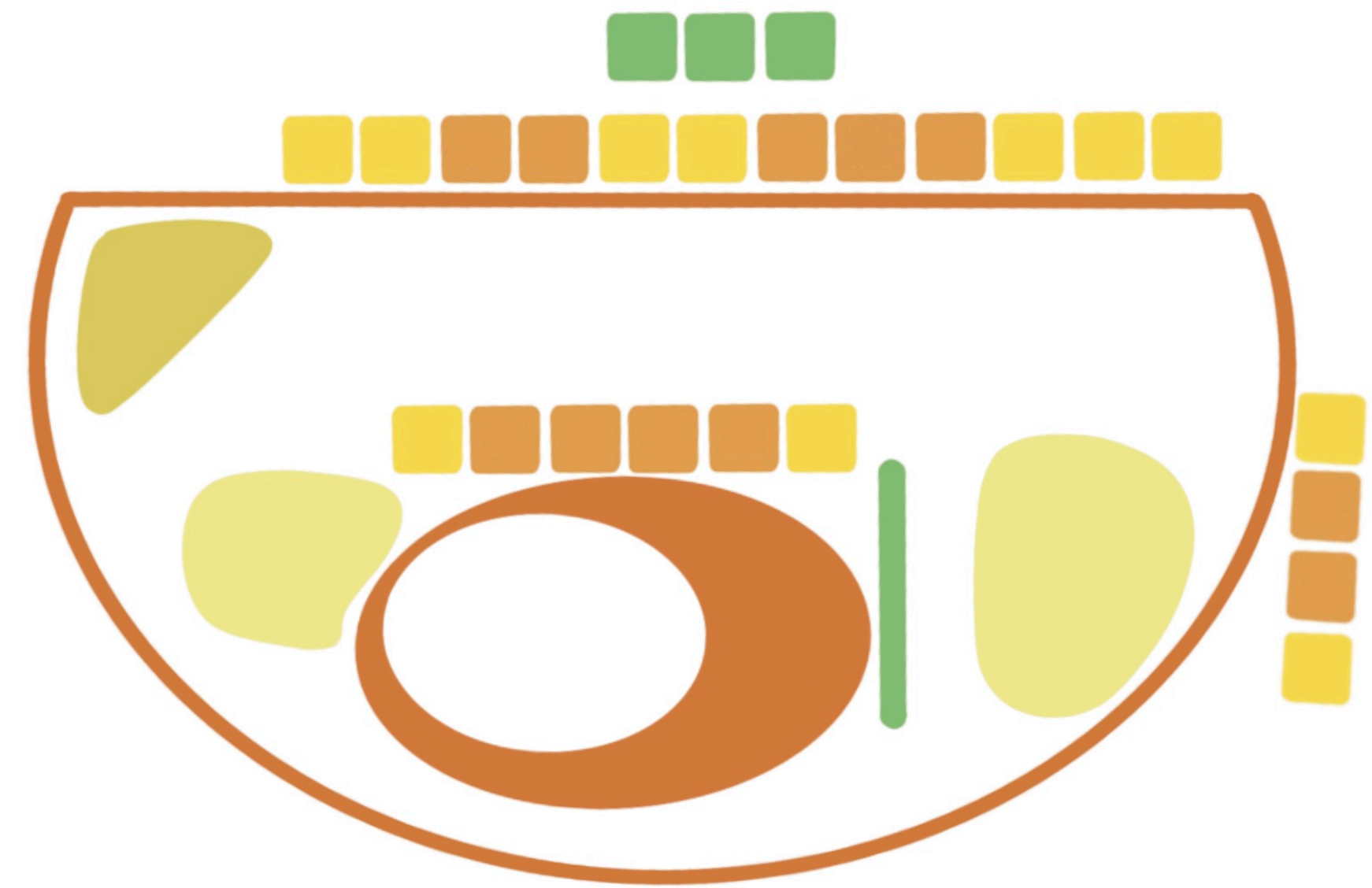




inc grafitti process

