

From: Daniel Bech
Sent: Wednesday, October 21, 2009 12:16
To: 'Martin Reynolds'
Cc: 'Christopher Thomas'; 'Katharina Mahler'
Subject: Hoarding graphics - Royal Tunbridge Wells

Martin, Good Morning

The next Royal Tunbridge Wells Town Forum is only on 29 October, so I had no chance to put it to a wider audience.

However, I circulated it to some key members, after having reduced the file size, as even officers had problems to load it down.

The combined result is disappointment.

What seemed to be a good PR idea, stemming already from 2006, has stalled, as it looks rather to be a burden to you than putting pride into doing something which stands out. I accept that a hoarding must be for acclaimed architects a minuscule detail, however, as it is likely to stand there for a long time and it could have been a *'wow – this is something new'*.

I received feedback suggesting

- pictures not noticeable due to the background clutter of the cinema site and shop fronts;
- the large pictures above the post cards are somewhat to be desired of
- it is fuzzy
- the picture format has no soul and lacks vibrancy while also not reflecting the patronage of the town
- why so few pictures?
- why so small pictures? - especially the lower part;
- small pictures look like for an indoor demo and not for a huge street scene exhibition;
- why pictures only on several points of the long hoarding?
- why not prints of a size to cover the full height of the hoarding and spreading over several panels?
- why is a section of e.g. the High Street engraving cut out in such an odd way that the High Street is unrecognisable?
- the town is called Royal Tunbridge Wells (*'royal'* prefix since 1909), should this not be mentioned at least once on the hoarding?
- why print in extra large letters a headline "Tunbridge Wells Station" and not simply "The Station" like "The Common"?(the town's name has been Royal Tunbridge Wells for 100 years)
- "The Lloyds Bank Site" is an unsuitable headline as it is by now Lloyds TSB and now partly nationalised; why not call it "The Corner of Crescent Road / Mount Pleasant"?
- an officer suggested that one could use a projector to beam all kind of pictures and messages onto the cinema entrance covered with higher hoarding panels
- I personally do not understand why the top images were run through an unsuitable, for old pictures, graphic filter to mutilate most (e.g. the postcard views up & down Mt Pleasant) – I do not understand either who decided that the size has to be small looking from the key views of the road crossings it would have been possible to enlarge the pictures to maximum; some of them are line-art and would have been suitable to enlarge to any desired size.

There is disappointment, too that the suggestion, to leave the pavement as was until the real demolition starts and fix the panels as close as possible to the old structure, was not accepted. Hence people believe that little 'community spirit' was present.

Regards

Daniel Bech

From: Martin Reynolds [mailto:346tunbridgewells@panterhudspith.com]
Sent: Tuesday, October 20, 2009 9:36 AM
To: Daniel Bech
Subject: Hoarding graphics

Daniel

To follow up on Hugh's email of the 30 September sending you the artwork for the graphic panels on the hoarding at Mount Pleasant Road Tunbridge Wells.

Have you and the Town forum had a chance to review the text and artwork and do you have any comments?

Please call if you would like further information.

With regards

Martin Reynolds

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Meeting with Hugh Strange, Panter Hudspith Architects – 5 August 2009

High resolution pictures & text provided by Daniel Bech / Katharina Mahler – Aug. 2009