

PLAY WELL.

A NEW VIBRANT CAMPUS FOR LADYWELL!

Imagined by the community.
Brought to life by:

Turner.Works

A vision for the Playtower

The Ladywell Playtower is a magnificent historic building that has stood empty for far too long. Working with and for the local community, our vision is to transform this historic bathhouse and its surrounding grounds into a welcoming, nature-filled cultural and community campus.

PlayWell will combine a London-wide draw with a super-local heart. It will be a flexible, inclusive public living room for Ladywell that can adapt and evolve for the next 150+ years, bringing people together across generations to meet, play, create, and relax.

What are the objectives for the project?

We have set clear, community-focused goals to guide the rescue and reawakening of the Playtower:



Restore the Playtower for Public and Cultural Use



Deliver an inclusive creative and nature-driven Campus



Secure a Permanent and sustainable Community Asset

A creative beacon for South East London

PlayWell will act as a magnetic attractor for culture and creativity, supporting three distinct levels of community life: the super-local; Borough-wide; and regionally right across London.

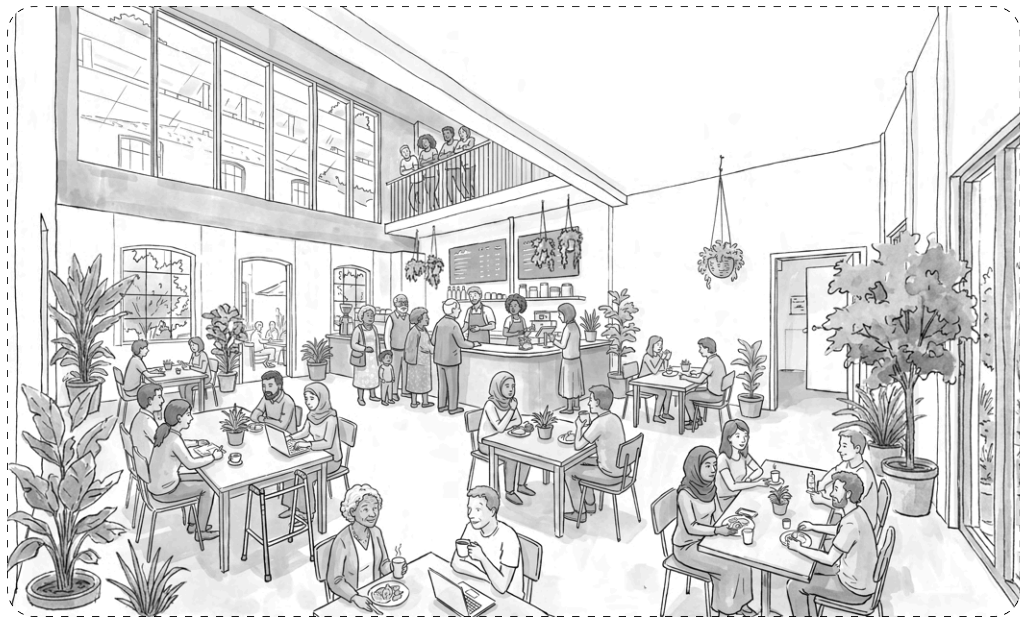


What could a day on the PlayWell Campus feel like?