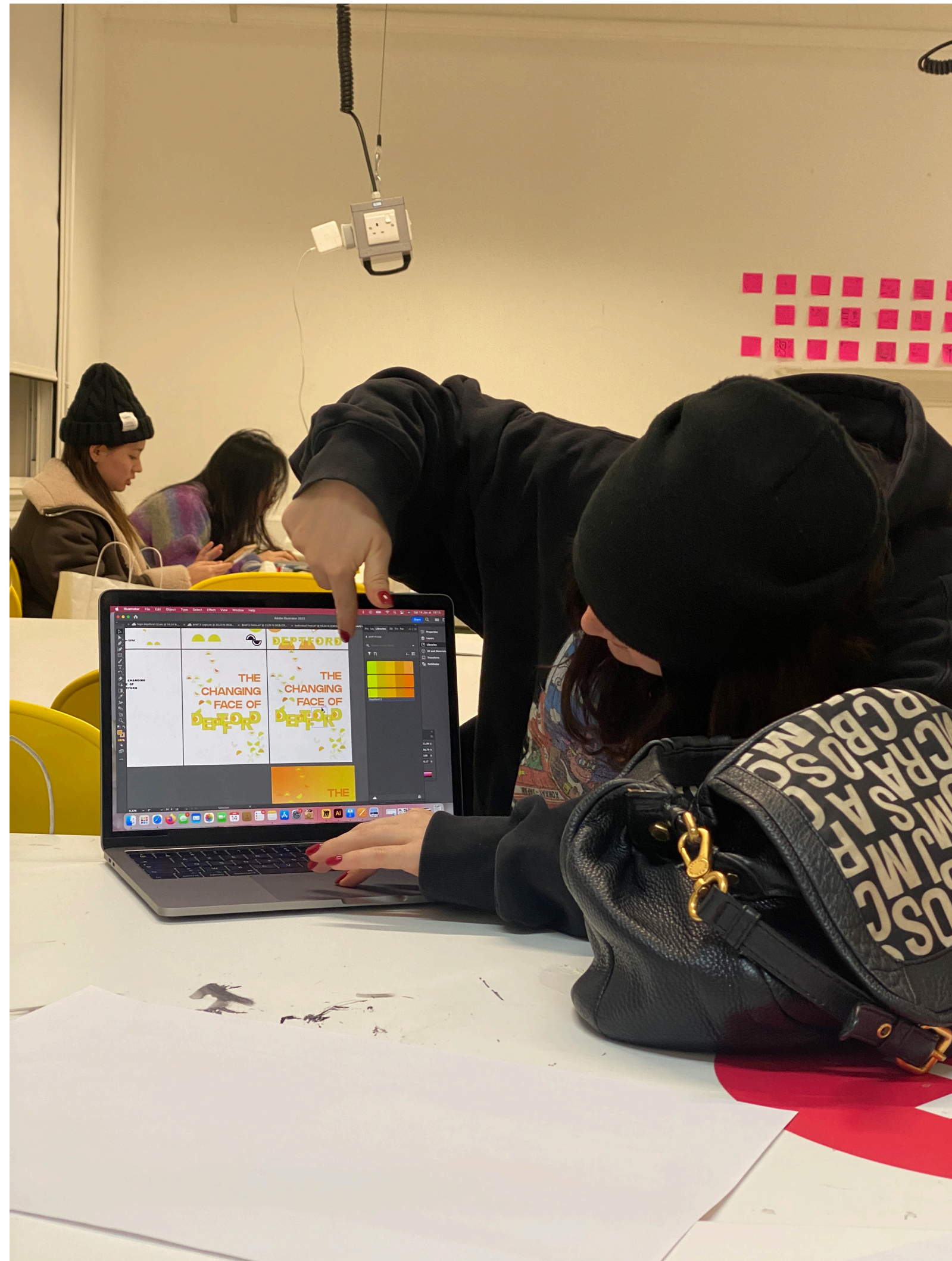
A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z
M N

