

# Trafford Wharf Promenade by FoRM Associates

The construction of a pedestrian promenade and public realm designed by London-based FoRM Associates in front of Imperial War Museum North in Greater Manchester has been recently completed.

The new promenade helps to deliver the first newly completed section of the Irwell City Park masterplan, developed in 2010 by FoRM Associates and BM as an 8km long river edge park linking Salford, Manchester and Trafford. The new promenade delivers an important link between the existing Trafford promenade and the new Media City foot bridge by Wilkinson Eyre Architects, marking the completion of an important new circulation loop in the Quays across the water linking Media City UK and the Imperial War Museum North with Lowry Arts Centre in Salford.



FoRM's design of the promenade plays with convex and concave geometries, creating an imaginative public realm complementing the monumental building of Imperial War Museum North by Daniel Libeskind. Importantly, the promenade actively reorients the IWMN towards its water edge through a newly constructed additional entrance into the building. The design of the promenade overcame the strong severance to movement on the

water edge with a newly constructed deck and stepped area built over the water, delivering generous pedestrian and cycling connectivity as well as a series of public realm spaces that serve as informal performance/educational resource for the museum visitors. Seating leading down to the water's edge provides excellent views of the new Media City UK on the other river bank and it is likely to become a popular lunch destination for many people moving to this fast developing area.



FoRM Associates is a London-based design practice that looks holistically at the 'livability' of 21st century cities, creating places that are better to live in, work in and enjoy. FoRM are urbanists in the widest sense, working collaboratively to fuse urban design and landscape architecture with ecology, environmental design, masterplanning, branding, lighting, arts, media and engineering. FoRM's hallmark lies in its ability to design functional and people oriented public realms that are inspiring both in their concept and in reality.

