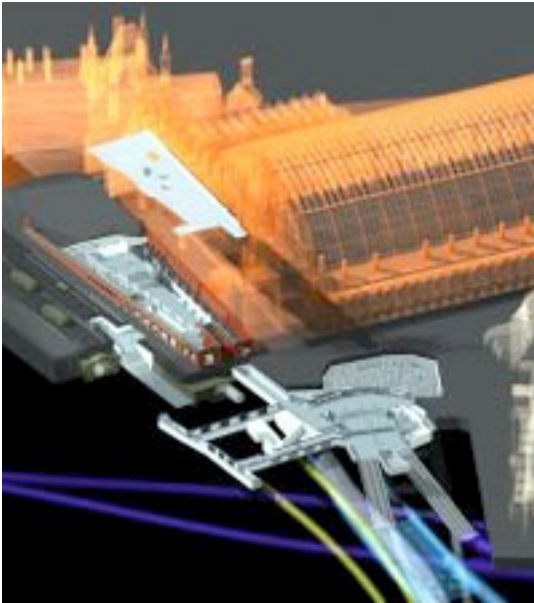


## Olympic Gateway



On the 6 July 2005 London won the right to host the Olympics Games in 2012. The Games will last for 16 days and the Para Olympics 12 days. It is predicted that despite their ephemeral and short-lived nature the Games will act as a catalyst for massive regeneration in the capital especially in the East End of London. As well as the much publicised master plan and new infrastructure, work must also proceed at a more everyday street scale: from urban furnishings and paving, kiosks and sculptures to signage and communication on how to reach events and venues.

Last semester we looked at furnishing a room this semester it is the same idea but at an urban scale. Taking the new Station concourse at St Pancras as our interior: where the Eurostar Terminal will arrive from 2007, you will be asked to design the "Olympic Gateway" for passengers arriving in London to see the Games. The form this takes is your choice: an information pavilion, an internet kiosk or inhabited billboard: but it should be one of a multiple with a recognisable identity used across the capital, be useful for Londoners and Tourists alike and be able to be reused or recycled after the event.

### **Precedents**

Barcelona Pavilion 1929/1992  
Serpentine Gallery Pavilions:  
London Olympics 1908/1948  
Barcelona Olympics 1992  
Festival of Britain

### **References**

[www.london2012.org](http://www.london2012.org)

Asterix at the Olympic Games Gosciny and Uderzo

Diller & Scofidio's Interclone Hotel 1997

John Hinde Studio 1916-1997

Architourism Exotic Spectacular Joan Ockman Salomon Fransto Prestel

Architecture & Tourism, Perception, Performance & Place Edited by D. Medina Lasasky, Brian McCaren

The Eiffel Tower and other Mythologies. Roland Barthes Translated by Richard Howard

Frank Pick/Charles Holden London Underground

[www.artsteam.co.uk/project\\_94.aspx](http://www.artsteam.co.uk/project_94.aspx) : about St Pancras Hotel development

[www.arup.com/europe/project.cfm?pageid=5487](http://www.arup.com/europe/project.cfm?pageid=5487) : about Station development

[www.bechtel.com/Briefs/0705/Pancras.htm](http://www.bechtel.com/Briefs/0705/Pancras.htm)