

# AVER/10

the best outdoor experiences in destinations for the summer

## Aver Insight

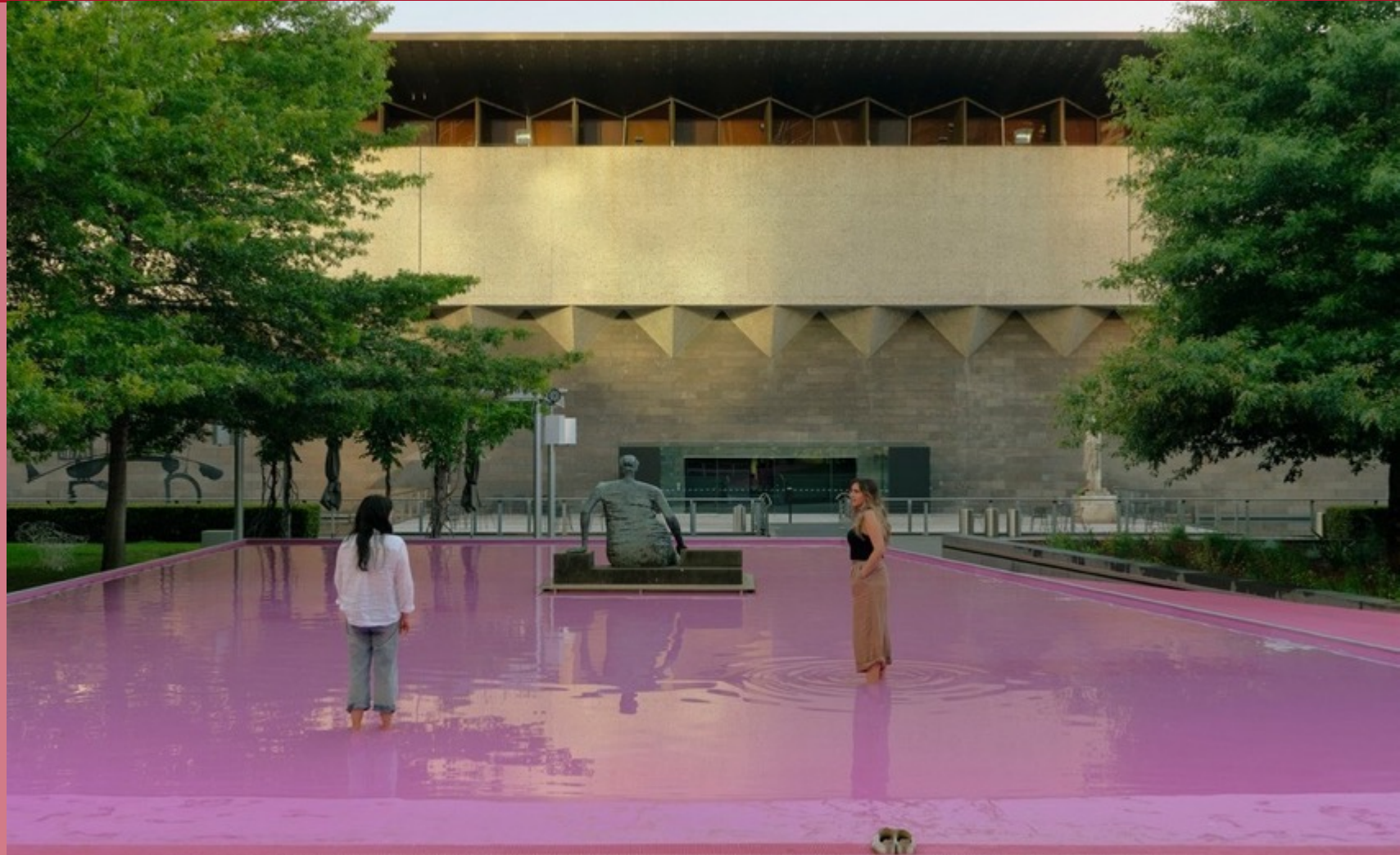
A collection of open-air experiences across destinations this summer  
June 2022



# Overview

Aver's latest insight brings you a collection of successful, outdoor summer placemaking initiatives from key destinations in the capital, across the UK, in Europe and internationally.

A central theme for each example is to encourage a loyal and engaged consumer by creating emotional connects with the destinations, as well as a rational one.





# Coal Drop Yards, Kings Cross – art installation and canal screen



## Woven Wonders art installation

- Created by the American artist Sheila Hicks, *Woven Wonders* is a colourful outdoor installation using repurposed soft materials
- It creates a connection between the destination's restored Victorian architecture and natural forces including wind, rain, sunshine, clouds, shadows and sun rays
- The elevated, 'floating' sculpture will be on display until 16 October

## Free open-air film festival

- In partnership with Everyman, this summer initiative is back from 27 June – 7 August.
- Encouraging visitors to relax on the banks of the canal, film favourites will be shown throughout the day and night. Wimbledon will also be streamed





