

**JUBILEE GARDENS**

**CUSTOMER:** Jubilee Gardens Trust  
**SECTOR:** Parks and Open Spaces  
**MATERIAL:** Vitreous Enamel  
**DATE:** April - October 2012

**PROJECT OUTLINE**

Stocksigns is an established signage manufacturer serving the entire UK's sign market but specialising in various niche areas where they have grown to be the leading sign experts.



spaces. He has completed many successful projects for councils and municipal gardens etc. His design background, coupled with his in-depth knowledge of the signage market enables him to work closely with his clients, not only to successfully manage large scale projects but also take on many of the design aspects of creating new products.

Adriaan was approached by The Small Back Room design agency, Waterloo, which was aware of Stocksigns' expertise in Vitreous Enamel sign manufacture. They wanted Stocksigns to partner with them in a project to rejuvenate Jubilee Gardens in time for the 2012 celebrations.

Adriaan Wijsveld is Stocksigns' specialist in parks and open



**PHASE 1**

Armed with the new branding elements from Small Back Room, such as corporate colours, new fonts and typefaces, a suite of general information signs were designed and manufactured.

The designs had to be clear and informative to the public, while complementing the new garden design at the prestigious London Eye site.



**PHASE 2**

The next phase of the project was to design a sign that would act as an information point but also serve as a commemorative tribute to the celebrations.

The result was a lectern 48 metres long, depicting a text and graphical timeline. This sign represents the new modern garden design and also



reflects the garden's heritage. To reinforce this connection, the old original slate plaque from H.M. The Queen's first official opening of the site in 1977 was incorporated into the sign. The original plaque was then mirrored at the opposite end of the timeline, with a new plaque commemorating the 2012



re-design and official re-opening by Her Majesty in October 2012.

Stocksigns is a full service sign company, offering survey, design, manufacture and installation. For more information on signage projects and work in parks and open spaces please contact Adriaan Wijsveld on 0780 939 4877 or email [awijsveld@stocksigns.co.uk](mailto:awijsveld@stocksigns.co.uk).

**PRODUCTS**

The project included the following signage products:

- Vitreous Enamel pan trays
- Vitreous Enamel Lecterns
- Vitreous Interpretation boards
- Engraved Slate
- Engraved Stainless Steel

