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## Press release

### Fitzrovia will see Warren Street re-imagined throughout June

The Fitzrovia Partnership, the Business Improvement District, has teamed up with the London Festival of Architecture to test and implement new public realm schemes to improve navigation into and around Fitzrovia by prioritising gateways into the area.

Throughout June, The London Festival of Architecture (LFA) will come to Fitzrovia for the first time. This month-long celebration of architecture will include engaging events and public realm interventions embracing this year's theme 'Reimagine'.

As exciting temporary intervention outside Warren Street tube station will unveil a highly creative solution that reimagines the entry into Fitzrovia via Warren Street. **Rabbit Warren Street**, created by Able Partners with Elliott Wood, is a fun and bold solution which will improve the pedestrian area outside the station and encourage passers-by to 'dive into' Fitzrovia through eye-catching wayfinding. The scheme will guide pedestrians to less polluted and safer pathways through Fitzrovia and be a discovery of its rich heritage and unique central London offering.

Funded by corporate sponsors, it builds on Fitzrovia's history of pushing creative boundaries and aims to shift perspectives and showcase what can be done with the public realm schemes.

Key sponsors include The Doctor's Laboratory, Heath Services Laboratories, Capital Arches Group (McDonald's) and Rifles Security Solutions. This sponsorship has enabled upcoming architects, designers and artists to develop solutions without the usual constraints.

The launch and big reveal will take place on Thursday 6 June from 12pm, transforming the area into a pedestrian-friendly 'meadow'. Local independent bars, restaurants, retail outlets will showcase their offerings, with playful themed menu items and drinks and local discounts. A live band will be present on Thursday. The street activation will continue on Friday.

Fitzrovia is also a new LFA Destination. The new Destination will be a Fitzrovia-wide celebration with more than 20 events throughout June. Fitzrovia Lates takes place on Thursday 6 June, 6pm-9pm, and is a diverse and inclusive evening of events, workshops and exhibitions for Londoners and visitors to explore architectural practices in the district.

#### **Lee Lyons, COO, The Fitzrovia Partnership said:**

"We're excited that Fitzrovia will be a new Destination in the 2024 London Festival of Architecture and showcase our first placemaking intervention. 'Reimagine' couldn't be more applicable for our area as we rethink how our outdoor spaces and public realm can be adapted to be more sustainable economically, socially and environmentally. The creative process of making positive interventions to re-imagine challenging spaces which can then change perceptions and behaviour is exciting and progressive. It benefits residents, workers and visitors and contributes to a more sustainable future.

It is great to have the support of our local council, London Borough of Camden, who have worked with us to make this possible."

#### **Bill Webb, project lead, Able Partners said:**

'Fitzrovia is a vibrant, creative and active community that we're proud to belong to. This playful, eye-catching installation celebrates our neighbourhood and creates an opportunity to reconnect with each other in person.'

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## NOTES TO EDITORS:

For further information or for a preview on 5 June from 2pm, please contact:  
Bee de Soto, Head of Marketing and Communications, The Fitzrovia Partnership  
E: [bee.desoto@fitzroviapartnership.com](mailto:bee.desoto@fitzroviapartnership.com)

## KEY LINKS

Also see: [www.londonfestivalofarchitecture.org/festival-news/](http://www.londonfestivalofarchitecture.org/festival-news/)

**Fitzrovia Destination Events:** <https://www.londonfestivalofarchitecture.org/destinations/fitzrovia/>  
**Studio Lates in Fitzrovia, 6 June 6pm-9pm:** <https://www.londonfestivalofarchitecture.org/studio-lates/fitzrovia-and-bloomsbury/>

**The Fitzrovia Partnership LFA:**

## About London Festival of Architecture

**The London Festival of Architecture (LFA)** is a month-long celebration of architecture and city-making, taking place every June across London. Now in its 20<sup>th</sup> year, LFA's mission is to open up discussions around architecture, test new ideas and promote emerging talent. LFA brings together the public and built environment professionals for the whole month of June and seeks to inspire and engage our audience with a programme that showcases London as a global architecture hub. LFA is run by NLA, London's built environment community.

The winners of the placemaking competition were selected by a jury chaired by Peter Murray OBE, Founder of the London Festival of Architecture and comprised: **Lee Lyons**, Chief Operating Officer, The Fitzrovia Partnership; **Lavinia Scalett**, Placeshaping Manager, Camden Council; **Mark Hart**, Community Partnership Specialist, TfL; **David Byrne**, CEO, The Doctors Laboratory; **Ruchi Chakravarty**, Urban Designer.

#LFAat20

[londonfestivalofarchitecture.org](http://londonfestivalofarchitecture.org)

Twitter: @LFArchitecture

Instagram: @LondonFestivalofArchitecture

Facebook: @LondonFestivalofArchitecture

## About The Fitzrovia Partnership

The Fitzrovia Partnership is a Business Improvement District (BID) representing more than 350 businesses across Fitzrovia. Its role is to bring together local businesses to provide added-value solutions and make a tangible difference to the area that benefits all stakeholders. Sustainability is at the heart of the organisation. This means leading campaigns on behalf of member businesses to reduce the environmental impacts of conducting business whilst improving economic and social sustainability. For 2024, The Partnership will be a Destination for the first time during the LFA month-long festival and Fitzrovia will host its first design competition to look at sustainable ways of providing solutions to public realm challenges.

[fitzroviapartnership.com](http://fitzroviapartnership.com)

[enjoyfitzrovia.co.uk](http://enjoyfitzrovia.co.uk)

Twitter: @EnjoyFitzrovia

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## About Able Partners and Elliott Wood

Team 'Able and Elliott Wood' is a collaboration between Able Partners, an architecture practice, and Elliott Wood a structural engineering firm, who share a workspace in Fitzrovia W1.

Able Partners specialise in creating bold, innovative and sustainable solutions to urban challenges. Working from our London studio we work to deliver impactful, original and affordable projects that improve our world and challenge conventional thinking.

Elliott Wood is a large established structural engineering practice with sustainability and community at their heart. Driven by strategic consultancy with creative and technical problem-solving, they act as originators, advisors and doers for the built environment. They inspire clients and organisations to think differently about their spaces – not just aesthetically and commercially – but for the benefit of the planet and the people who use them every day.

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