



NEWS RELEASE

DECKCHAIR DREAMS RETURNS – CELEBRITY-DESIGNED CHAIRS GO OUT IN LONDON’S ROYAL PARKS TODAY



The 2013 Deckchair Dreams collection in Hyde Park, featuring designs from Ronnie Wood, Miranda Richardson, Harry Enfield, Julia Bradbury and Howard Donald

If you are out in central London from today, you might get the chance to lie back and relax on a work of art designed by a celebrity.

550 designer deckchairs will be unfolded in five of London's central Royal Parks. They have been created by Ronnie Wood, Harry Enfield, Miranda Richardson, Julia Bradbury, Take That's Howard Donald and Chris Beardshaw, as well as luminaries from the world of art, including Michael Craig-Martin, Susan Stockwell and Maggi Hambling.

The new designs are part of Deckchair Dreams, a stunning collection of limited edition deckchairs sponsored by Bloomberg and produced by the Royal Parks Foundation in its 10th anniversary year to celebrate a decade of helping support the magic of London's amazing Royal Parks.

This year's collection is the fifth since the project started in 2006. Previous collections have showcased work by Tracey Emin, Damien Hirst, Joanna Lumley and Alexander McQueen.

Based on the theme of 'Nature's Grand Designs', the 2013 collection will feature specially commissioned deckchairs by celebrities from the worlds of visual art, music, performing arts and design, who have drawn inspiration from the natural world. Bloomberg staff and local community groups have also had the opportunity to submit designs via a competition. Work from two local schools, an arts group and Age UK residents will all feature in the collection, which will be out in Hyde Park, The Green Park, St James's Park, Kensington Gardens and Regent's Park from July 4th until the end of October.

This innovative public art adventure aims to promote nature, art and design to the Parks' visitors, and to raise awareness and funding for cultural, heritage, education and conservation projects across London's eight Royal Parks.

Sara Lom, Chief Executive of the Royal Parks Foundation, said: "Deckchair Dreams is all about bringing together art, design and the natural environment – as well as providing a stylish place to sit! This year's collection does just that, with the inclusion of designs based on everything from bumble bee stripes to the idea of metamorphosis. We're extremely grateful to all the artists who've taken part this year and who have provided us with another dazzling collection."

Since 2006, more than £250,000 has been raised via the sale of the designer deckchairs, helping to support a range of work from a fungus survey in Richmond Park to new swings for the Diana Playground in Kensington Gardens. Funds raised this year are intended to support the restoration of five children's playgrounds and assist with smaller projects, such as bulb planting and habitat management.

Funding is raised via the purchase of copies of this and previous year's designs, which are available to buy online. At the end of the summer season, the useable canvases from this year's 550 chairs will be cleaned and recycled into tote bags, which are also available from the Royal Parks Foundation's website:

<http://www.supporttheroyalparks.org/shop/>

For further information on Deckchair Dreams and images please contact Emma Chappel on: echappel@royalparksfoundation.org or on 020 7036 8043

- The full list of contributing artists for Deckchair Dreams 2013 is as follows: Chris Beardshaw, Julia Bradbury, Rob & Nick Carter, Claire Coles, Howard Donald & Katie Halil, Harry Enfield, Martha Freud, Maggi Hambling, Luke Jerram, Angie Lewin, Michael Craig Martin, Lucy & Jorge Orta, Miranda Richardson, Susan Stockwell, Ronnie Wood.
Plus entries from Bloomberg and our community programme, which includes a chair design from Age UK and from 3 London schools.
- Limited edition deckchairs cost £80 - £135, plus p+p and can be delivered worldwide. They are available from the Royal Parks Foundation website: http://www.supporttheroyalparks.org/shop/deck_chairs
- During the summer, 550 deckchairs - reproductions of the celebrity and school designs - will be available for everyone to sit on and enjoy in Hyde Park, The Green Park, St James's Park, Regent's Park and Kensington Gardens.
- It costs £4 to snooze in a deckchair for 3 hours in a Royal Park.

About the Royal Parks Foundation

The Royal Parks Foundation is the charity for London's eight amazing Royal Parks. We reach out to make the Parks part of more people's lives - raising funds for a wide variety of projects from wildlife conservation and landscape restoration, to community sport and art. Our charity registration number is 1097545.

For more information, please visit www.SupportTheRoyalParks.org

About The Royal Parks

The 5,000 acres of London's eight Royal Parks welcome almost 40 million visitors each year and are home to hundreds of thousands of trees, as well as rare species of plants and wildlife and numerous historic monuments. It costs more than £30 million per year to look after the Royal Parks and due to a cut in public funding over recent years The Royal Parks now have to self-generate £18 million themselves, which is where the Royal Parks Foundation provides vital help.

The Royal Parks are: Bushy Park, The Green Park, Greenwich Park, Hyde Park, Kensington Gardens, The Regent's Park and Primrose Hill, Richmond Park and St James's Park. The Royal Parks also manages Victoria Tower Gardens, Brompton Cemetery, Grosvenor Square Gardens and the gardens of 10, 11 and 12 Downing Street.

For further information please visit: www.royalparks.org.uk

For media enquiries contact: 0300 061 2128 or press@royalparks.gsi.gov.uk

About Bloomberg

Deckchair Dreams is sponsored by Bloomberg

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