

# dec<sup>A</sup>chair dreams

sponsored by **Bloomberg**



## **PRESS RELEASE**

June 2006

### **London Parks' deckchairs get celebrity makeover!**

What do Heston Blumenthal, Paul Smith, Quentin Blake, Yoko Ono and Ken Russell have in common? They are all going to appear on deckchairs in a London Royal Park near you this summer!

The Royal Parks Foundation, the charity for The Royal Parks, is celebrating the arrival of summer with 24 specially commissioned deckchairs, sponsored by Bloomberg. Celebrities from the worlds of food, fashion, music, architecture and art have come up with a unique range of deckchair designs, which will transform the traditional landscape of London's Royal Parks whilst raising vital funds for the capital's much-loved green spaces.

Trustee of The Royal Parks and green champion Zac Goldsmith explains:

“This is an excellent, imaginative and colourful way to raise much needed funds for The Royal Parks. Deckchairs are such a British icon and we have had such a fantastic response that we are going to hold a Grand Deckchair Auction in June and introduce them to the Parks in July. We hope that people will enjoy

relaxing on the new designs and find them thought-provoking.” m/f...

Sir Richard Rogers: "The Royal Parks are the lungs of London and London is one of the world's greatest cities. They need continuous love and care."

Gary Hume: "The Royal Parks are bursting with life of every kind, I chose to focus in on one - the simple flower."

The Grand Deckchair Auction will be held on Monday 26 June at Bloomberg's city Headquarters, the sponsors of the event. Sara Lom, Director of The Royal Parks Foundation said: "We are delighted to have the support of Bloomberg and hope that this auction will raise much needed funds for the Parks; London's personal space. Looking after The Parks' 130,000 trees, plus all the other plants is no small task. The Royal Parks have their own nurseries, and a dedicated team of plantsmen and Parks staff keep them looking great all year round, but it is hugely demanding on resources and additional funds are always very welcome."

For more information about the Deckchair Dreams project, visit

[www.royalparksfoundation.org/deckchairdreams](http://www.royalparksfoundation.org/deckchairdreams)

- ENDS -

### **For more information**

Please contact Lotte Jones on email at [Lotte@forster.co.uk](mailto:Lotte@forster.co.uk) or Lisa Mangan on [Lisa@forster.co.uk](mailto:Lisa@forster.co.uk) or on 0207 403 2230.

## Notes to Editors

- The celebrity deckchair designers are: agnès b, Alexander McQueen, Mario Testino, Celia Birtwell, Eley Kishimoto, Fergus Henderson, Gary Hume, Heston Blumenthal, Julie Verhoeven, Ken Russell, Michael Nyman, Michael Clark, Paul Smith, Peter Ackroyd, Peter Saville, Quentin Blake, Richard Rogers, Rose Gray & Ruth Rogers, William Alsop, Wolfgang Tillmans, Yoko Ono and Giancarlo Neri.
- The Royal Parks Foundation is a registered charity (number 1097545) which raises funds to help protect and enhance London's eight Royal Parks - 5,000 acres of green space in the heart of the city. We aim to protect these national treasures, support current initiatives and create new opportunities for generations to come.
- Bloomberg are the proud sponsors of Deckchair Dreams.
- The deckchair season runs from May to the end of September and hire costs £1.50 for 2 hours.
- The Royal Parks include 280 historic buildings and statues, five pelicans, three shire horses, 1,000 deer, 13 children's playgrounds, 21 lakes and ponds, 12 cricket pitches, over 100,000 roses, 26 miles of river bank and 130,000 trees.
- The Royal Parks receive circa £0.12 per square foot from government to manage all the Parks annually. This just about covers the day to day maintenance of the Parks, including lawn mowing, road and path maintenance and litter picking. But the Parks would like to develop their education programmes, wildlife conservation and community sports opportunities. In order to do this, they need to raise additional funds through the work of The Royal Parks Foundation.
- It cost £20,000 per year to look after the deer in Richmond, Bushy and Greenwich Parks, £50,000 per year to run the waterfowl centre in Regent's Park, £300,000 per year to look after the trees across the eight Royal Parks, £8,000 per year to look after the Peter Pan statue in Kensington Gardens and £7,500 to support the Pelicans in St James's Park.
- The Royal Parks are:
  - Hyde Park
  - Kensington Gardens
  - The Regent's Park (with Primrose Hill)
  - Richmond Park
  - St James's Park
  - The Green Park
  - Bushy Park
  - Greenwich Park