

Nominate a Heritage Asset

No. 49 Cowley Road (Vietnamese Temple Mural)



1. WHAT IS IT? Is it one of the following?	Tick
a building or group of buildings	y
a monument or site (an area of archaeological remains or a structure other than a building)	
a place (e.g. a street, park, garden or natural space)	
a landscape (an area defined by visual features or character, e.g. a city centre, village, suburb or field system)	

2. WHY IS IT INTERESTING? Is it interesting in any of the following ways?	Tick / Rank
Historic interest – a well documented association with a person, event, episode of history, or local industry	
Archaeological interest – firm evidence of potential to reveal more about the human past through further study	
Architectural interest – an example of an architectural style, a building of particular use, a technique of building, or use of materials	
Artistic interest – It includes artistic endeavour to communicate meaning or use of design (including landscape design) to enhance appearance	y
What is it about the asset that provides this interest? Artistic interest:	

3. WHY IS IT LOCALLY VALUED? Is the interest of the asset valued locally for any of the following reasons?	Tick / Rank
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Association: It connects us to people and events that shaped the identity or character of the area	
Illustration: It illustrates an aspect of the area's past that makes an important contribution to its identity or character	y
Evidence: It is an important resource for understanding and learning about the area's history	
Aesthetics: It makes an important contribution to the positive look of the area either by design or fortuitously	y
Communal: It is important to the identity, cohesion, spiritual life or memory of all or part of the community	y
<p>How is the asset locally valued as heritage?</p> <p>Illustration: The mural commemorates the home country of the owners of the restaurant and helps to highlight one of the many ethnic communities who have made East Oxford a home. This helps to illustrate the historical process of migration and settlement of diverse communities in East Oxford that has resulted in its distinctive character.</p> <p>Aesthetics: The mural is very attractive and makes a positive contribution to the streetscene.</p> <p>Communal: The bright and colourful murals along Cowley Road contribute to the identity of the community as an artistic and expressive people. Whilst some murals may simply be an expression of individual personality and political views, others such as the Temple mural contribute to the wider identity of Cowley Road by providing attractive landmarks that have become a part of the familiar and cherished scene.</p>	

4. WHAT MAKES ITS LOCAL SIGNIFICANCE SPECIAL? Do any of the following features make the heritage significance of the asset stand out above the surrounding environment?	Tick
Age ... Is it particularly old, or of a date that is significant to the local area?	
Rarity ... Is it unusual in the area or a rare survival of something that was once common?	
Integrity ... Is it largely complete or in a near to original condition?	
Group value ... Is it part of a group that have a close historic, aesthetic or communal association?	y
Oxford's identity ... Is it important to the identity or character of the city or a particular part of it?	y
Other ... Is there another way you think it has special local value?	
<p>How does this contribute to its value?</p> <p>Group value and Oxford's Identity: The mural is one of a series of high quality art works found along Cowley Road and in some side streets that create a distinctive sense of place within the neighbourhood, representing an artistic and culturally diverse but integrated community who are celebrate their identity but also use art as a vehicle for political activism.</p>	