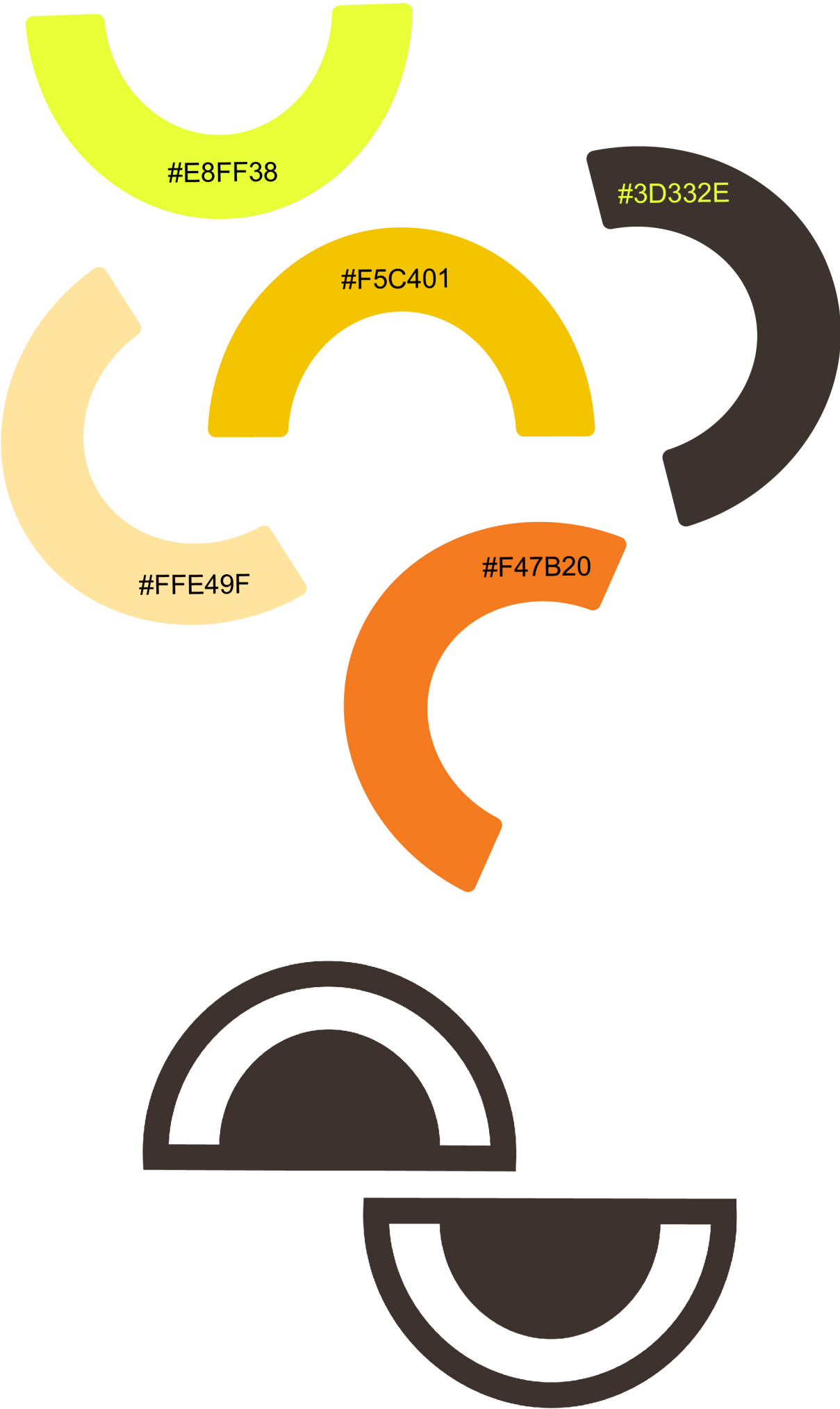
