

# Multiple Regeneration Projects – London: A Regional Collaboration Project – Argent LLP and ARC UK JV

**Client:**

Argent LLP

**Project Managers:**

Argent LLP and ARC UK –  
incl. Installation Partners

**Project Title:**

London Regeneration Projects –  
King’s Cross/Tottenham Hale/Brent Cross

**Scope of Works:****Multi-Faceted Print and Application Solution:**

Consult, survey, assess, produce, deliver, and apply multiple scale visuals in a diverse range of materials and finishes – ranging from full scale hoarding applications to visually descriptive printed vinyl for wayfinding and safety solutions.

**Sub Scope:****Comprehensive Printing Solution from**

**Encapsulated Design Files:** Full Design Scope, Brand Management and Artistic Licence – Retained by Argent LLP.

**Project Operating Platform:****PlanWell Projects – Cloud Based Operating**

**Platform:** Incorporating agreed and applied authorisation levels and daily ‘Status’ reporting, via secure login protocols.

## **ARC and Argent LLP -**

Working in Partnership to transform some of London's most prestigious regeneration projects with stunning swathes of Colourful Visual Vibrancy!



**The King's Cross, Tottenham Hale and Brent Cross areas are all undergoing monumental evolutionary restructuring, which is injecting new life into some of London's most iconic and vibrant districts with brand new retail, commercial and housing developments.**

**ARC** was asked to submit proposals and a detailed submission, relating to how they could assist the **Argent LLP Design Team** to visually translate their ideas and bring them to life in a fully immersive panorama of colour and sensory aesthetics; fully befitting three of London's most high-profile transformational projects.

The ingenuity and innovation, which has been collectively applied to these breathtaking projects, is entirely befitting their respective levels of prestigious importance and historic significance; with centuries of embedded community legacies; woven into the fabric of every street corner and building spire.

**Argent: People who make places for people.**





**ARGENT LLP's Marketing Team** is responsible for delivering some of the most impactful hoarding graphics, and immersive pavement manifestations, ever associated with any previous transformational signage and visual projects.

**Their team has kindly referenced the three projects they been immersed in for the past 24 months:**

““ The production numbers involved in these projects are staggering and the sheer scale of the operation required complete client/supplier trust and cooperation... and a clear understanding of the requirements – from inception to completion of each active phase.

“The Multi-Faceted Print and Application Solution, was entrusted to the ARC UK team, following extensive evaluations of their impressive track record in delivering large scale print and application projects, on a local, national, and global scale.

“Our Marketing Team felt at ease and fully confident in ARC's ability to support Argent on these projects because their team – headed by Josh Davies – instilled us with a complete belief that they were more than capable

of accurately interpreting our complex design briefs and converting those ideas into the wonderful visual reality these areas now emanate.

“Josh exudes a friendly assurance, completely understands our specific requirements and is an absolute pleasure to work with; as are all the ARC personnel who have been, and continue to be, involved in these prestige projects.

“We're essentially repurposing the visual impact, of these development sites, into the most amazing collages of colourful subliminal messages, and interconnected visuals, for everyone to absorb, enjoy and explore. That is essentially why we simply had to have the most reputable strategic print partner on board, from the outset. ””



**ARC's Business Development Manager on these projects – Josh Davies** – has worked tirelessly to support the Argent and ARC teams to deliver some of the most amazing pavement, wall, and hoarding graphics ever produced.

**Josh explains the scale of the project and the relationship with the client, which has helped to deliver the already stunning results and enabled the respective teams to work together on the continuation of these collective project, until their eventual completion:**

““ These projects are some of the largest and most exciting urban redevelopments in Europe; all situated on what was once underused industrial wasteland, which is now being completely transformed into hugely impressive new areas of London.

“The developments all include many variable new homes, shops with many recognisable global brands, multiple scale office space, galleries, restaurants, schools, and even a university... and, of course – businesses specialising in recreation and hospitality, which will invariably help to create a fresh and vibrant community spirit.

“In respect of the King's Cross project, in particular; what is being created is a completely new and transformed space, within an area of London, which even has its own postcode – N1C..!

“The element of the project, which was commissioned by Argent LLP, consists of a vast meterage of exterior vinyl and anti-slip laminate, which has all been printed and installed by the ARC Team – on schedule and within budget.

“Huge areas of site hoardings and large swathes of pavement areas have been covered by hugely imaginative designs – printed on durable, specialist materials, which help to accentuate the experience visitors and passers-by can enjoy for the duration of the projects, and years to come thereafter.

