

## The Royal Parks

Commemorative Brochure

### Brief

Queen Mary's Gardens in The Regent's Park is a very special place, famed worldwide for its rose collections.

To celebrate its 75th anniversary chacha was commissioned to design a commemorative brochure.

### Solution

Fine bible paper was french folded to exploit its translucent qualities, the result as delicate as petals. The booklet was hand stitched with red thread and protected by a screen printed outer slip-case.

### Result

Stakeholders and selected recipients were presented with a copy at a special anniversary event, with the cover price on subsequent copies raising funds for further restoration works.

