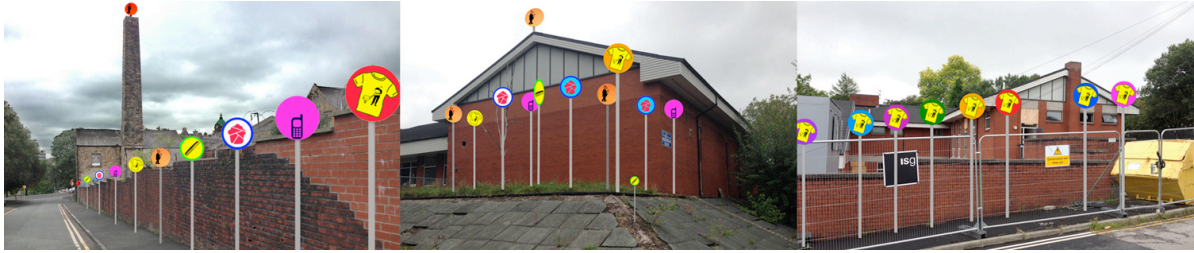
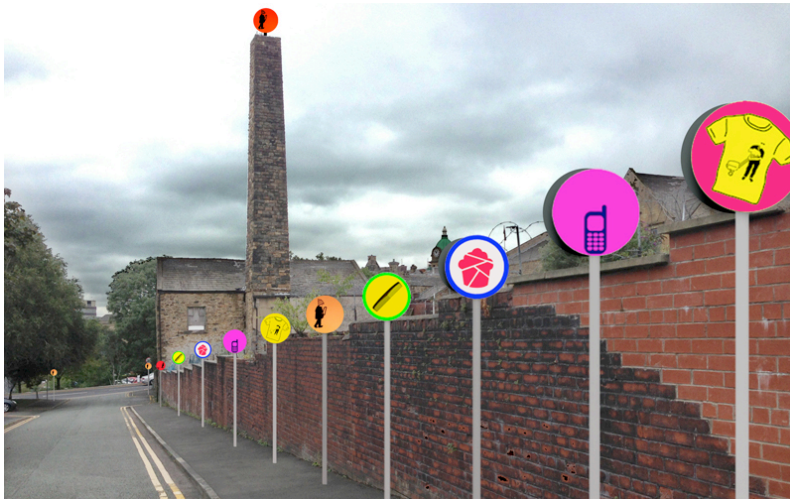


Proposal for Burnley's Youth Zone

Markets of the future



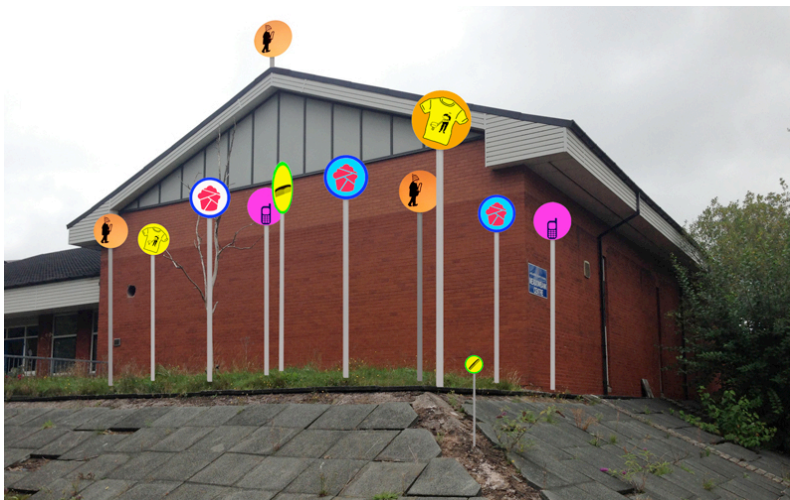
Artist's impressions of ***Markets of the future***



The proposal is for an ambitious and dramatic set of 30 pole-mounted bright graphics designed by young people to mark and illuminate the Youth Zone.

Enterprise is crucial, not only in Burnley, recent winner of the UK's most enterprising area award, and our future can be shaped as much by creativity and culture as by numbers. Jobs will exist in 5-10 years that

do not exist now and this project will tap into young peoples' hopes and dreams to illustrate some seeds that may grow into future money-making markets. A recent article in the Telegraph listed some possible future enterprises as *memory surgeon*, *vertical farmer*, *climate controller* or *personal branding manager*. What might Burnley's young people design or offer when they grow up?



Working with a local artist, young people from four areas will devise a set of 30 possible money-making markets, from the smallest idea to the most gloriously ambitious. These will be made graphic and turned into signs that brighten up, demarcate and brand the new Youth Zone. Two signs will mark the bottom of Mount Pleasant Street before ten double-sided lit signs form a vivid parade as one walks up to the Youth

Zone. If technicalities and permissions allow, a rotating sign atop the Builders Merchant's tower will be the icing on the cake. Two clusters of ten and eight will decorate and mark both the Mount Pleasant and Whittham Street sides, with hopefully one rotating sign at the Mount Pleasant apex and one 'mini' sign – the baby of the set – within the landscaping. The stories around all these designs are crucial and for Burnley we will expand the designs into circular postcards – with quotes from the young people.

Proposal for Burnley's Youth Zone



Alan Dunn's project for the new Aldi Store on the Wirral, entitled *Everyday People* commemorated 15 local characters in a celebration of the surrounding neighbourhood. Unblemished after almost 3 years of siting, the signs have become a source of local pride for people who point out the particular stories.



His two-part work entitled *Constellation* for Bootle, produced with the artists group Re-Dock, developed out of a collaboration with around 1,000 locals suggesting future uses for the Leeds & Liverpool Canal based on memories and within the themes of work, rest and play.

Each sign will be manufactured to comply with all Health & Safety requirements and are by nature, low maintenance. It is proposed that some form of solar lighting is incorporated into the design and we are proposing two ambitious rotating signs for discussion, including one for the top of the Builders Merchants tower.