

## Magical Augmented Reality Halloween Characters come to Clapham Junction

**This Halloween, families will be able to track a trail of ten charming AV characters - 'The Luminauts' - 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 **The Luminauts!** – a free, 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.

The Luminauts trail is an imaginative, Space-inspired walking trail, specifically designed for families (for a range of children's ages), who can discover colourful, interstellar heroes (on vinyl stickers) in Halloween window displays across ten businesses, within the BID locale. Children can listen to immersive stories on their smartphone and open the characters in augmented reality (AR) - watching them burst into life in 3D; take selfies, or even record movies with the creatures!



**Halloween Luminauts' Masks**



### Past campaigns for illustration

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 'phone. There's no need to download any apps or register – it's completely free. Participating families will be given a free digital fun pack, even if they are unable to complete the trail.

The Junction Executive BID Director, Roz Lloyd-Williams, commented, "The Luminauts' trail is a fantastic day out for families this October half-term. High Street trails provide an excellent opportunity to encourage locals and visitors to Clapham Junction; they can enjoy a novel, interactive experience, while 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:

**Milo and the Bull – 62 St John's Hill SW11 1AD**

**Lords at Home – 81-83 Northcote Road SW11 6PJ**

**Snappy Snaps – 13 St John's Hill SW11 1TN**

**Indian Moment – 44 Battersea Rise SW11 1EE**

**Thermomix – 299-301 Lavender Hill SW11 1TN**

**Partridges – 295-297 Lavender Hill SW11 1LP**

**Pet Pavilion – 18 Battersea Rise SW11 1EE**

**Hamish Johnston – 48 Northcote Rod, SW11 1PA**

**Love Brownies – 69 St John's Road, SW11 1QX**

**Lush Clapham Junction – Unit 2, The Shopstop Centre, SW11 1R**

**The trail runs until 31 October** and takes just over an hour to walk, but 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 (such as the recent pandemic).

### **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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