

## Winner of the Creative Award: Blue Trees of London– Trees for Cities and City of London Festival

The award was given for the most innovative and creative piece of work that evokes the value and beauty of trees in London.

The judges deemed it a thought provoking art project that raised awareness of the trees in central London that are normally taken for granted on a day to day basis. It provided the opportunity to explain the issues and opportunities of urban trees and generate new volunteer interest.



*(from right to left): Louisa Allen (City of London) and Rachel Spriggins (Trees for Cities) receiving the award from Matthew Pencharz (Senior Environment Advisor to the Mayor), Jake Tibbetts (Chair of the London Tree Officers Association) and Ian Gambles (Forestry Commission England Director)*

*"We are delighted to win the Creative Award, for the Blue Trees of London project. It is fantastic to see this project recognised which helps to highlight the importance of trees in our cities"* Sharon Johnson – Trees for Cities CEO

### Blue Trees London

Trees for Cities worked with international artist, Konstantin Dimopoulos to create The Blue Trees for London, an environmental art installation in the heart of London. This project involved colouring trees blue at Festival Gardens next to St Paul's Cathedral, Devonshire Square and Aldermanbury Square. We partnered with the City of London Festival, City of London and Bloomberg to deliver this project, and volunteers helped with the colouring.

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By colouring the trees blue, we wanted people to stop and notice these beautiful trees, which are so often taken for granted. This medium of art helped to highlight the importance of trees in the urban environment.

Many people stopped to find out what we were doing and people were interested in finding out what they could do to help combat the decline of trees in cities. It was interesting to see the effect the trees had on people once coloured blue. We witnessed lots of looking, touching and photographing, but most of all, lots of smiling.

Originally the trees were to remain blue for the month duration of the festival, but after receiving such a good response, we were given permission for them to remain blue for over three months.



## Further information

- Project information: Trees for Cities [www.treesforcities.org/bluetrees](http://www.treesforcities.org/bluetrees)
- [info@treesforcities.org](mailto:info@treesforcities.org) or 020 7587 1320
- The [RE:LEAF Partnership](#)

The 2014 Awards were organised by the Forestry Commission and Mayor of London, with support from a range of RE:LEAF partners

We are grateful to the following organisations who provided financial support for the 2014 awards:

