

# CHELSEA FLOWER SHOW 2009

## PROBLEM ADDRESSED

### HOMELESSNESS & POSITIVE CHANGE

ASF created a symbolic pavilion centrepiece for a major show garden, designed by the Eden Project, at the 2009 RHS Chelsea Flower Show to help raise the issue of homelessness and positive change.

ASF based our design on sustainability, resourcefulness, and the creative adaptation of materials that were once discarded by society as waste. These materials were transformed by people who have themselves experienced social exclusion through homelessness and who are now being trained at St Edmunds Society in Norwich and Noah Enterprise Centre in Luton.



## GOAL ACHIEVED



The Place of Change programme for the Chelsea Flower Show was a great opportunity for ASF to continue exploring the inventive reuse of materials that no-body wants into dynamic places built in an inclusive and participatory way. The pavilion brief was to create a place of hope, aspiration, community and activity. Most importantly, it has been a tool which has encouraged and enabled as many people as possible to contribute to its creation.

Date: May 2009  
Location: London  
ASF Team: J. Burnell, S. Parker & C. Parrack  
Partners: The Eden Project, Homeless Link, Homes & Communities Agency  
Donors: Homes & Communities Agency  
Project Type: Exhibition & Event

## METHODOLOGY OF WORK

### PARTICIPATORY DESIGN & CONSTRUCTION WORKSHOPS

The "Place of Change" pavilion was defined by reclaimed timber posts. Artworks created by commissioned artists from the Koestler Trust, were stencilled on to the timbers expressing a personal life journey of offending, homelessness, and redemption.



The centre-piece of the pavilion was a large multipurpose meeting table which doubled as a planting bench, made from salvaged old doors and windows. Car windscreens were used to cover seated areas, the pots and timber were all reclaimed materials.



## FUTURE PERSPECTIVE

The Chelsea Flower Show programme continues in 2010 with ASF working once more with the Eden Project, Homeless Link and Homes & Communities Agency.

