

Shape Newham is an ongoing live project which brings together the community and a cohort of design professionals from architects to graphic designers and even local artists within the community. What makes this so special for me is the involvement of the community and how the design process developed around it is focussed on the delivery of these outcomes. Not only that but the cohort of designers involved is great to see.

From analysing this from the outside you could instantly see where collaboration had been so key. All the people involved wanted to be involved, down to the local council. The community was integral to the design decisions which have and continue to be made. Getting the voices of a local community is a powerful resource to design, create and implement impactful and emotive design (which can have effects on those living in the area, for good)

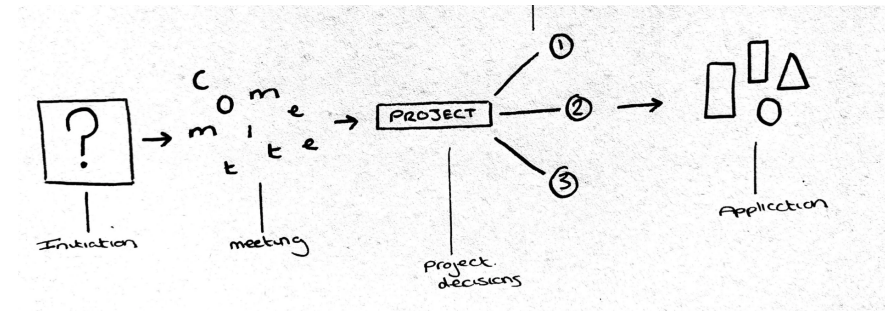
“Newham is a great place to live and we want to make it better – people are at the heart of everything we do.”

Rokhsana Fiaz OBE, Mayor of Newham

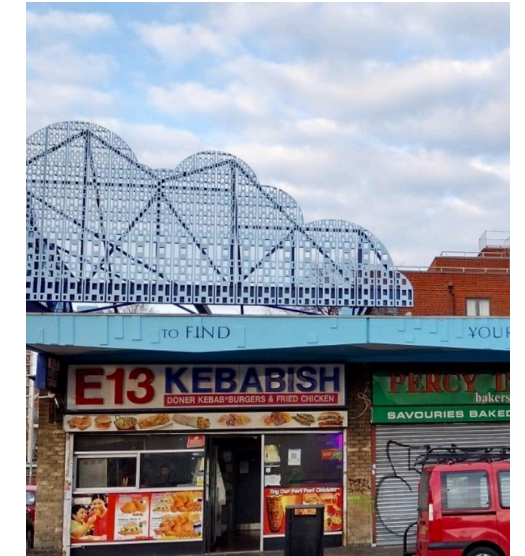
The approaches taken within the project are hugely collaborative and consist of multidispliany designers across various sectors, making it a rich and diverse project which is constantly evolving and pushing what is created.

What did Edward Crooks do?

Edward Crooks is a designer and artist working across the mediums of installation, interiors and illustration. He uses his design to tell new stories within existing places. For the Shape Newham project Edward produced a series of illustrations / projected works for the Newham Project. Brining in both his installation and illustrations into a public space



PlayGrown Project



Cloud - Plaistow