



Harlesden Wayfinding - Design competition 2022

Clean air and clean environment

Over the years and even more so since 2020, residents have told us they want to improve Harlesden by making it greener.

They aspire to a healthier, greener environment for their benefit and the benefit of the local community. They are also keen to improve the impression visitors get.

We've been advocating for a cleaner environment and cleaner air since the Harlesden Neighbourhood Plan was adopted in 2019. With this year's design competition, we renew our call against air pollution in Harlesden.

Researchers from Imperial College London established that Harlesden High Street has the highest nitrogen dioxide (NO₂) level in the UK. It's very concerning because long-term exposure to high levels of nitrogen dioxide, mainly from road transport in London, can cause chronic lung disease.

Now, we need you to show us how we can clean up the air in Harlesden for the benefit of everyone.

**What will make Harlesden cleaner and greener? How do we reduce air pollution?
What would Harlesden look like and feel with more space for pedestrians and cyclists?**

We are looking for anyone keen to get creative and submit their original artwork. Judges will be looking for designs that encourage people to look forward to living, working and leisure in Harlesden.

Two vouchers of £50 each will be awarded - one for the 18 and over and the other for under 18 years old.

All the selected entries will be hung up onto lamp posts located on the high street and near the high street.

How to submit an entry :

- Entries must be bold and colourful, as they will be seen from a distance.
- They should be flat and at least A3 (420x297mm) in size for resolution purposes.
- Your artwork could be cropped to fit the banner size, so please consider margins when developing the design. Designs should be portrait-style to prevent any cropping.
- Finished designs should be photographed (up to 3 good quality shots) and sent along with your name, address and contact number to info@harlesdenneighbourhoodforum.com
- You are required to save your artwork after photographing it, as the selected entries will be scanned
- All entries must be received by **12 pm on Monday 9th May.**

Design Workshops

Local organisations will be running workshops to help new and younger artists to develop their ideas. Details of joining the workshops will be sent via e-mail published on our website.

About the project

This is the 3rd year of our Wayfinding project to celebrate and strengthen the identity of Harlesden. We want to help create a brighter and more welcoming environment between Willesden Junction station and the High Street while enabling the community to design for their environment. We aim to support civic pride and involve local people through art and design in their community and environment.





History & support

The Forum is a volunteer-led community organisation. We have been working since 2015 to support the improvement of Harlesden in many areas, including the environment, transport, and the local economy. You can read more about us and our work by visiting our [website](#).

Good luck, and thank you in advance for your participation,

Sandra G. White – Chair

Instructions:

- Entry to the competition is open to anyone living in Harlesden or any neighbouring area.
- All entrants under 18 must have the permission of a responsible adult.
- Competitors agree to follow the instructions and any other requirements set out in the promotional material by entering the competition.
- Entries must be the artists' work and not infringe any copyrighted material.
- Prizes will be awarded in order of merit to those entrants who show the most appropriate interpretation of one or all of the stated themes in the judges' opinion.
- The panel of judges will include at least one independent member of the promoter.
- The closing date for receipt of entries is 9th May 2022. Winners will be informed in writing at the end of May.
- All entries will remain the artists' copyright. Still, all winners agree to their artwork being adapted or cropped as necessary to fit the banner or reproduced in competition publicity.
- Winners may be required to participate in any publicity accompanying or resulting from this competition.
- Judges' decision is final, and no correspondence will be entered into.

Winners will be announced on **Monday 23rd May 2022**

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