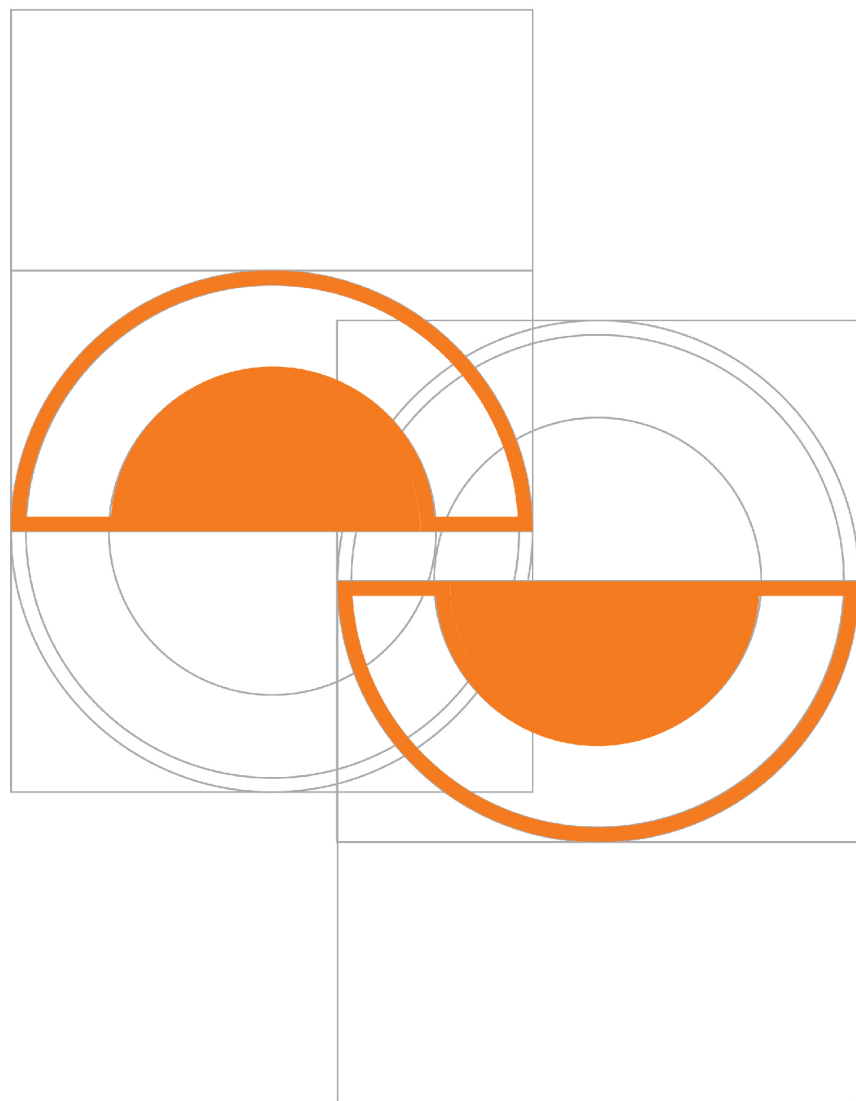
