



THE MEMORIAL GARDEN 'FLANDERS FIELDS 1914-2014'

WELLINGTON BARRACKS
LONDON



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SUPPORTER BOOKLET

2012



THE GUARDS MUSEUM

As you are probably aware, it was the good people of Bruges that offered a safe haven to the exiled King Charles II before his restoration to the British throne in 1660. It was in that Flemish town that the First Guards Regiment was raised to protect the King in exile.

Since their formation, the seven regiments that make up the Household Division have frequently found themselves fighting for freedom on Belgian soil. Without doubt, the most dramatic and costly actions took place 100 years ago on the Somme and Ypres Salient in The Great War.

It is therefore both very fitting and a great pleasure for the museum to have been involved in developing this wonderful project. The symbolism of bringing home this sacred soil, soil taken from the battlefields where Guardsmen fought and died in the Great War, is both powerful and poignant.

This lasting memorial will stand as a tangible demonstration of the strong bond between the

people of Britain and Belgium – a bond made stronger through being forged in adversity. I echo the sentiment of the garden designer, Piet Blanckaert, when he said the garden should be a symbol of hope for the future.

On behalf of the seven regiments of The Household Division I offer sincere thanks to everyone who contributed to the creation of this beautiful and meaningful memorial.



ANDREW WALLIS

Curator of The Guards Museum

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Andrew Wallis



King Charles II at the St-Sebastiaen's Guild in Bruges

*The
Memorial
Garden
Flanders Fields
1914-2014*



FOREWORD BY H.E. MINISTER PRESIDENT KRIS PEETERS

The First World War, also known as the Great War, was the first international conflict on a global scale. Millions of soldiers and civilians from no less than 50 countries lost their lives. All over the world, the name ‘Flanders Fields’ has come to be associated with unprecedented human suffering and material destruction.

In the past hundred years these events have had a major influence on our society. Today, the victims of this war still deserve to be remembered and honoured. That is why the Government of Flanders has started preparing the commemoration of the First World War, which will take place between 2014 and 2018.

To mark this, the Government of Flanders has expressed the wish to create memorial gardens at

symbolic locations worldwide. Our aim is to commemorate and honour all those who fought and lost their lives during the Great War. Furthermore the memorial gardens will be permanent reminders of hope, peace, reconciliation and international solidarity. Since we value our strong bond with the people of the United Kingdom, the first memorial garden will be created in London.

Of course, we would like to realise this project in close collaboration with our British partners. For that reason, the Government of Flanders has pledged a subsidy on a pound for pound basis for every GBP (in cash or in kind) donated by a supporter to be matched by the Government of Flanders.

