



Client contact

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**St Anns Allotments**

Nottingham's unique heritage gardens

## St Anns Allotments - Nottingham

STAA Ltd

- An Exhibition Plus project designed by Mark Magidson
- HLF Funded Project open August 2013
- Graphic production + Installation by Something Visual Ltd



The St Anns Allotments, Nottingham, is a unique site. It is the oldest and largest area of Victorian detached town gardens in the world and has recently been listed with a Grade 2\* by English Heritage. The site covers 75 acres and sits in the heart of the one of the most deprived inner-city communities in the country.

We are interpreting this unique place working closely with the client and over 500 allotment holders developing a new identity, directional signage, interpretation in the new visitor centre, heritage gardens and site. As a centrepiece we are developing a unique graphic wall that changes and grows over the seasons.

*The tale of 2 plots...*



As all allotments are hidden behind high barriers - tenants are being encouraged to tell their stories PTO





## St Anns Allotments

Consulting the community



Time capsule

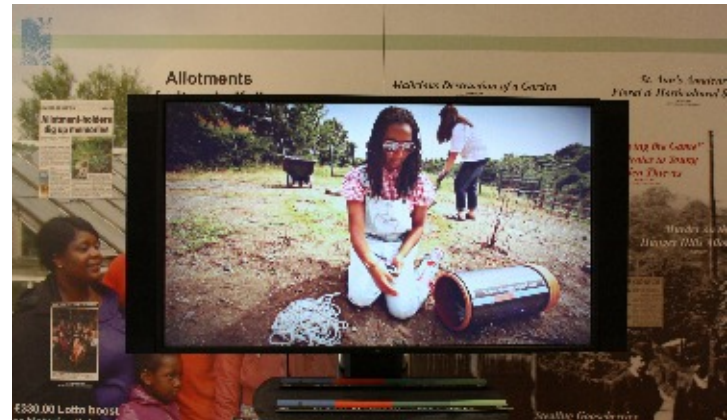






## St Anns Allotments

Introductory video



For full video see



<http://vimeo.com/74718408>

The five minute introductory video takes the time capsule and visitors on an orientation tour of the the allotments past and dynamic present



AV production Atlas AV





## St Anns Allotments

Site wide interpretation



Visitor Centre



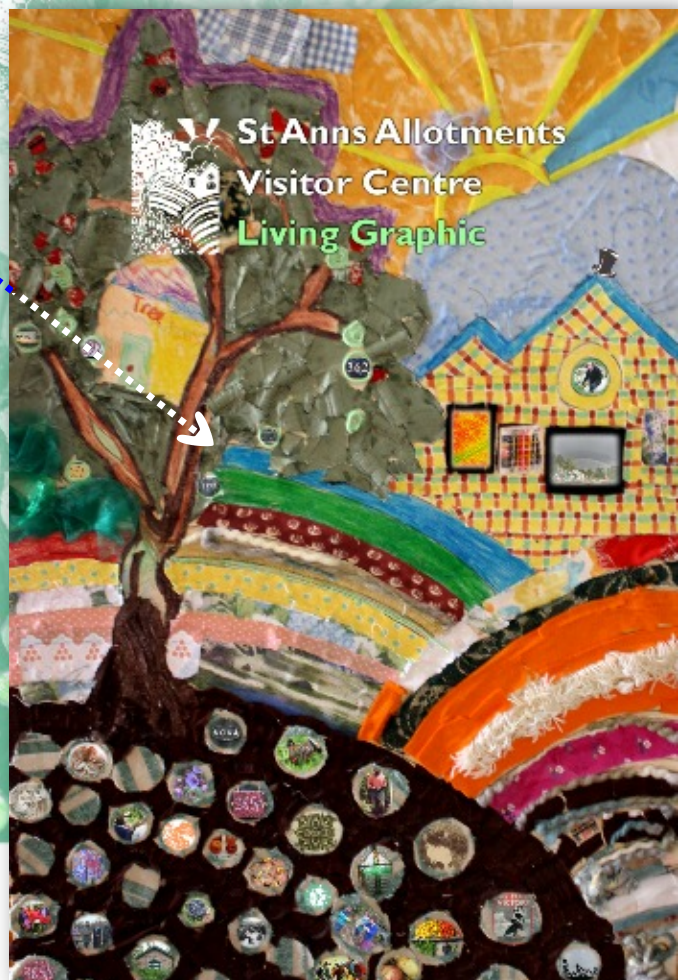
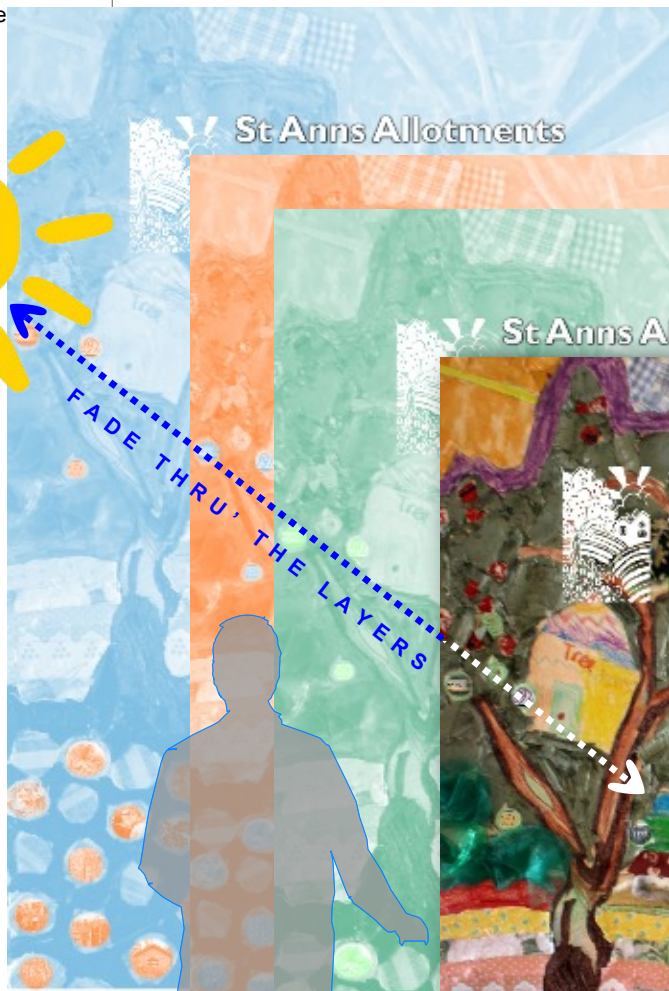
Time capsule