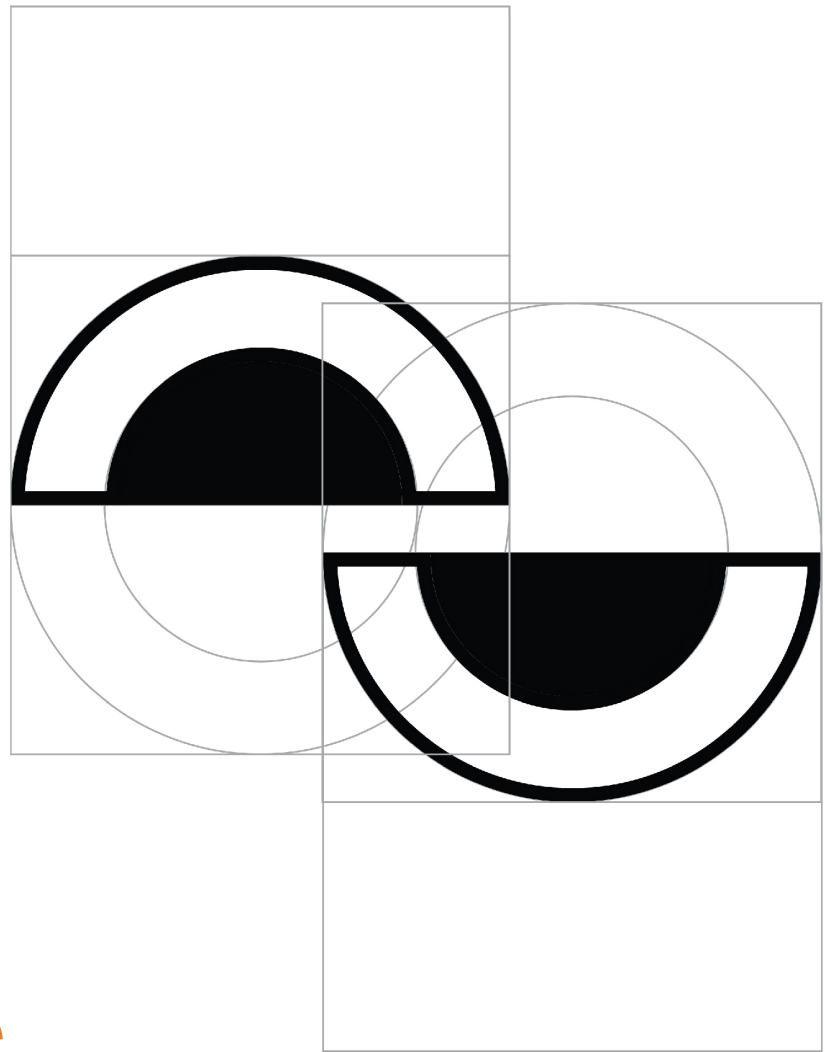


A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z

prototyping/ testing



brand
assets



A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z

Aa
arial black
bold

Aa
arial
regular

Aa
meno text
regular

thinking out loud thinking out loud



stickers



EVENTS

- 01 Album Area
- 06 Souvenir
- 07 Do Your Own Graffiti
- 08 Artists Graffiti
- 13 Record Your Voice For Deptford
- 14 Artists Work

FOOD AND DRINK

- 02 SALT Deptford
- 03 Beirut Canteen
- 04 Frank's Burger
- 05 Jars Bar
- 09 Lomond Coffee
- 10 Dirty Apron
- 15 Jerk Yard
- 16 Little Nan's
- 17 Mouse Tail Coffee
- 18 Blue Throat Bar

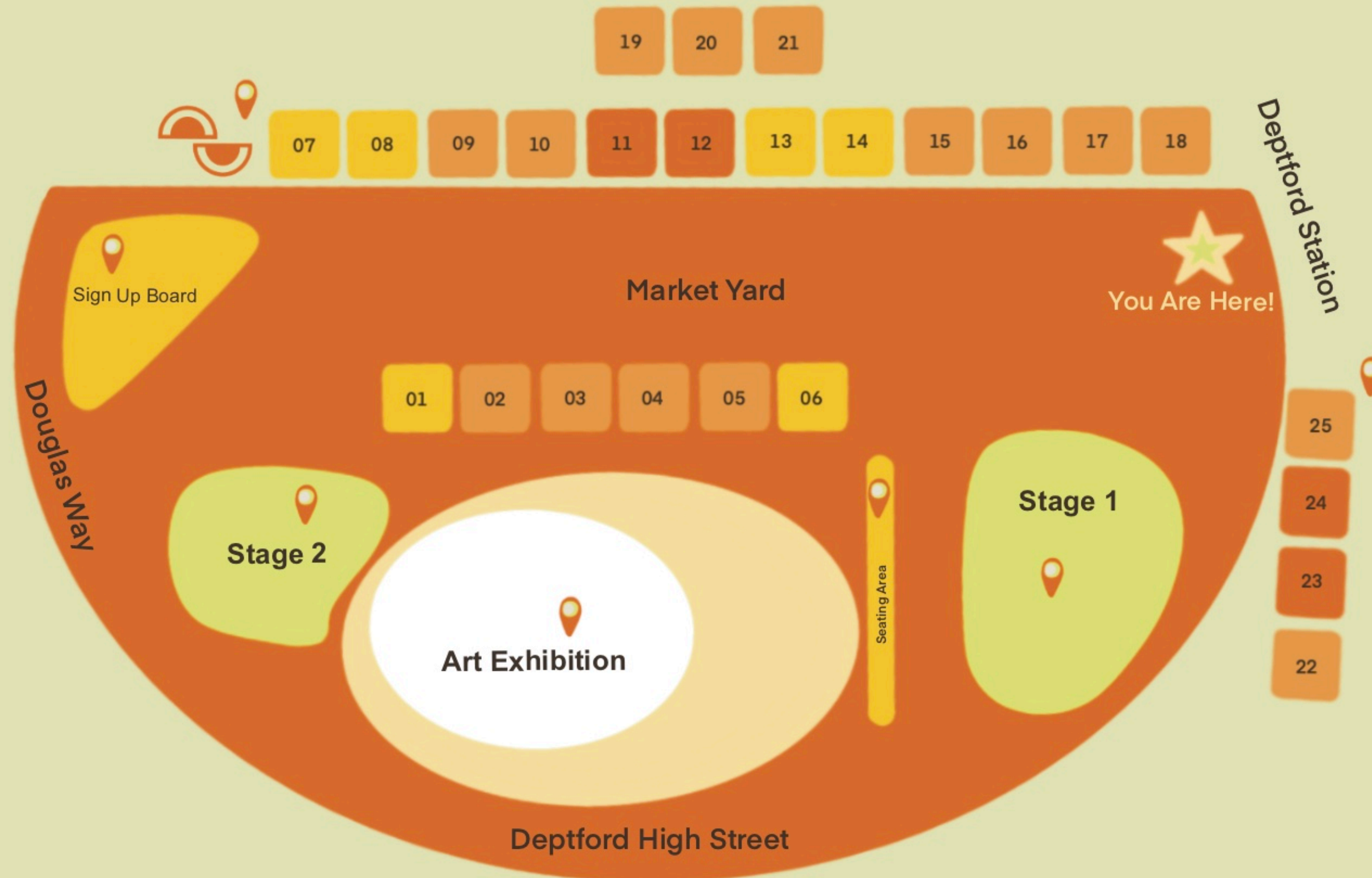
SHOPPING

- 19 Hop Burns and Black
- 20 Brass and Bold
- 21 Sparklymouse
- 22 The Paper Zookeeper
- 25 Planet Wax

TOILETS

- 11 Men's and Women's
- 12 Unisex and Disabled
- 23 Men's and Women's
- 24 Unisex and Disabled

