

THOUGHT-STARTER: WHAT ROLE DOES BRANDING HAVE IN PLACEMAKING?

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Chris Chapman, head of art at Droga5 London, discusses creating the visual identity for Coal Drops Yard, a new retail concept in London's King's Cross that thoughtfully combines culture and commerce.

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Based in the heart of the King's Cross estate, Coal Drops Yard is a new mixed-used retail development in London. 'It is home to a carefully curated selection of retailers, from small boutiques to luxury brands,' says Chapman. 'The idea is that this will represent a new type of shopping space: one that is experience-led, thoughtful and personal.'

Playing on the idea of being 'all consumed', Chapman and his team worked with 20 illustrators and photographers familiar with the local area, incorporating their perspectives into the visual identity.

'The entire design system also reflects the experience of exploring the layout of Coal Drops Yard itself,' explains Chapman. 'Just as the space itself encourages serendipitous encounters, so the design is continually changing and unexpected.'

Read the full Q&A [here](#).