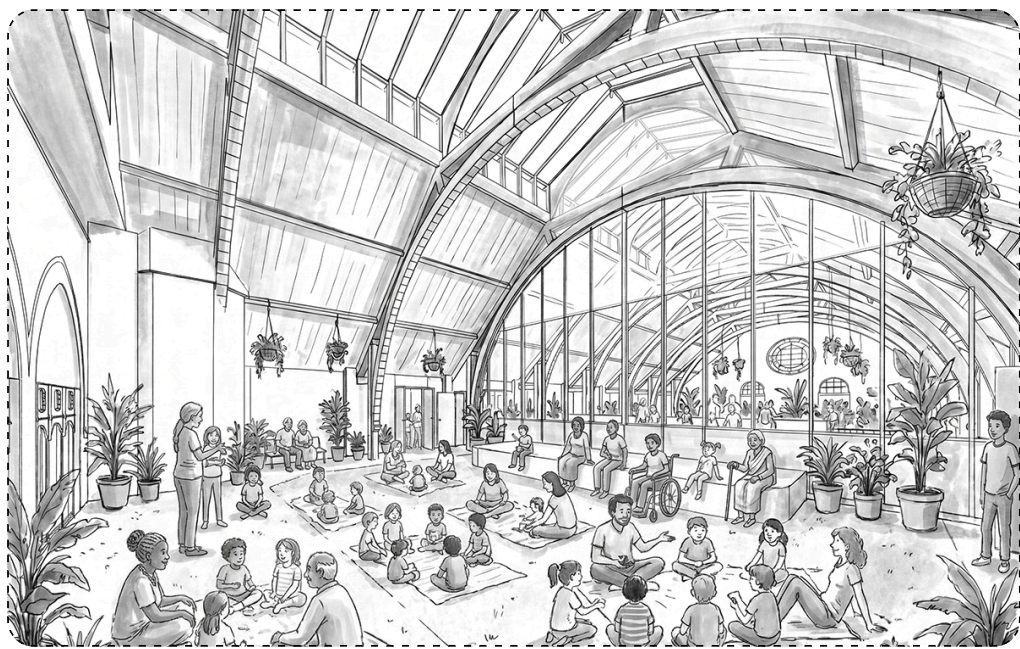
PlayWell is designed to be active from morning to night, offering welcoming activities for all ages throughout the week:



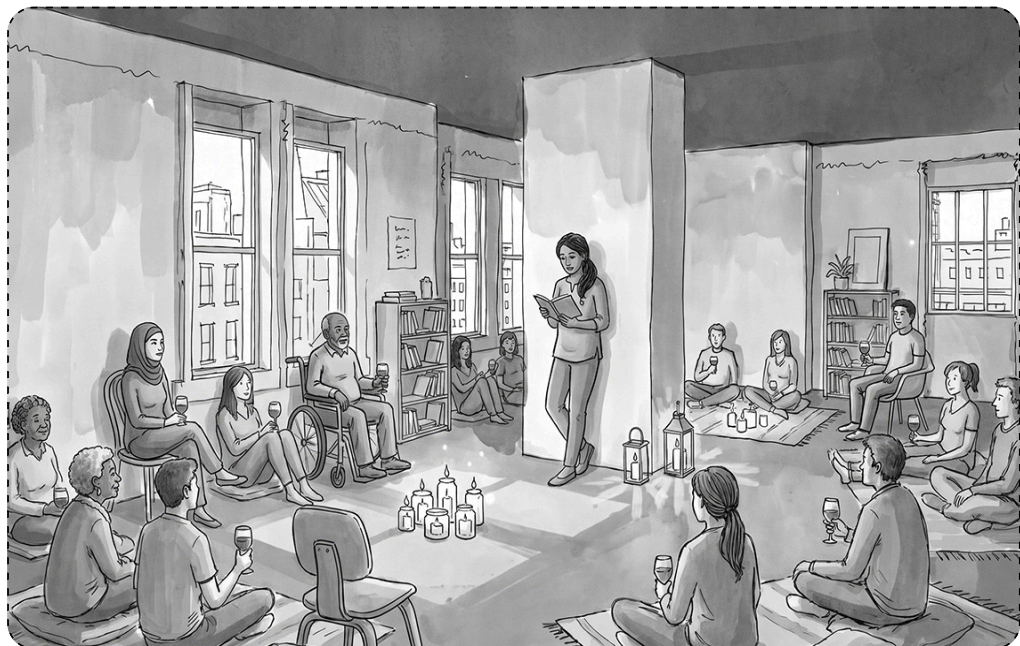
Parents and toddlers gather for playdates at the Play Cafe, while a local group enjoys a peaceful yoga class in the light-filled studio.



Local workers and residents have lunch in the double-height cafe spilling onto the courtyard, while makers and artists collaborate in the upper level creative studios.



Peek into the generous and dramatic heritage setting of the event space upstairs. A local charity is hosting an engaging, hands-on arts and craft workshop with local kids.

