

News release

16th July 2019

(TB/2019/5)

MULTIGENERATIONAL MOVEART PLAYSCULPTURE® LAUNCHED TO HELP TACKLE CHALLENGES OF MODERN FAMILY LIFE IN PUBLIC SPACE

Swiss moveart playsculpture® are the latest innovative brand to be added to All Urban's designer brand portfolio. A UK exclusive, they make the perfect addition as they help the UK landscape industry create dynamic public spaces which help tackle some of the challenges of modern British family life.

Modern life can be hectic, everyone within the family can have busy schedules which means that there may only be moments throughout the day where family members can share activities together. With a shift in focus to 'doing' over 'being', shared quality time can take secondary priority. One of the challenges facing modern family life is being 'cash rich' but 'time poor' which means overall standard of living is on the increase, however time has become a scarce commodity. Our struggle for shared plans stood out in the 'Bassett's Vitamins – Family life with more colour' survey, which revealed that almost half of the 2000 UK families who had children under the age of 18 were desperate to spend more time together. 1 in 10 explained that their lives are so busy they don't spend any time together at all.

High quality landscape and urban designs take modern challenges such as these and find creative solutions which enrich, enhance and improve quality of life for people in public space. Sourcing innovative, sustainable and stylish products which create socially enhancing encounters are vital in building inclusive and memorable public spaces. All Urban are dedicated to equipping landscape architects and urban designers with products such as these to achieve their mission of improving the quality in public space and moveart playsculptures® are perfect for this.

Moveart playsculpture® are the original inventors for these interactive multiuse art objects which encourage fun and exploration for all. In keeping with their tagline, 'Awaken the personality of your space', each form has been uniquely developed using their signature HIP profiling technique. Desired user actions which cater for all generations within the family unit, for example 'sitting' 'climbing' or 'hiding' can be selected to inform the evolution of the form which once installed, can facilitate scarce opportunities for cross-generational activity and interactions, harmonising generations in space. These objects create living spaces where young and old come together in a playful way...including grandparents! The large-format, walk-in playsculptures® inspire shared experimentation, creative movement, carefree communication or simply relaxation. These qualities bring a natural animation to

urban spaces and help them to become places of rest, encounters and enjoyment for the whole family.

Ideal for city streets, plazas and squares, public parks and gardens, river and canal sides, patios, terraces, rooftops and courtyards, urban planners can choose from a set of beautifully designed standardised sculptures or work together with moveart playsculpture® to design bespoke forms which synthesise with a local landscape and community. Their versatility in form makes them ideal for small compact public spaces which want to cultivate more engagement.

The beautiful forms are inspired by the shape of the double helix, whose geometry symbolises the adaptability of life. Alluring in form, they have a harmonising and stimulating effect both on humans and on their material and natural surroundings making them perfectly suited for enriching public spaces. The fascinating shapes contribute to the character of a space, their beauty can encourage families to walk and cycle bringing huge health and wellbeing benefits to everyone involved.

These sustainable forms are manufactured from exceptionally durable accoya wood, and therefore have an extremely long life and keep maintenance to minimum. They are designed and manufactured in accordance with European safety standards for playground equipment SN EN 1176.

Paul Collings, Director of All Urban concludes, "We are delighted to welcome moveart playsculpture® into our high-quality portfolio. All Urban will stay committed to providing the landscape industry with products that help them design spaces which help tackle the challenges of modern life. Their products have already proved extremely popular and we welcome readers to join us at our first pop up event at the Sheffield Botanical Gardens in September, Norbert the original creator of moveart playsculpture® will present a talk on how the HIP profiling works. The event is free but booking is essential via Eventbrite."

Ends.

For further details, please contact Theresa Bruno, Marketing Executive, All Urban Ltd, on 0114 282 3095 or at theresabruno@allburban.co.uk.

Note to Editors

Two accompanying high resolution images for print and digital media are attached.
Caption:

Image 1 caption: (far left) Director of All Urban Paul Collings, (left) Chairman of the Executive Management Board of BURRI Stephan Oetiker, (central back) CEO & Designer of moveart playsculpture® Norbert Roztocki, (central front) Marketing Executive of All Urban Theresa Bruno, (far right) Business Development Manager of All Urban Alice Skelton.

Image 2 caption: moveart playsculpture® climbslide 7.9 senior.

Based in Sheffield, [All Urban](#) is part of [Create Partnerships](#), a unique portfolio of high quality brands for the outdoor environment. All Urban supply the highest quality urban furniture, lighting and innovative products to the landscape industry. They work with landscape architects, lighting designers, architects and contractors as well as the education and leisure sectors, offering carefully sourced ranges for high quality developments around the UK.

They are the exclusive suppliers for [Christie](#), [Concrete Rudolph](#), [FinBin](#), [Handspring Design](#), [Include](#), [LAB23](#), [moveart playsculpture®](#), [Santa & Cole Urbidermis](#), and [Short Edition](#)

More information on moveart playsculpture® including full technical specifications can be viewed here at <http://bit.ly/2DXppoQ>

More information on BURRI partner of moveart playsculpture® can be viewed at <http://bit.ly/2SaNL4q>

Further details about 'Bassetts Vitamins – Family life with more colour' survey can be found here at <http://bit.ly/2SgsHuU>