

News

OXFORD STREET LIGHTS

Spring-Summer Snowball fight brought to you

PRESS PLAY TO GO TO MOVIE



Paul Vick Architects made the final cut for designing the Oxford Street Christmas Lights. They have had further post-competition thoughts on their ideas. These have been prompted by May's snowfall, probably a result of global climate change, and Oxford Street's global retail status.

Imagine a snowball fight in May.

These ideas are much more than lighting in itself, they are also the beginning of a new urban architecture. It is an opportunity to think on how we can make enjoyment, celebration and spectacle all year. With lighting, and probably other means, the aim is to make it attractive for pedestrians and fulfill what "Oxford Street" has come to represent and promise: it has a clear cultural identity and global quality shopping. Paul Vick Architects have coined the idea 'cultural commerce' to bring these ideas together.

The attached initial 'sketch' (a 30 sec animation with sound) was conceived of as a possible display in overhead lighting over the whole width of the street. Day or night it is based on a good natured snowball fight. With colour and dynamism, the content brings interest by using some of the amazing items that make the street and where they come from. Current figures in fashion, British history and even pictures of passers by in the street in real time are possible subjects. This is a modern day, digital, responsive, tactile and charming bazaar.

[Click here to enjoy the spring-summer snowball fight and share](#)
Paul Vick Architects were shortlisted for the Oxford Street Christmas Lights.