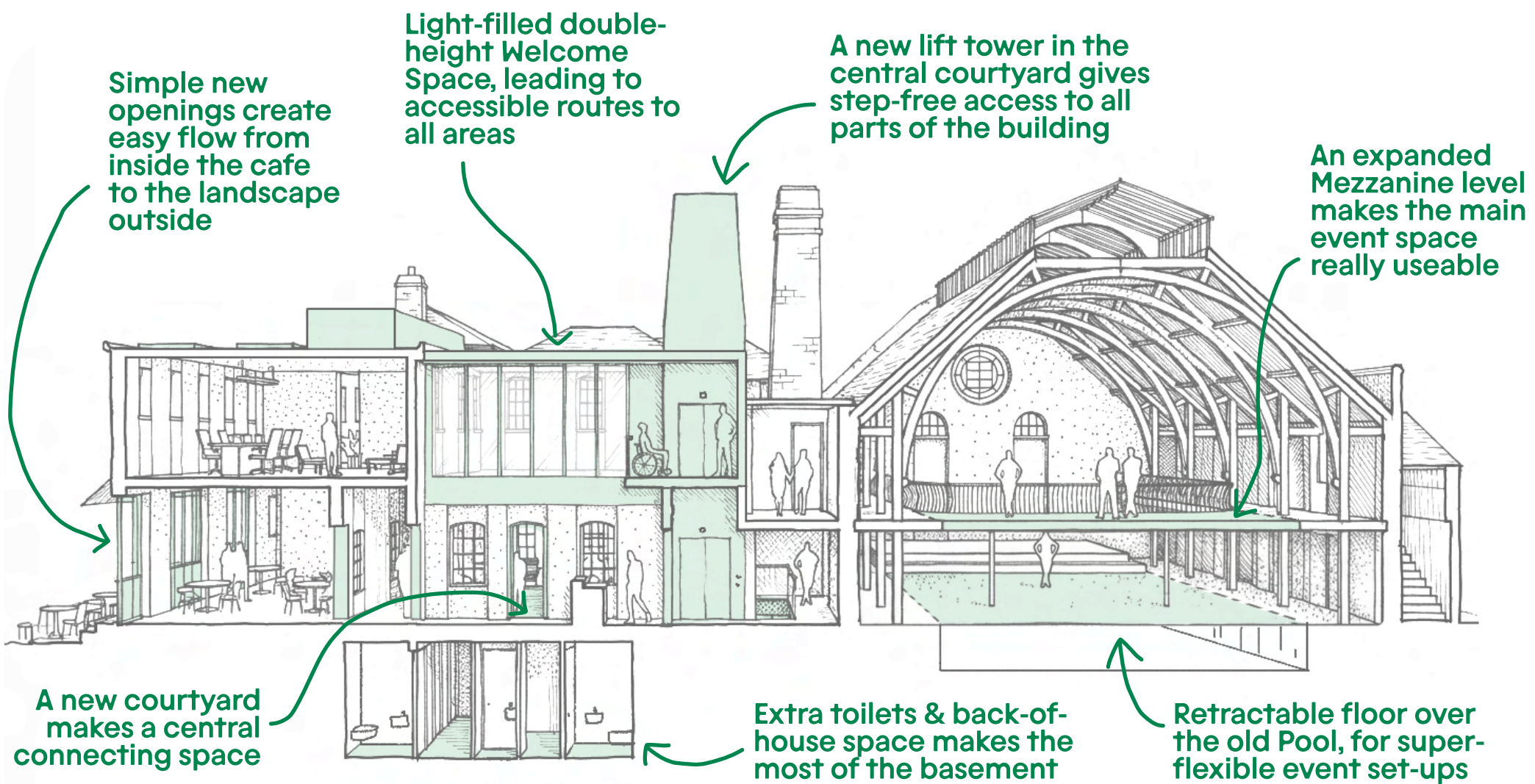


On your way out, you stop in at a cosy poetry reading event organised by a group of local residents, with a backdrop of historic brick walls and restored architectural details.



How to bring the Playtower to life, making sure it is future-proof and accessible to everyone

Our design strategy is simple: "Do less to achieve more." We will touch the historic building lightly, reveal its Victorian character, and add smart, minimal interventions, ensuring step-free access for everyone. We're confident our proposals offer the most economical way to restore the building for a bright new future.



Careful zoning for ever-changing, adaptable use

Every part of the building is handed back to the community, carefully zoned for maximum flexibility and accessibility, with each area able to operate independently.

