

FLOCK PARTY AND SWAROVSKI OPTIK TO SHOWCASE 'JAY DAY' URBAN BALCONY GARDEN AT RHS CHELSEA FLOWER SHOW 2022



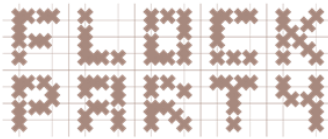
May 2022 - Bird-loving landscape designers [Flock Party](#), with the support of leading optic specialists [SWAROVSKI OPTIK](#), will showcase the JAY DAY urban balcony at the RHS Chelsea Flower Show 2022 this May. The garden has been designed as an experiment to move the focus of a balcony from a human-centred space to one more inclusive of urban wildlife, and to inspire visitors to implement elements of the JAY DAY in their own balcony space at home.

Balconies are a place where the interior and exterior environment merge, and every element of the design enhances the relationship between the two. From the shading structure providing much-needed shelter for the predator-weary Jay to the planting design offering year-round support for birds and insects, the garden design maximises the small footprint of a balcony via layering and provides a space for both wildlife and people to enjoy.

Su-Yeon (Angela) Choi and Alison Orellana Malouf, Co-Founders of Flock Party say, "JAY DAY is a garden born out of our shared interest in urban birds and how they live in the built environment. We are constantly trying to understand the needs of other species and also to design more inclusive spaces for us all. We are delighted to be a part of this prestigious flower show and to have partnered with the premier optical brand, SWAROVSKI OPTIK, who has truly been a trailblazer in providing instruments that help people discover and understand nature around us."

Peter Antoniou, Country Manager UK and Rep of Ireland for SWAROVSKI OPTIK says, "We're proud to support Flock Party's JAY DAY entry in the RHS Chelsea Flower Show this year. There are many opportunities to spot birds and wildlife around urban areas, and we felt the JAY DAY urban balcony garden is a fantastic example of how any space, small or large, can be utilised to welcome and encourage wildlife visits."

Dr Michelle Reeve, Garden Birdwatch Manager at British Trust for Ornithology (BTO) says, "We are thrilled to be working with Flock Party on their JAY DAY balcony garden entry to the RHS Chelsea Flower



Show. Flock Party are conscientious landscape designers and have created a garden not only to attract Jays, but also to encourage other vital garden wildlife to thrive in a space that people would be able to use and enjoy."

To celebrate Flock Party and SWAROVSKI OPTIK's JAY DAY entry in the RHS Chelsea Flower Show this year and for an opportunity to bring nature even closer with your own pair of high-quality binoculars, SWAROVSKI OPTIK is offering one person the chance to win a CL Companion 8x30 binocular. To enter, follow [@swarovskioptik_birding](#) and [@flockparty.studio](#) Instagram accounts and visit the Flock Party Instagram page from 24th May to post your answer to the simple competition question including #JAYDAYsweepstake in the answer. Competition launches on 24th May and closes on Tuesday 31 May 2022. Further details including T&Cs are available at <https://www.flockparty.studio/JAYDAYsweepstakeTnC>.

For further details on Flock Party, visit <https://www.flockparty.studio/home>.

The world belongs to those who can see beauty.

Experience the moment!

SEE THE UNSEEN.

www.swarovskioptik.com

For further details on the British Trust for Ornithology (BTO) visit <https://www.bto.org/>

NOTES TO EDITORS

Photo caption:

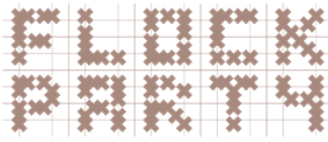
- The Flock Party and SWAROVSKI OPTIK JAY DAY urban balcony garden entry in the RHS Chelsea Flower Show is an experiment in shifting the focus of a balcony from a human-centred space to one more inclusive of urban wildlife.

For high-res images, visit

https://www.dropbox.com/sh/qu3pguf1dqpd2x5/AADUdiPekiMRqal_aTySeVDza?dl=0

ABOUT FLOCK PARTY

We are a duo of bird-loving landscape designers, envisioning spaces that we can all flock to and party in. As designers of environments, we aim to cater to non-human agents of a site, to create new relationships and interactions amongst species, and to search for new ways to build and to live in this era of environmental crises. The duo behind the party, Alison Orellana Malouf and Su-Yeon (Angela) Choi, first met in their Masters studies together and are now both practicing landscape designers in the Netherlands and in Switzerland. JAY DAY balcony garden at the RHS Chelsea Flower Show is the collective's debut project and we look forward to many more exciting bird-brained designs together.



ABOUT SWAROVSKI OPTIK

SWAROVSKI OPTIK, headquartered in Absam, Tyrol, is part of the Swarovski group of companies. Founded in 1949, the Austrian company specialises in the development and manufacturing of long-range optical instruments of the highest precision in the premium segment of the market. The binoculars, spotting scopes, rifle scopes, and optronic instruments are products of choice for demanding users. The company's success is based on its innovative strength, the quality and intrinsic value of its products, and their functional and aesthetic design. The appreciation of nature is an essential part of its company philosophy and is reflected commendably in its environment-friendly production and its long-term commitment to selected nature conservation projects. The turnover in 2021 was 210.4 million euros (2020: 163.5 million euros), with an export ratio of 91%. The company has around 1,000 employees.

ABOUT BRITISH TRUST FOR ORNITHOLOGY (BTO)

BTO is the UK's leading bird research charity. A growing membership and up to 60,000 volunteer birdwatchers contribute to BTO's surveys, collecting information that underpins conservation action in the UK. BTO maintains a staff of 100 at its offices in Thetford, Stirling, Bangor (Wales) and Belfast (Northern Ireland), who analyse and publicise the results of surveys and projects. BTO's work is funded by BTO supporters, government, trusts, industry and conservation organisations. www.bto.org

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