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## Magical Augmented Reality Creatures come to Clapham Junction

**This October/November, families will be able to track down ten Mexican folk-art inspired 'Alebrije' in the heart of Battersea**

This October half term, The Clapham Junction Business Improvement District (BID) has teamed up with trail experts – High Street Safari – to bring **Alebrije!** – an interactive, augmented reality (AR) trail – to The Junction locale, creating heaps of Halloween fun for all the family, while driving visitors and footfall to local businesses.

Alebrije is a magical Mexican folk art inspired walking trail, specifically designed for families with a range of children's ages. Youngsters will follow the journey of the trail's main character – Yolanda – as she finds herself lost in a strange magical world. To help her find her way home, families will be able to spot colourful and unique creatures in vinyl window displays of 10 local businesses, listen along to the immersive stories and excitedly open the characters in augmented reality to see them burst to life in 3D; once players open the AR they can take selfies or even record movies with the creatures! <https://highstreetsafari.com/alebrije-hipolito.html> (to download a character on a smartphone).



The trail is completely contactless thanks to its cutting edge QR code, web-based platform, so anyone with a smartphone can take part. To play, families simply scan a poster or any trail character with their smartphone. There is no need to download any apps or register – it's completely free. Participating families will be given a free e-book prize, even if they are unable to complete the trail. Those who fully complete the trail will also have the opportunity to enter a national competition to win a Nintendo Switch; one winner will be picked, at random, from all entrants in all participating locations.

The Junction Executive BID Director, Roz Lloyd-Williams, commented, "As we slowly emerge from the impact of Covid, we wanted to find a fun and interactive way of encouraging footfall to our local businesses, particularly as we enter the key Christmas selling period. High Street trails provide an excellent opportunity to draw locals and visitors back to the high street, not just to shop but to interact, enjoy, learn and play. The Alebrije trail is a fantastic and fun opportunity for families to get out of the house this October half-term. We hope they will enjoy exploring The Junction, with its wealth of high street favourites, independents and little gems and, at the same time, help the local economy and stock up for Christmas!"

The list of ten participating business is:

- Pet Pavillion | 18 Battersea Rise, SW11 1EE
- Chalkboard (educational toys) | 60 Northcote Road, SW11 1PA
- Oddono's (Italian ice-cream) | 69 Northcote Road, SW11 1NP
- 2 Love Tea and Coffee House | 291-293 Lavender Hill, SW11 1LP
- Party and Celebrate | 268 Lavender Hill, SW11 1LJ
- The Source Bulk Foods | 99 St John's Road, SW11 1QY
- Dan & Angel | 143 St John's Hill, SW11 1TQ
- Battersea & Wandsworth Chiropractors | 207 St Johns Hill, SW11 1TH
- Love Brownies Clapham Junction | 69 St John's Rd, SW11 1QX
- The Body Shop | 19 St John's Rd, SW11 1QN

The trail runs from **23 October-21 November**. It takes just over an hour to walk the trial, but it can be completed in more than one visit or with a break for lunch in the middle! It's a story driven experience that players can complete in any order and, whilst being engaging and fun, is designed to encourage families to enjoy some exercise and discover hidden parts and the secret gems of Clapham Junction.

**\*The Junction BID area covers businesses in Clapham Junction Station, St. John's Road, Northcote Road and St. John's Hill, Battersea Rise, Falcon Road (north - up to the Railway Bridge) and Lavender Hill (up to and including Battersea Arts Centre).**

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**For more information, please contact Roz Lloyd-Williams (The Junction Executive BID Director) on: [roz.lloyd-williams@thejunctionbid.co.uk](mailto:roz.lloyd-williams@thejunctionbid.co.uk) or tel: 07522 812299.**

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### **Notes to Editors**

The not-for-profit Clapham Junction Business Improvement District (BID) Ltd was formed in spring 2019 and is run by a voluntary board of Directors who are responsible for supporting over 420+ businesses across Clapham Junction. The Junction BID delivers strategies and innovative projects to improve the trading environment for businesses, the shopping experience for residents and visitors, and to drive tourism in the Clapham Junction area. The Board's role focuses on prioritising three key themes (namely, Marketing and Promotion, Safe and Welcoming and Events and Festivals), highlighted by BID area businesses, during the extensive consultation, prior to the November 2018 Ballot. The BID area covers Clapham Junction Station, St. John's Road, Northcote Road, St. John's Hill, Battersea Rise, Falcon Road (as far north as the railway bridge) and Lavender Hill (up to and including Battersea Arts Centre). Projects are based on themes outlined in the five-year business plan, with flexibility to respond annually to changing demands.

### **About High Street Safari:**

High Street Safari is a project being coordinated by Martin Blackwell, former CEO of Assoc. of Town & City

Management (ATCM) and the Charity Retail Association. It was set up to create a unique high street family experience that aimed to raise significant sums for local good causes.

The trails work by utilising QR codes, without the need for players to download or sign up to anything. The trail consists of ten vinyl window characters with QR codes that local businesses, as well as cultural and public venues, will host.

Families will be able to start the trail by scanning any of the characters. Families on the Trail will be able to engage with the experience by scanning each character's QR code and learning their names and stories and seeing them in AR. Younger children will delight in spotting the cute and colourful characters in window corners and older (and grown-up children) will engage by learning more about them. Everyone will have fun taking silly selfies in augmented reality. They can do this in their own time and pace, if it takes a week it does not matter.

After spotting all ten creatures, families will be rewarded with a free, e-book that concludes the story.

### **National Coordinator Contact details**

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**Media Pack available at:** <https://1drv.ms/u/s!AnU-HkJvn4Yng7ohIYeOwCitXtJJcA?e=hAFK0E>