

# SAYER STREET INSTALLATION



<b>Client</b>	Lendlease
<b>Construction Value</b>	£250k
<b>Main Contractor</b>	Overlay Events
<b>Sector</b>	Installation
<b>Location</b>	London
<b>Kit</b>	Layher

*Sayer Street is part of a £2.3 billion retail/leisure regeneration scheme in Elephant & Castle, London. The ambitious development is designed to “transform and reconnect the area with its network” by offering residents and workers places to socialise, relax and work. Once completed, Sayer Street will become home to a diverse range of local businesses, restaurants, shops, and budding entrepreneurs.*

## WHAT WE SUPPLIED

PHD, in conjunction with sister company Overlay Events, were chosen by Lendlease to design, supply, install a bespoke, semi-permanent, modular ring system scaffold structure to compliment the various businesses along Sayer Street, during construction works, whilst creating an aesthetically pleasing yet fully functional urban space. The brief was a one-off creative installation to provide interest and intrigue to the local community in the same way a commissioned art sculpture would.

PHD & Overlay worked collaboratively with Lendlease to develop a fully functional 3D design that was used to fast track the planning approval process, whilst bringing the architectural concept to reality and seamlessly identifying and merging interfaces between structural integrity and final cladded finishes, fixtures and fittings.

The architectural scaffold utilised bespoke bays sizes with special length diagonally bracing and fittings fabricated in Germany. All scaffold was formed in Layher ALL-Round, and once inspected by the end client for authenticity, had all orange stickers removed with a heat gun to keep a constant contrast of urban silver galvanised steel against a lively multi coloured back drop.

The theme of the vibrant structures was inspired by Tribal Samakaka print to honour the “Spirit of the Elephant”, with the majority of the structural back drop producing powerful ‘V’ Shape borders cladded in striking colourful solid and fabric dressing props.

Communication and visualisation was key during the design and build process, with various stake holders, planning representatives, architects, and trades, all working in unison turning this bespoke concept into an exciting reality.

The project took 6 months of planning, design and development leading up to a precise engineered installation in July 2020.

The project value was £250,000 and the structure will remain in situ for the next 5 years, with a strict NASC maintenance and inspection schedule.

This is an exceptional project, in a time where different is indeed becoming the new norm, with temporary works being used to form aesthetically pleasing architecture.



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