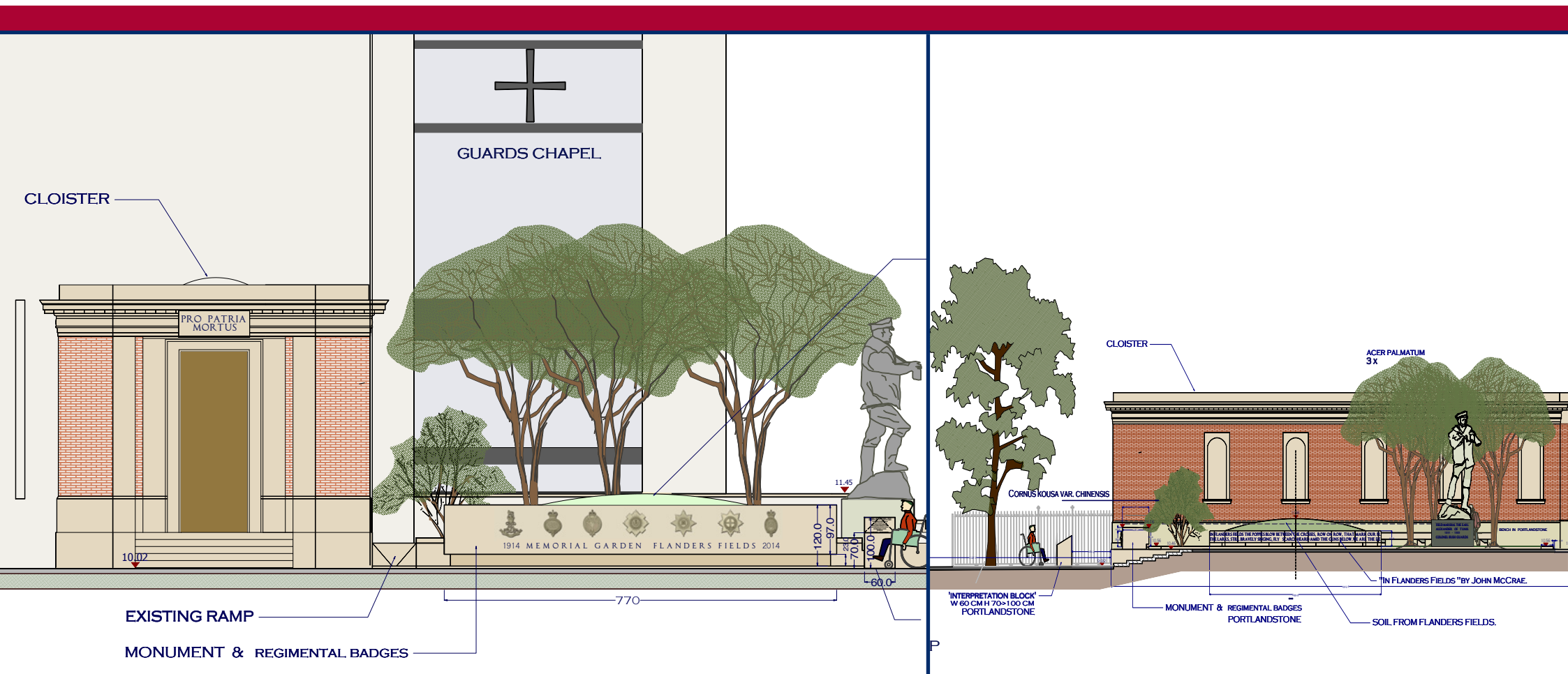


KRIS PEETERS

Minister-President of the Government of Flanders
Flemish Minister for Economy
Foreign Policy
Agriculture and Rural Policy



Kris Peeters



THE MEMORIAL GARDEN FLANDERS FIELDS 1914-2014

The Memorial Garden ‘Flanders Fields 1914-2014’ is an initiative of The Guards Museum and supported by Flanders House in London. The garden will be located at Wellington Barracks alongside the Guards Chapel which is adjacent to Buckingham Palace.

The Garden is a gift from the Belgians to the British people and will be a unique opportunity not only to commemorate the 100th Anniversary of the start of the Great War but also to thank the British people for their sacrifice in liberating our country.

The Memorial Garden has been designed by internationally acclaimed landscape architect Piet Blanckaert from Bruges, Belgium:

‘The Memorial Garden should honour all those who fought and died in the war and it should be a symbol of hope and of a better future for all.’

Your support for the Memorial Garden ‘Flanders Fields’ will help strengthen the historical ties between our countries as this important project seeks to bring home the British war heroes to their regiments after 100 years.

Your help will allow British people and especially school children, to pay their respects to their war heroes in London. The project has already become the catalyst for similar Garden projects in France, Germany and Belgium.

The project is supported wholeheartedly by The Flemish Government, The House of Lords, The City of Westminster, the British army and English heritage.

The Garden will be opened on 8 November 2014 in a unique and moving ceremony which will be attended by both countries’ Royal Families.



Map of the area



PIET BLANCKAERT, DESIGNER OF THE MEMORIAL GARDEN

The Memorial Garden has been designed by internationally acclaimed landscape architect Piet Blanckaert from Bruges, Belgium. His design is the fruition of a long and personal thinking process:

'I do not belong to the generation which was closely involved in both world wars. I belong to the generation who felt the incredible emotions of our fathers and grandfathers when they talked about the war. It is these emotions which have driven me to come up with a design which reflects the new life, the freedom and the hope which their sacrifices and those of millions of soldiers have given us today.'

The general outline of the formal garden is to accentuate the existing architecture. By lifting the level about 10cm we want to create the feel of the rectangle signifying the fields. The rectangle stands for 'death'.

The raised circular bed stands for eternal life. This is an antithesis. The circle also reflects the circular openings in the roof of the Menin Gate in Ypres, through which thousands of poppy petals are scattered on Remembrance Day.

Around the outside edge of the circular wall, the poem 'In Flanders Fields' written by John McCrae will be engraved along with the names of the regiments. The circular wall embraces the soil in which many soldiers found their last resting place. This soil will be brought over from several cemeteries in Flanders to London. This symbolises the return of many heroes. This sacred soil from Flanders Fields will be brought over during a special ceremony in which the armies of both countries will be participating.

This hill and the surrounding trees represent the landscape around Ypres. Everything is constructed with simple but powerful lines in symbiosis with the architecture of the chapel. The memorial stone, as well as the walls and the pavement, have been created using Portland stone. The Memorial Stone will be visible from the street just outside the barracks.

The purpose of the garden is to be a haven of peace where people can meet, read, relax or take family pictures after their wedding and baptism services in the chapel.

We hope this project will make young people realise what their ancestors fought for and prevent them from having to go through the same thing. The Memorial Garden will hopefully make some memories more 'tangible' to them.'