THE CHANGING FACE OF DEPTFORD



map

vinyl record cover





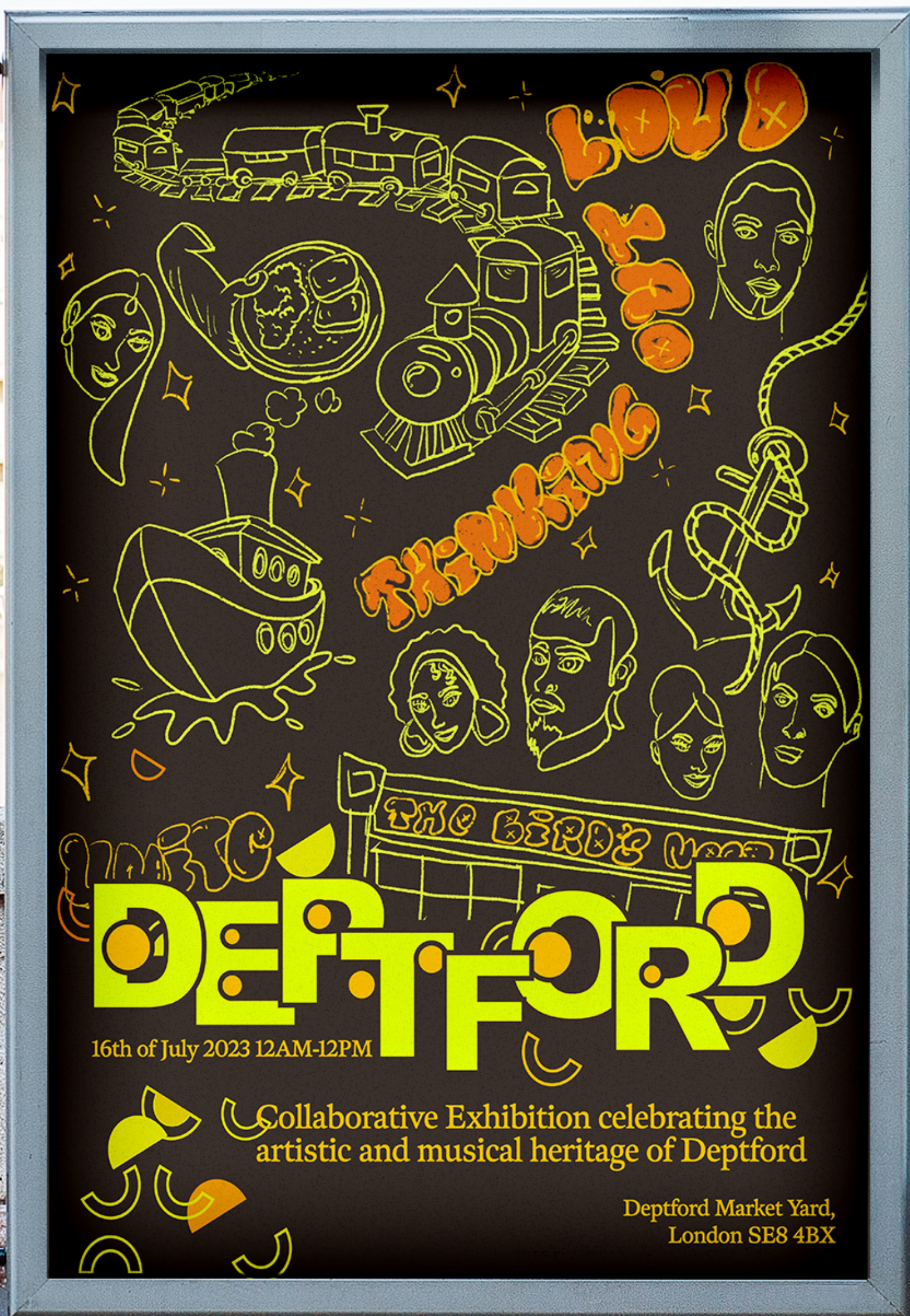
thinking out loud

dash • anushka • ab • ok williams • black obsidian • deptford northern soul club • shay malt • dennis bovell & friends • fea
alchemy allstars • kosher • sleepy time ghost • pappa face • hannah holland



posters





LOVE

Thinking

THE BIRD'S NEST

DEPTFORD

16th of July 2023 12AM-12PM

Collaborative Exhibition celebrating the
artistic and musical heritage of Deptford

Deptford Market Yard,
London SE8 4BX