# The Yards, Covent Garden – glass flower sculptures



- Perfect for showcasing the summer months, The Yards, Covent Garden's larger than life glass flower sculptures were installed to be illuminated during the day, capturing the sun's rays and projecting light onto the pavement below
- Suspended across Slingsby Place, leading to St Martin's Courtyard, the sculptures were created by Studio 29 and take inspiration from Dale Chihuly glass sculptures and the way the coloured glass came to life with light



Images sourced from: [studio29lighting.com](http://studio29lighting.com) & [theyardscoventgarden.co.uk](http://theyardscoventgarden.co.uk)



# Soho, London - Soho Photography Quarter

- Launched 9 June, Soho Photographer Quarter is a new, open-air extension of The Photographers' Gallery
- It offers dynamic new ways to discover exhibitions beyond the walls of the building with a rotating programme of site-specific and interactive artworks, which will change twice a year
- Artist talks, presentations, short films, sound installations will also be a feature of the events programme
- The opening exhibition (June – December), *Being Human Human Being*, comprises a large installation of works, including a 45-metre art frieze, cross street banners, soundscapes and projections - by acclaimed Indigenous Australian artist, Dr. Christian Thompson AO



# Belgravia, London – art trail and sports screen

## The London Heritage Quarter Platinum Jubilee Corgi Trail

- To celebrate her Majesty's Platinum Jubilee and The Queen's love of corgis, Grosvenor's Belgravia is taking part in an immersive Corgi Trail
- Decorated by different contemporary artists and named after the Queen's dogs, 19 large corgis are in public gardens, stations, hotel lobbies and courtyards across central London from June – July

## Wimbledon screening and Amie Wine Studio

- Eccleston Yards will host free Wimbledon screenings, as well as UEFA Women's Football, with a big screen perfectly positioned for alfresco diners at nearby restaurants
- This year it will also be home to the Amie Wine Studio, providing an outdoor wine lounge for the duration of Wimbledon



Image sourced from [platinumjubilée.gov.uk](https://platinumjubilée.gov.uk)



# Liverpool ONE – Tickle the ivories

- Liverpool ONE is hosting its award-winning annual street piano festival for the twelfth year running from July to September
- With four pianos situated across the estate on College Lane, the Terrace, Sugar House Steps, and Peter's Square, professionals and amateurs can book a slot to perform on one of the pianos, which are also available for free-play
- Over the last eleven years, hundreds of musicians, choirs, dance groups, theatre groups and circus performers have taken part...with a piano playing a key role in the performance





# York city centre – Safari experience



- York has introduced a unique, city centre 'safari' experience with giant animal sculptures made from artificial grass, installed in all fresco areas across the city
- The sculptures, which can also double up as seating, are accompanied by an additional 72 benches and 200 pollinator friendly colourful planters across the city
- This photo-friendly activation encourages residents, visitors and workers to pause and enjoy the city sites



Images sourced from [yorkpress.co.uk](http://yorkpress.co.uk)



# St James Quarter, Edinburgh - FEMMES

- Fleurs de Villes, who connect with different cities to deliver bespoke floral events, will reside at St James Quarter from 24 June to 3 July as part of its global tour FEMMES, which celebrates women throughout history who have changed the world
- The Fleurs de Villes' team partners with local florists to create floral tributes to inspiring women, from Marilyn Monroe, Elizabeth I to Michelle Obama
- Images and QR codes will be included on the sculptures, allowing visitors to visit profiles of each woman and learn about their cultural and historical significance
- The FEMMES series will also welcome free, self-guided floral trails, as well as floral workshops and talks



Image sourced from [edinburghnews.scotsman.com](https://edinburghnews.scotsman.com)



## Going global...

Here are some more examples of successful summer placemaking activations from further afield



# New York – Henman hill

- For this year's championship finals, Wimbledon's Henman Hill will be reconstructed in New York's Brooklyn Bridge Park from 8 to 10 July, complete with a giant screen
- To create a quintessentially Wimbledon experience, visitors can also expect strawberries and cream, flower displays, attendants with British accents dressed in tournament uniforms, and a Sipsmith gin bar providing cocktails
- The reconstruction coincides with the 25th anniversary of Henman Hill



Image sourced from Flickr



# Paris, France – Beach pop-up

- Paris's annual summer pop-up beach returns along the banks of the Seine River and Bassin de la Villette, transforming the riverside into a city beach resort.
- Spanning two months from July, the pop-up offers Parisians and visitors free places to relax and take advantage of leisure activities during the hot summer days.
- There are cool gardens, sun umbrellas, deckchairs, palm trees, cultural and sports activities, as well as pop-up restaurants to enjoy.
- This is similar to what we have seen on the Southbank, London in the summer months and is always popular here



Image sourced from istock



# Melbourne, Australia – Pond[er]

- Ponder[er] is NGV International's award-winning architectural installation, complete with a pink pond evocative of Australia's inland salt lakes
- Open from Dec 2021 to Aug 2022, pond[er] provides a space for visitors to cool off during the summer months and reflect on their relationship with the environment
- It invites audiences to move through a series of interconnected walkways and accessible platforms, to explore the spaces of flora and water, and even wade through the pink pond
- Materials used were sourced or made locally and will be distributed to Landcare, Indigenous and community groups for further use following deinstallation



Image sourced from e-architect.com



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