PIET BLANCKAERT
Landscape architect

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Piet Blanckaert

SUPPORTER BENEFITS

We would like to give you the opportunity to be part of this unique project and are delighted to offer you the following benefit levels:

BRONZE LEVEL

Donations worth €1,000+VAT

- 2 exclusive tickets for the Colonel's Review in London on 9th June 2012 followed by lunch at The Guards Museum
- 2 VIP tickets for the 'Flanders Remembers' concert in November 2013 at The Royal Hospital Chelsea, London
- 2 VIP tickets for the 'gathering of the sacred earth' ceremony at the Menin gate in Ypres on 11th November 2013
- 2 tickets for the Beating Retreat on Horse Guards Parade
- 2 tickets for the Scarlet and Gold Massed Bands concert in November 2012
- Inclusion of your company logo or name on our website and in the 'Book of Sponsors' to be handed over to both the British and Belgian Royal Families

SILVER LEVEL

Donations worth €5,000+VAT

- A one-off 'at cost' reception event at The Guards Museum in a unique setting next to Buckingham Palace overlooking St. James's Park for up to 50 people worth €2500
- 4 exclusive tickets for the Colonel's Review in London on 9th June 2012 followed by lunch at the Guards Museum
- 4 VIP tickets for the 'Flanders Remembers' concert in November 2013 at The Royal Hospital Chelsea, London
- 4 VIP tickets for the 'Gathering of the Sacred Earth' ceremony at the menin gate in Ypres on 11th November 2013
- 4 tickets for the Beating Retreat on Horse Guards Parade
- 4 tickets for the Scarlet and Gold Massed Bands concert in November 2012
- 4 VIP tickets for the grand opening ceremony with the Royal Families in November 2014 in London
- Inclusion of your company logo in all our communication about the Memorial Garden 'Flanders Fields' 1914 – 2014 in London
- Inclusion of your company logo on our website and in the 'Book of Sponsors' to be handed over to both the British and Belgian Royal Families

GOLD LEVEL

Donations worth €10,000+VAT

- One-off free use of The Guards Museum facilities for a private or corporate reception for up to 50 people in a unique setting next to Buckingham Palace overlooking St. James's Park worth €7500
- 6 exclusive tickets for the Colonel's Review in London on 9th June 2012 followed by lunch at The Guards Museum
- 6 VIP tickets for the 'Flanders Remembers' concert in November 2013 at The Royal Hospital Chelsea, London
- 6 VIP tickets for the 'Gathering of the Sacred Earth' ceremony at the Menin gate in Ypres on 11th November 2013
- 6 tickets for the Beating Retreat on Horse Guards Parade
- 6 tickets for the Scarlet and Gold Massed Bands concert in November 2012
- 6 VIP tickets for the grand opening ceremony with the Royal Families in November 2014 in London
- Inclusion of your company logo in all our communication about the Memorial Garden 'Flanders Fields' 1914 – 2014 in London
- Inclusion of your company logo on our website and in the 'Book of Sponsors' to be handed over to both the British and Belgian Royal Families
- Inclusion of your company logo on the permanent Memorial Tablet in the museum next to the garden

PLATINUM LEVEL

Donations worth €25,000+VAT

- One-off free use of The Guards Museum facilities for a private or corporate event for up to 50 people in a unique setting next to Buckingham Palace overlooking St. James's Park worth €7500
- 6 exclusive tickets for Her Majesty's Birthday Parade aka Trooping the Colour in London on 16th June 2012 followed by lunch at The Guards Museum
- 10 VIP tickets for the 'Flanders Remembers' concert in November 2013 at The Royal Hospital Chelsea, London
- 10 tickets for the Beating Retreat on Horse Guards Parade plus a champagne reception at The Guards Museum beforehand
- 10 tickets for the Scarlet and Gold Massed Bands concert in November 2012 with a champagne reception before the concert
- 10 VIP tickets for the 'Gathering of the Sacred Earth' ceremony at the Menin gate in Ypres on 11th November 2013
- 10 VIP tickets for the grand opening ceremony with the Royal Families in November 2014 in London
- Inclusion of your company logo in all our communications about the Memorial Garden 'Flanders Fields' 1914 – 2014 in London
- Inclusion of your company logo on our website and in the 'Book of Sponsors' to be handed over to both the British and Belgian Royal Families
- Inclusion of your company logo on the permanent Memorial Tablet in the museum next to the garden
- A one-off free corporate dinner at The Guards Museum for up to 30 people worth €10,000
- 50 free DVDs on the Guards worth €900
- Free corporate membership of the Society of Friends of the Museum worth €2,500

CURRENT SECURED SUPPORTERS

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THE GUARDS CHAPEL

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