



# Marshalls

Transforming Britain's Landscapes

## Sponsorship of RHS Chelsea Flower Show 2009

2009 marked the third year of Marshalls' sponsorship of the RHS Chelsea Flower Show – and a Silver-Gilt Medal for its stunning show garden: The Marshalls Living Street.

The garden features a glimpse into the life of a modern, urban housing development where the design and community have embraced the theme of creating 'better landscapes' for towns, cities, public spaces and private gardens.

Designed by Ian Dexter, The Living Street is an exciting diversification away from the normal Show Garden format highlighting what can be achieved even in the most modest of spaces in an urban setting where value and ownership of a front garden is respected and encouraged.



Ian Dexter commented on receiving his Medal: *“I am absolutely thrilled to receive a Silver-Gilt Medal for The Marshalls Living Street. The whole journey to create the garden has been a wonderful experience and receiving this Medal has made it even better. The whole Marshalls team has worked seamlessly and this is a magnificent commendation to each and everyone involved in the project.”*

*“Also, the concept of creating not just one but four front gardens in the Show Garden category has never been done before, but what we wanted to achieve is to highlight to everybody that front gardens are wonderful spaces where you can be creative and have fun, in very much the same way of how we use our back gardens; from places to socialise in to even growing your own fruit and veg!”*

Chris Harrop, Marshalls’ Group Marketing Director, said: *“We are absolutely delighted. This is our third year as Show sponsors and this garden has delivered us our best Medal to date. We hope the concept to create a streetscene showcasing front gardens inspires everybody to really look at what can be achieved in these spaces and encourage people to create green streets not mean streets.”*



As part of its press day activities, Marshalls brought the street to life with the largest ever theatre performance ever produced at the show. Involving 17 actors the performance took people through an accelerated day in the life of the street; from the morning papers been delivered to returning home from work after a busy day.

Marshalls created the Show garden in support of its national ‘Campaign for Better Landscapes’ which calls for both public and private bodies, as well as individuals, to seriously consider the societal and individual benefits of creating ‘better landscapes’ in our towns, cities, public spaces and our private gardens. The campaign urges us all to take positive action by engaging with the social, economic and environmental benefits and to make the purchasing decisions which deliver these benefits.

For more information, download The Street on [www.marshalls.co.uk](http://www.marshalls.co.uk)