Site wide signage



Easily changeable but robust graphics



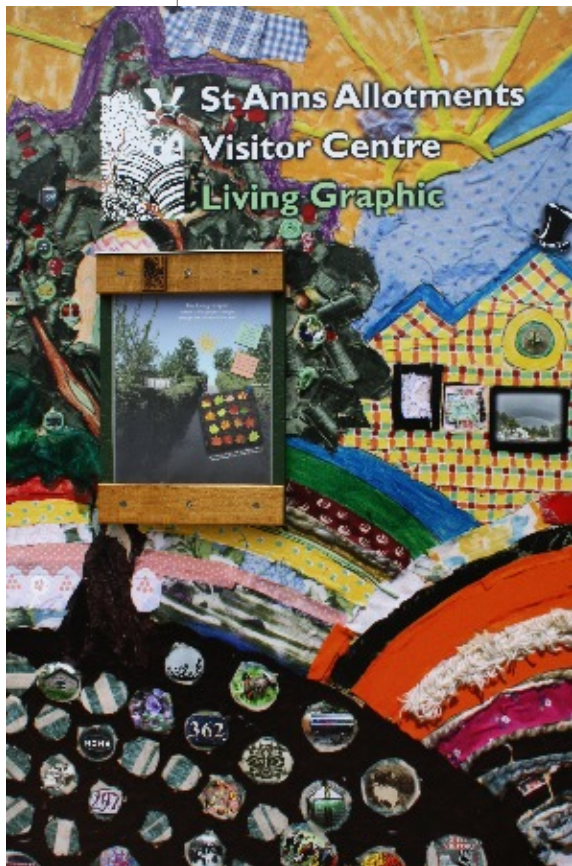
Living graphic using the sun - fades thru' the layers over the seasons





## St Anns Allotments

Flexible, robust, and easy to change



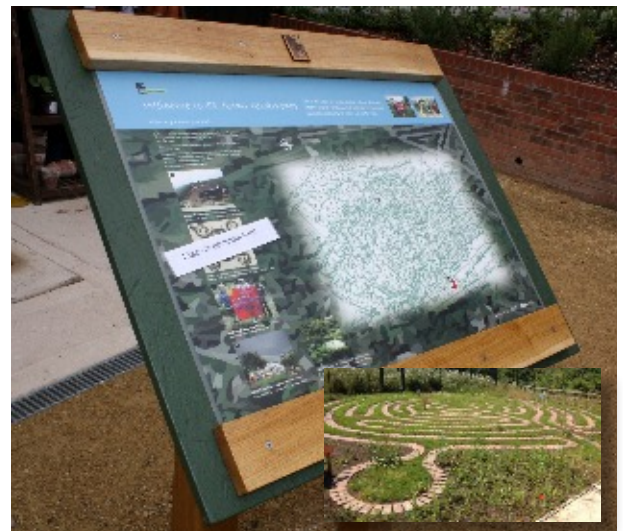
Living graphic with clipboard



Amazing fact trail



Robust matte laminated graphics cheap & easy to change



The Labyrinth with time capsule at centre in construction







## St Anns Allotments

Door magazine



Allotment holders speak to other and new visitors on what going on behind the locked doors