



VISUALISING MILL ROAD

Wandering up and down Mill Road of late, you may have happened across some intriguing bits of stencilled street art on the pavements. After a bit of digging, we discovered that this was the work of two researchers from the ICRI Cities Institute at University College London, who were keen to explore whether there is a perceived economic and social divide on either side of the railway tracks on Mill Road. The project focuses on the differences and similarities between the Romsey (south east) and Petersfield (north west) areas. Research was collected at 18 shops, via a voting device displayed on the counter, which asked customers questions relating to Mill Road life and could be answered with a smiley, neutral or sad face. The questions asked of locals changed every other day over a three-week period, and covered topics including happiness, safety and street buzz. Once all data had been collected from the devices and amalgamated, a team of local artists displayed their findings outside the participating shops using stencils and chalk spray. These eye-catching pavement visualisations then gave passers-by the chance to explore what others think of the area – offering up a fascinating insight into community life, on both sides of the tracks.

www.visualisingmillroad.com