“It's easy to wrap some perspective around the enormous scale and scope, of this project, by quoting overall volumes, in respect of the reconciled delivery of products, and services, on all three sites. ””



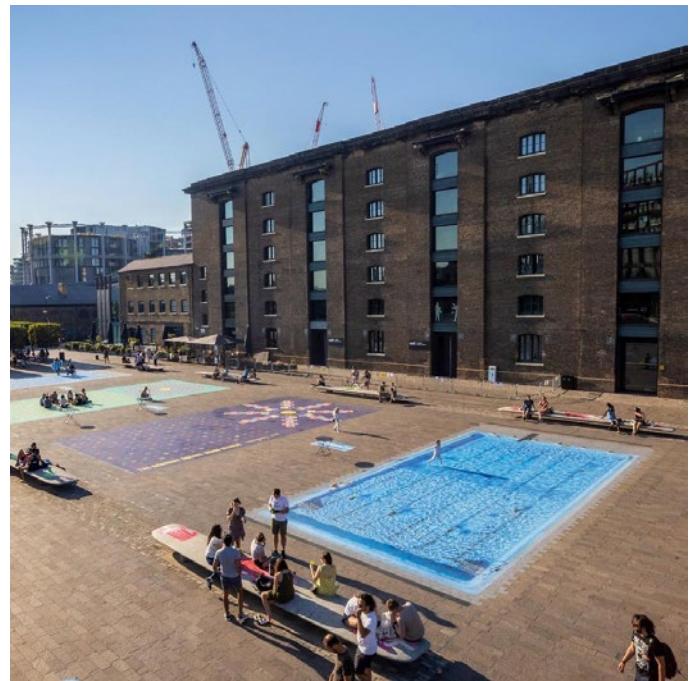


## King's Cross

The King's Cross site has already had over 2000 sqm of Covid safety signage for the entire estate; consisting of both external and Internal vinyl with over 250 8x4ft Dibond (aluminium composite) hoarding panels on one of the new residential sites alone.

We have also delivered all of the King's Cross' Wayfinding' Signage, in a variety of Mesh/ PVC banners, Foamex A boards and External Floor Vinyl.

The 'flagship' project on this site, and by far the most imaginative, are the installations, which covered the 4 locational fountains in vinyl and the transformation of the main site walkway into a highly creative interpretation of Snakes and Ladders. This project alone was over 700 metres of vinyl and appeared on BBC News Bulletins and the 'Secret London' Social Media Site.







## Brent Cross

The newest development in the portfolio, the Brent Cross Project has been supplied mainly with brand awareness hoarding, wayfinding and informational signage and we have already installed over 200 site panel graphics, printed directly on 8x4ft Dibond substrate ... all with the addition of Anti-Graffiti lamination.

We have surveyed the whole hoarding line in advance - which is around 180 acres of timber - so that as and when messaging needs to be added we can readily send new templates to their design team.





## Tottenham Hale

All residential hoarding at the moment, the project launched in 2019 and since then we have installed over 300 panels of 8x4ft Dibond with Anti-Graffiti lamination. We have another 500+ panels being installed within the next 5 months.

