

Press release
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ARCHITECT DAVID ROCKWELL LAUNCHES MOBILE VERSION OF THE ACCLAIMED IMAGINATION PLAYGROUND IN LONDON

***New York Based Architect Introduces Imagination Playground in a Cart –
inspired by his award winning Imagination Playground Park in Manhattan***

David Rockwell, the world-renowned New York based architect and designer is today, Wednesday 17th August, marking the European launch of his groundbreaking Imagination Playground concept with a Pop-Up Imagination Playground that will run from 17th August until 22nd August at Coram's Fields, a unique seven acre playground and park for children and young people in Central London.

With a focus on loose parts, Imagination Playground offers a changing array of elements that allow children to stretch their imaginations by constantly altering their environment. The permanent, flagship Imagination Playground park at Burling Slip in New York opened in July 2011 after five years research and development. It is an innovative play space designed pro bono by Rockwell, in close collaboration with the New York City Department of Parks & Recreation, to encourage child-directed, unstructured free play.

Since its launch, Imagination Playground has attracted considerable praise and attention both within the USA and internationally. So much so that David Rockwell created a number of portable versions of the playground to bring the concept of free play to communities across the country and the world.

These scalable kits, such as Imagination Playground in a Box and in a Cart, bring the loose parts of the original playground together in container, so that the ethos of the permanent Imagination Playground can be taken to other

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play sites in a cost-effective and easy-to-install fashion. To date hundreds of Imagination Playgrounds in a Box have been deployed to local parks, school playgrounds and children's museums in the United States and beyond.

The event on August 17th celebrates the European launch of Imagination Playground in a Cart, the latest model of David Rockwell's Imagination Playground concepts. This new model, which will be distributed by Play Direct UK.com, is essentially a lightweight, portable version of Imagination Playground.

It comes in an easily maneuvered cart, making it incredibly adaptable to a number of play environments. Imagination Playground in a Cart includes a full set of Imagination Playground blocks housed in a storage unit that easily moves through a standard door for both indoor and outdoor use. This versatile set is an ideal solution for sites that do not need the secured container of Imagination Playground in a Box, another portable Imagination Playground product.

"The driving force behind Imagination Playground has always been to provide a way to encourage kids to do what they do best: to be creative and to use their imaginations," said David Rockwell, founder and CEO of Rockwell Group. "Imagination Playground in a Cart will allow us to present this opportunity to the children of the world. The global expansion is so exciting, and I hope we can only continue to bring Imagination Playground to more and more corners of the world."

As a thank you to Coram's Fields , David Rockwell will also be donating an Imagination Playground in a Cart so that the thousands of Children who visit this inspirational playground each year will be able to experience some of the magic of his New York Imagination Playground.

Ends.

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For more information about Imagination Playground, please visit:

www.imaginationplayground.com/

For information on how to purchase an Imagination Playground in a Cart, please visit: www.playdirectuk.com.

Rockwell Group is an award winning, cross-disciplinary 140-person architecture and design firm specializing in cultural, hospitality, retail, product, and set design. Based in New York, with a satellite office in Madrid, the firm crafts a unique narrative and an immersive environment for each project. Rockwell's interest in theater has informed much of the firm's work, including: *W Hotel New York, Union Square, Paris-Opéra and Vieques; the Elinor Bunin Munroe Film Center at Lincoln Center; the Cosmopolitan of Las Vegas; Maialino at the Gramercy Park Hotel; Adour Alain Ducasse at The St. Regis New York; the central Marketplace of the JetBlue terminal at John F. Kennedy International Airport; set design for the 2009 and 2010 Academy Awards ceremonies; Canyon Ranch Miami Beach; the Kodak Theatre, Los Angeles; Nobu restaurants worldwide; set design for Broadway's "Hairspray" and "Catch Me If You Can;" and the Imagination Playground initiative. In May 2010 David Rockwell was inducted into the James Beard Foundation Who's Who of Food & Beverage in America. He was also honored with the 2009 Pratt Institute Legends Award, and the 2008 National Design Award for Interior Design from Smithsonian's Cooper-Hewitt. For more information, please visit www.rockwellgroup.com.*

Play Direct UK.com offers outdoor learning and school grounds equipment to make playtime more active, challenging and above all fun! Their unique range of play, sports and fitness equipment creates outdoor learning environments that encourage children's natural curiosity for social and imaginative development. Their products include popular items such as: adventure trails, playhouses, a fantastic musical range, sand, sports and fitness equipment, outdoor classrooms, seating, shelters and much more. Play Direct UK.com always remembers that it is the child who will be using the playground equipment, and puts them first when exploring new innovative play and learning ideas.