

GROW

LONDON

—
THE CONTEMPORARY
GARDEN FAIR

20 - 22 JUNE 2014
HAMPSTEAD HEATH
LONDON



GROW LONDON – A BRAND NEW CONTEMPORARY GARDEN EVENT IS LAUNCHED AND SET TO TAKE THE INDUSTRY BY STORM IN 2014

'GROW London,' a fresh and new event which aims to break all the rules in the gardening event calendar, will take place from 20 – 22 June 2014, located on London's iconic Hampstead Heath.

The event will open on Thursday 19 June with an invited preview Garden Party and will follow with three public days. GROW London will deliver exhibitors with a targeted audience of between 14,000 to 16,000 garden enthusiasts and professionals. Visitors will come from far and wide to experience this hub of gardening excellence. There will be a maximum of 100 carefully curated exhibitors, to provide a classic and urban-contemporary mix of the highest quality garden products and plants. Specialist hero nurseries, makers and producers will offer visitors the finest grown plants, garden tools, pots, furniture, and garden paraphernalia.

After several years of unpredictable weather, to ensure further assurance to exhibitors and visitors, the event is being held entirely within a spectacular, 5,000 square metre air-conditioned marquee, offering a weatherproof and beautiful environment. The marquee interior will bring the outside in and inspire visitors with a magical garden set, created by designer Shane Connolly, who shot to global fame for his dramatic design for the Royal Wedding at Westminster Abbey for their Royal Highnesses The Duke and Duchess of Cambridge.

Garden experts will also be offering talks and knowledge for both the experienced and the novice gardener, inspiring all ages and abilities to get growing no matter how small or large their space. Speakers so far

include garden designer Chris Beardshaw, Shane Connolly, Dawn Isaac - horticulture advisor to award winning Cbeebies show, Otter Farm's Mark Diacono and designer and broadcaster James Alexander-Sinclair.

Only 15 minutes from the centre of London, the location is serviced by excellent transport links by the underground and overground services connecting people from London and neighbouring counties. To make it even easier for visitors to get to GROW London, a complimentary visitor shuttle service will run regularly to and from Hampstead underground station with several car parks nearby for those who wish to drive. A plant and product crèche will also be available.

GROW London is the brain child of entrepreneur Will Ramsay - founder of the hugely successful Affordable Art Fair, which is now a global brand with fairs in 14 major cities around the world. Will is keen to create a new and stylish garden event for people of all ages and experience to enjoy.

To turn his dream into reality, Will has brought in the expertise of highly respected garden event specialist Thérèse Lang of TJM Associates as Creative Director for GROW London. TJM are renowned as curators and organisers of many successful gardening events including Cottesbrooke Plant Finders Fair, Future Gardens and The Westonbirt Festival of The Garden. Thérèse Lang is also a lead strategist for The Chelsea Fringe.

Speaking about GROW London, Thérèse said, "*Hampstead Heath is an enviable and sublime location for this stylish, inspiring and innovative*

event which will provide visitors with an amazing hub of gardening excellence. We are going to raise the bar and will work with the very finest garden industry experts. Our handpicked hero exhibitor's are what will make GROW London so special. We have worked with many of these companies and growers before over the years so they will know that we value and support them. We also understand their needs and will work hand-in-hand with them to ensure this new event is a success for both exhibitors and visitors alike."

Sited on the edge of Hampstead Heath, just five minutes from the beautiful Hampstead village, GROW London is set to revolutionise the garden event calendar and will provide a hugely exciting opportunity for garden exhibitors' in one of the world's most prestigious locations. Exhibitors wishing to participate in this inaugural event should apply to Thérèse Lang therese@growlondon.com.

The GROW London website will go live in mid August:
www.growlondon.com

ENDS

Cover image:

Tools on wheel and standing fork SNEEBOER www.sneeboer.com
Plants DERRY WATKINS/ SPECIAL PLANTS www.specialplants.net
Bistro chair BARBED www.barbed.co.uk
Rusted Bell Plant support and plant stakes PLANT BELLES www.plantbelles.co.uk
Antique tools, wooden crate, watering can and clay pots GARDEN AND WOOD www.gardenandwood.co.uk
Flower scissors, twine, stub candles and brush ANCIENT INDUSTRIES www.ancientindustries.co.uk
Flower trug GREEN MAN WOODCRAFTS www.greenmanwoodcrafts.co.uk

Right hand image:

Swing seat THE MODERN GARDEN COMPANY www.moderngardencopany.com

Notes to editors:

GROW London dates
20 – 22 June 2014

Garden Party and Press Preview
(invitation only):
Thursday 19 June 2014
6 – 9pm

Open to the public:
Friday 20 June 2014
10am – 6pm
Saturday 21 June 2014
10am – 6pm
Sunday 22 June 2014
10am – 6pm

Address:

GROW London
Lower Fairground Site
East Heath Road
Hampstead
NW3 1TH

Thérèse Lang and Will Ramsay are available for interview on request.

Press contact:

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To apply for a stand at GROW London please contact:

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