

# CHELSEA FLOWER SHOW 2012

## PROBLEM ADDRESSED

### FRAGMENTED COMMUNITIES, FOOD SECURITY, URBAN BIODIVERSITY

ASF returned to Chelsea in 2012 to lead the Urban Green exhibit, targeted at promoting the concept of linking ecosystems and social systems; facilitating and empowering individuals and communities to better understand and improve their own environments. Through the exhibition individuals were able to gain knowledge and practical ideas (tools), as well as the very seeds they need to start transforming the wasted spaces within their urban environments.

ASF worked with Chelsea Fringe, Roots and Shoots, Cripsey Meadow Allotments (Oxford), FoE, Secret Seeds Society, Bill Flowers, Pimp your Pavements, Edible Bus Stops, River of Flowers, and more.



## GOAL ACHIEVED

The exhibit engaged with at least 2,000 visitors of the RHS Chelsea Flower Show 2012 demonstrating the empowering benefit to communities which can result from encouraging greater horticulture and agriculture within urban environments. ASF-UK was awarded a Silver Lindley medal and built partnerships with local groups.



Date: May 2012  
Location: London  
ASF Team: A.Edwards, R. Longhurst, S.Morley, B.Powell, I.Humphris, M.Kinnear  
Partners: Chelsea Fringe, FoE, Secret Seeds Soc, Roots & Shoots  
Donors: Vodafone World of Difference, ASF-UK  
Project Type: Exhibition & Event

## METHODOLOGY OF WORK

ASF volunteers co-designed an exhibition garden which linked with multiple partner organisations from across London.

Planting was designed and coordinated through a variety of organisations including Roots and Shoots, Cripsey Meadow Allotment, Blackmoors and ASF-UK.

Construction took place largely off-site with a dedicated team working on site to assemble and refine the components.

Visitors to the exhibit were invited to interact with the displays - swapping seeds for ideas and leaving behind their own vision of a new urban green environment and helping us to map all the grassroots organisations and community gardens popping up across London.



## FUTURE PERSPECTIVE

We hope to build on the exciting partnerships developed throughout the process with the Chelsea Fringe, Roots and Shoots and a number of others organisations to bring the Urban Green agenda to more exhibitions, events and workshops.



For more info visit,  
[exploreurbangreen.wordpress.com](http://exploreurbangreen.wordpress.com)