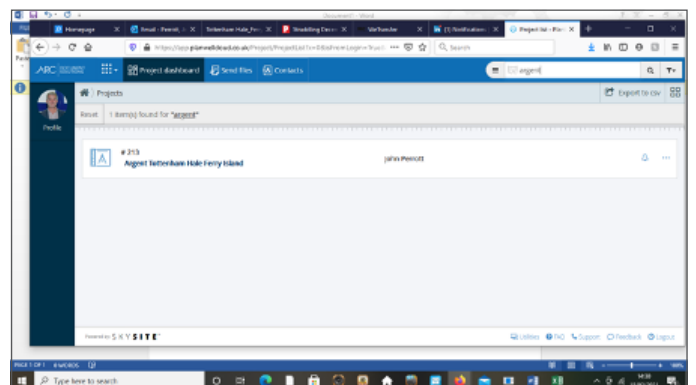
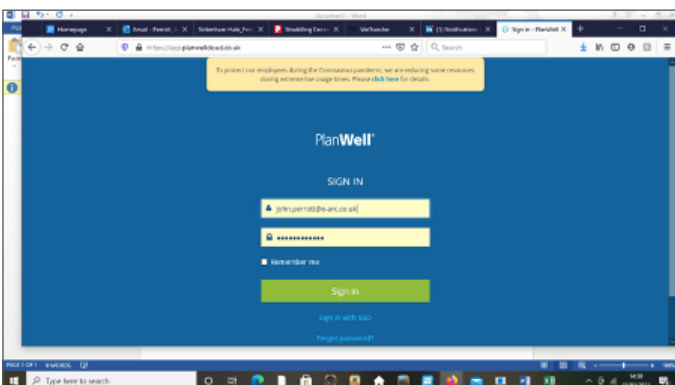
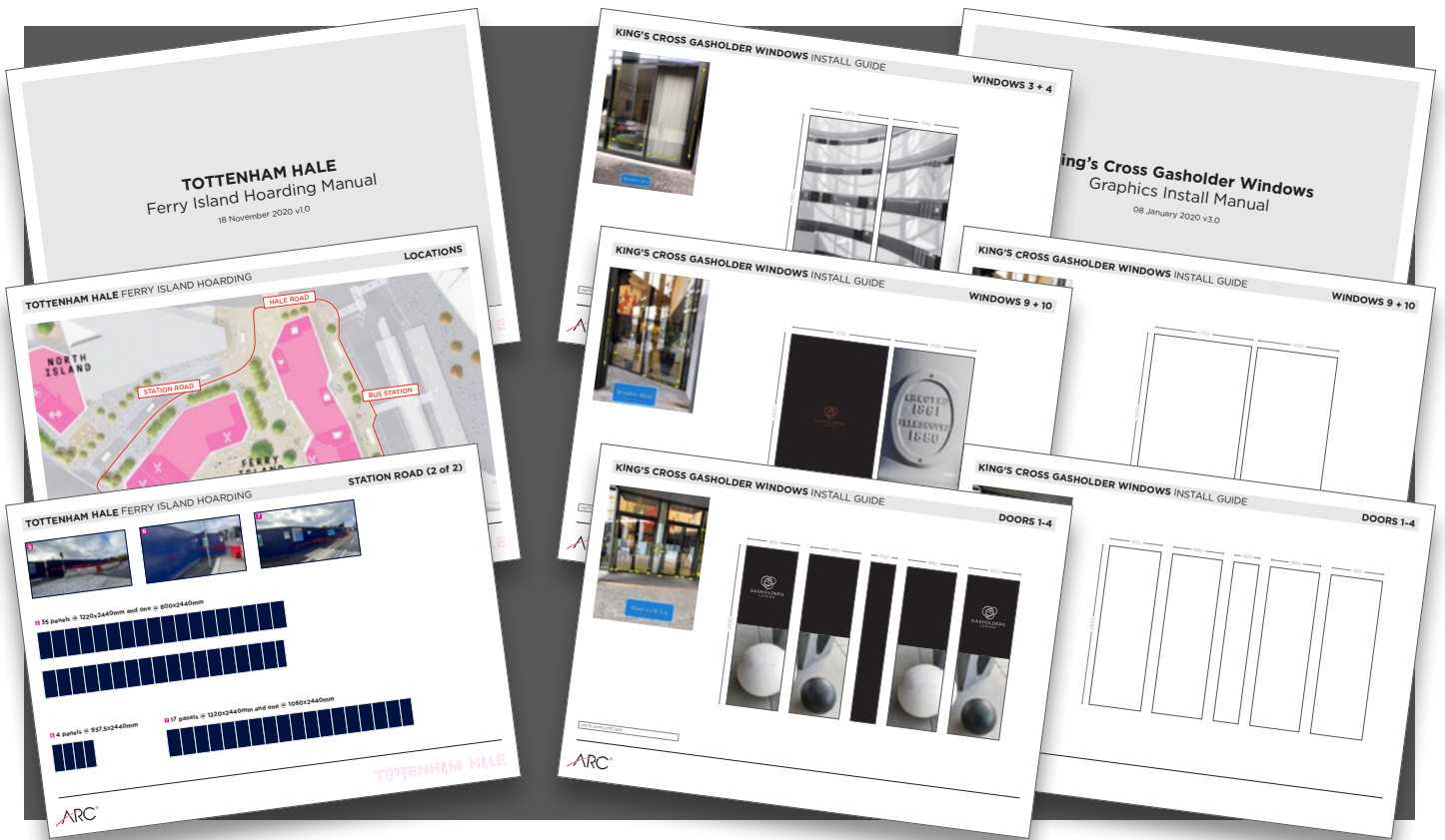






# The Design and Install Process

Each site prior to design is measured to the nearest mm - all details are captured in a design/install manual and it follows the process from design intent, marketing, print, right through to installation and sign off. Manuals, along with respective RAMS (risk assessments and method statements), artwork, photos, and quality control sign off documents, are all saved and shared via Planwell.







## Josh summed up ARC's experience of working with Argent:

“I was deeply impressed with the designs our client produced and witnessing the creation of these incredible transformations, in real time, has been, and still is, of the most exhilarating experiences of my career.

“I particularly love the snakes and ladders, which were designed as a brilliantly fun way to create a one-way system – up the ladder and down the snake. The static fountains are hugely popular and have been dubbed the London equivalent of the Las Vegas Bellagio, which is no bad thing!

“There's even a crossword for the wordsmiths and word search for the kids – both young and old!

“I have to say it has been an absolute pleasure to be involved in these projects and there is absolutely no doubt in my mind that none of it would have been possible without the creative genius and organisational skills of the Argent Design and Marketing Teams.

“What we have collectively achieved is a true visual transformation of three incredible development projects, which will all become beacons of social vibrancy and a collection of uniquely special hubs, which the city of London can rightly be proud of. ”