

# Heritage Statement - Proposed Temporary Christmas Decorations Cartier 175-177 New Bond St, Mayfair, London

## Introduction

1. This heritage statement has been prepared by Ingenius productions on behalf of Cartier to appraise the effects of the proposed temporary installation of Christmas decoration to the front façade of 175-177 New Bond St, Mayfair, London W1S 4RN (the Site).

2. 175-177 New Bond St is a designated heritage asset being a grade II listed building.

The property is located within the Mayfair Conservation Area.

3. 175-177 New Bond St comprises a full width ground floor shopfront with four floors over and a basement. It is executed in marble stone, columns, balustrading, architrave and has a frontage highly adorned with carved figurative work.

## Proposal

### 4. Design Overview

Pine garlands panels around all windows and doors on ground floor fitted to FR panels and affixed through existing fixing points. Panels and foliage to be lit with LV LED white, static pea lights (non flashing).

Historic large Ribbon to "wrap" the store, consisting of a metal and timber structure with horizontal and vertical frame 1.2 M wide. Frame to be finished in FR rated flat red FR fabric, backlit with ribbon LED. Feature to include central seal element constructed from metal and fiberglass and finished in high gloss red.

Metal frames fitted inside of window frames and arches and finished with front face of coloured LED Ribbon detailing outer frames of windows of 1st, 2nd, 3rd and 4th floors of both buildings.

Further metal framework to match Pine framing to ground floor windows with LED Red neon (static) detail affixed to channel detailing front.

26 x gold balls positioned across the building façade created from polycarbonate and acrylic with gold paint effect along with internal illumination.

## 5. Method

To affix and secure the installations piece to the front of the Cartier New Bond Street store the use of the existing balconies balustrades to clamp and secure compression points and steel rigging as per PPE eyebolt drawing.

Testing of existing anchor points will take place to ensure suitability for use prior to commencement of works.

This will avoid fixing directly to the fabric of the building using compression bars and existing eyebolts.

Measures are proposed to protect the facade during the period of installation of scaffold compression fittings with rubber matting & timber pads that will be used where our connections touch the building and will protect it.

The Contractor will not form, use or create any permanent or invasive fixing points in the fabric of the building apart from those existing.

The installation of temporary rigging points will occur after trading hours, overnight in the evenings leading up the main installation between Tuesday, Wednesday, Thursday, Friday & Saturday nights.

The Contractor will ensure that all elements of the scheme are suitably secured to the building and that all elements of the fabric of the building are suitably protected.

## Impact

6. The proposal presented here would not affect any features of special architectural or historic interest of the building as the proposed Christmas decoration are a temporary application.

7. On balance, because of its potential visual attractiveness, lack of permanent loss of fabric or physical alteration, and the non-permanence of the proposed temporary Christmas decorations, the proposals are considered to not damage the special interest (significance) of the listed building and its setting.