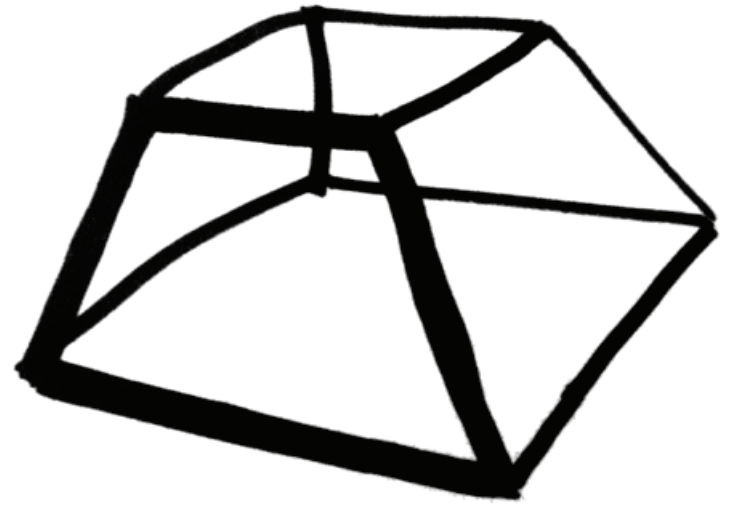


# HELP TO BUILD A FOLLY

at The Coming Soon Club  
Cottrell House  
53-63 Wembley Hill Road  
HA9 8BU



Everyday from

Tuesday 25th - Friday 28th February. 10am - 5pm

A folly is a building constructed for decoration. It may be built to resemble a Roman ruin or a Chinese temple, or be so extravagant that it can perform no other use.

Folly has also come to describe any building which has failed to fulfill its intended use, or has, through mishap or bad planning, become unusable, unstable or incomplete.

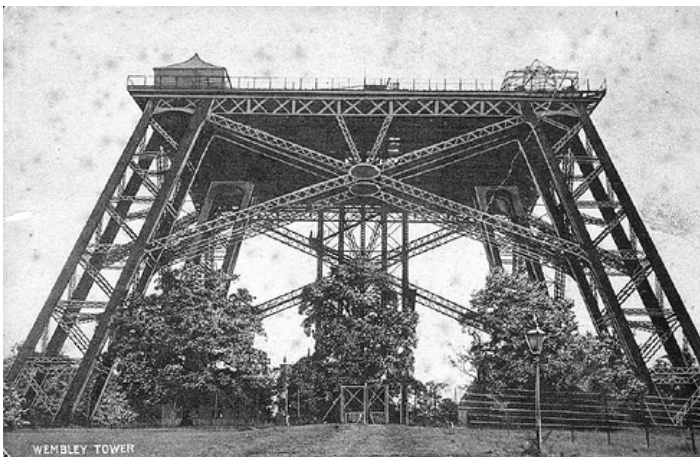
Watkin's Tower, originally on the site of Wembley Stadium, was such a project. The Tower, begun in 1892, was to be the centrepiece of an amusement park in Wembley. Only the first stage of what was intended to be a 366m high metal tower was built. Changes in budget and design led to too

much pressure on the Tower's four legs causing subsidence. In 1895 work stopped. The unfinished section, now known by many as Watkin's Folly, was demolished by 1907.

This did not stop Wembley Park becoming a venue for sports and entertainment: the site was used for the British Empire Exhibition in 1924. The stadium that was built for this event later became known as Wembley Stadium, which has since been rebuilt as the current stadium.

Sir Edward Watkin, it seems, was directly responsible for Wembley as it is today. As a tribute to this sculptor Rich White is going to build a folly using the form of the unfinished Tower as the basis for the design. You can help out with the sculpture by joining him at The Coming Soon Club and building your own piece of the Folly. No experience is necessary and materials will be provided, but if you do have construction skills please share your knowledge.

Folly is a project looking at Wembley's past, present and future. If you would like to take part please contact Rich at [rich@counterwork.co.uk](mailto:rich@counterwork.co.uk).



The unfinished section of Watkin's Tower c1900

