



**Central to this project is understanding what characterises Willesden Junction Station and the surrounding areas and how its heritage and culture can reinforce a sense of local identity. OPDC is commissioning an artist to design and create artwork to signal the two entrances to Willesden Junction Station, on Station Approach and Harrow Road, alongside the public realm proposals.**

The artist will collaborate with the local community to celebrate the local place and culture.

Understanding what is distinctive about Willesden Junction, and using this to inform the improvements, will help to create the best possible place for people to enjoy as it will reflect local heritage and celebrate everyday life around the station. This is especially important in an area that is in the process of undergoing significant change.

It is our ambition that proposals would be locally made, and designed to celebrate the area's identity.

We would like to hear whether these initial ideas – which may inform the potential artwork – celebrate and reflect Willesden Junction, Old Oak and Harlesden's heritage and current culture.

The above visualisation shows proposed improvements at the Station Approach entrance.

### The station entrance

The images below show the entrance to Willesden Junction Station 50 years ago compared with today.



The former Station Approach entrance down to the West Coast Main Line had large signboards at the junction with Old Oak Lane.



Today the entrance to Station Approach is exposed and unwelcoming. This will be the site for an artist commission to celebrate local identity and heritage and better signal this as an entrance.

### The artist commission

The artist's brief may draw on the following three themes to inform a proposal for the artwork structure:



#### Railways

The area is dominated by railway tracks and sidings. There is a legacy of railway infrastructure such as the old substation and a carriage cleaning water tower. Signalling devices may be reclaimed to reference the area's railway history.



#### Industry in the city

The station is on the doorstep of Park Royal, London's largest industrial estate, playing a key role in the city's strategic service and employment sector.

A locally manufactured tile could mark a route through the station like these tiles marking the Jubilee Greenway.



#### Rich and diverse local culture

Harlesden's greatest asset is its diverse existing population and culture. For example, Harlesden has been known as the UK's 'Capital of Reggae', which is still active in shops shown in the image to the left. It is important that communities are able to participate in the decisions that determine what happens here. By collaborating with multiple community groups, we hope to strengthen a shared sense of identity and benefit the local economy.