



Deckchair Dreams

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NEWS RELEASE

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For immediate release

DECKCHAIRS BY TRACEY EMIN, RAYMOND BRIGGS, JOANNA LUMLEY AND OTHER STARS UNVEILED IN LONDON'S HYDE PARK TODAY

Dozens of colourful deckchairs, designed by leading names from the worlds of art and showbusiness, including **Tracey Emin, Joanna Lumley, Matthew Williamson and Raymond Briggs** were unveiled today in London's Hyde Park.

The deckchairs are part of a high-profile charity initiative, *Deckchair Dreams 2008*, launched by the Royal Parks Foundation and sponsored by Bloomberg, which raises funds to benefit the capital's eight Royal Parks.

In all, 23 top artists and celebrities have pledged their support for the Parks by each designing a special deckchair. Their original artwork is expected to fetch record prices when it is sold at auction in five days time.

Joining the ranks of the celebrities, **six London schools** and **The Household Cavalry** have also designed deckchairs and winners from each have had their designs produced on to the deckchairs. Among them is new cavalry recruit, Trooper Tim Pugh, who created a winning deckchair design inspired by St James's Park.

And another deckchair designer, **Raymond Briggs**, author and illustrator of bestselling children's books *The Snowman* and *Fungus the Bogeyman*, was joined by a live snowman, who braved the warm weather (and risked melting) in Hyde Park to try out his very own deckchair.

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Raymond Briggs, 74, said: "It is not generally known that snowmen do enjoy the sun, provided it is on a freezing cold day. Even then, they should not stay in it too long".

Royal Parks Foundation Chief Executive, Sara Lom, said today: "We will be rolling out 700 designer deckchairs across four central Royal Parks between June and October for everyone to sit on and enjoy. This fabulous art adventure raises vital funds to protect and enhance the 5,000 acres of London's Royal Parks and to help conserve their precious trees, monuments and wildlife."

For more information:

For further information please contact Helen Pike 07952 573315
helenpike@btinternet.com

For more details on the auction please contact:
Clare Bowen on 0207 298 2139 or Sara Lom on 07870 676113

Notes to Editors:

- Original artwork for the chairs will be auctioned on **Tuesday June 3**, at the **Grand Deckchair Dreams Charity Auction**, hosted by principal sponsor Bloomberg, at their City HQ in Finsbury Square, London EC2.
- Members of the public will be able to bid for the original pieces of artwork. For details on how to bid either for the artists' originals or for one of the limited-edition reproduction chairs, visit www.deckchairdreams.org
- Limited edition chairs cost £86, plus p+p and can be delivered worldwide
- During the summer, 700 deckchairs – reproductions of the stars' original designs – will be available for everyone to sit on and enjoy in Hyde Park, Green Park, St James's Park and Regent's Park. Also in Finsbury Square, London EC2.
- Deckchair Dreams has, to date, raised over £150,000 for special projects in the Parks, including a new deer hide for schools in Greenwich Park, a fungus survey for Richmond Park and a new horse box for Jed and Forte, the Parks' shire horses.
- It costs £2 to snooze in a deckchair for 4 hours in a Royal Park
- The Royal Parks Foundation is a registered charity number 1097545

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