

**Category:** Wayfinding  
**Project:** Elephant Park Lendlease

**What was the challenge?**

Planned to be completed in 2026, Elephant Park is centred around a new 2-acre public park in Elephant and Castle, and the ambition is to be a net zero carbon community (scopes 1 and 2) in operation by completion. As the site has evolved, the wayfinding and interpretation has too.

**What was the solution?**

Initially working off-plan, we created a comprehensive naming and addressing strategy for streets, spaces and buildings, celebrating notable people, places and things of the area. Many names were originally suggested through a community engagement project captured by the Creation Trust. We gave logic and rationale for the use of a name for a specific function. Influenced by the landscaping of the new park and the idea of a dry river where a river once flowed, a bespoke visual identity concept including illustrative graphic resources and pictograms unique to Elephant Park, were developed for a range of solutions.

**What was the effect?**

Initial stages focused on temporary, yet expressive hoarding, wrapped around the first area of the park open to the public, including a play area, community stage, and interpretive wall. Maps, timelines and supergraphics were printed directly to wooden hoarding, integrating bug hotels and viewing areas through to the building sites. Permanent solutions include map-based totems that reveal the richness of the local area, and provides interpretation about the climate positive programme, biodiversity and history of the site.

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|---|---|---|---|---|--|---|
| 1 | 1 | Monolith set beside park pavilion showing map of local context and wider area |   |   |  |   |
| 2 | 2 | Timeline on hoarding depicting 1000 years of Walworth history                 |   |   |  |   |
| 3 | 3 | 4   | 3 | 4 | Supergraphics, bug hotels and viewing windows integrated into hoarding |   |
|   |   |   |   |   | 4  | Community gathered content, refined by Diana Cochrane and Julia Hones |

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| 5 | 5 | Detailed map of Elephant Park revealing its facilities and features |   |   |   |   |   |  |  |
| 6 | 7 | 6   | 7 | 6 | 7 | 6 | 7 | Stone monolith presenting Elephant Springs water feature, by Mel Chantrey, and the story of its concept, materials and development process |  |
|   |   |   |   |   |   |   |   | 7  | Detail of area map, revealing green links, cycle routes and public transport |

