

CITY | DRESSING

Street Dressing Brochure

www.citydressing.co.uk

Street Dressing

Street dressing is a powerful way to transform public spaces, turning ordinary streets into vibrant, engaging environments that attract visitors, support local businesses, and communicate important information. By introducing colour, movement, and clear visual messaging, street dressing helps create a stronger sense of place and identity within towns and cities.

City Dressing specialises in delivering creative street dressing solutions that enhance the visual appeal and functionality of public spaces. Through a range of carefully designed installations, streets can become more welcoming, informative, and memorable for residents, visitors, and shoppers alike.

Products

Our solutions include lamp column banners, information towers, ground graphics, empty shop graphics, building flags, cross-street banners, and bunting. Each element plays a role in adding vibrancy to the streetscape while also providing opportunities to highlight local events, promote businesses, and guide visitors through the area.

Services

Our services include both the delivery and management of street campaigns. We can create an audit of physical assets as well as work with our partners to create revenue streams and encourage sponsorship.



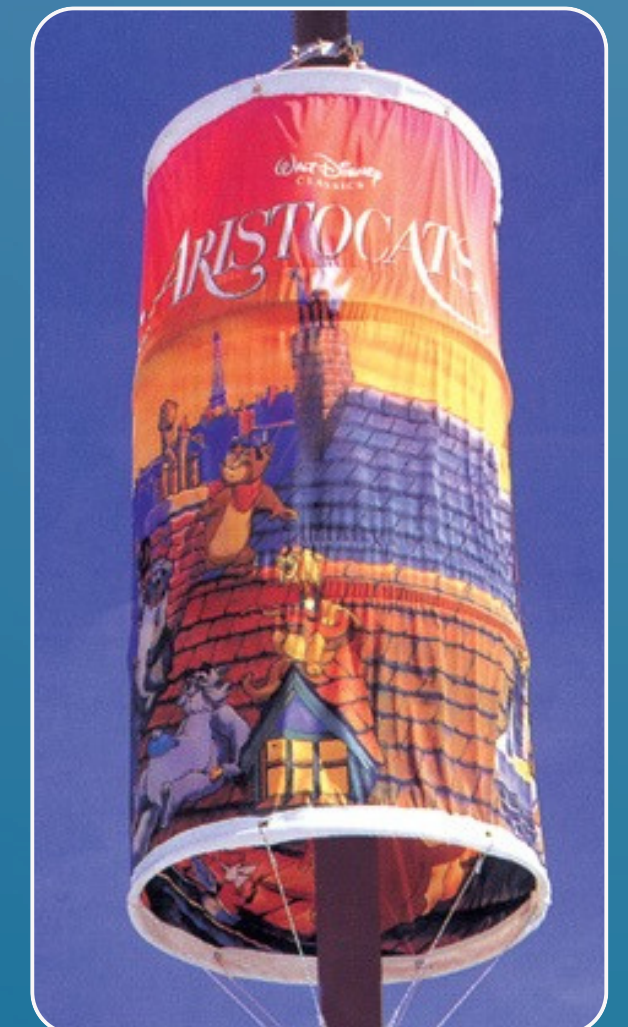
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Lamp Column Banners

Lamp Column Banners are a proven and cost-effective way to transform streets, create vibrancy and reinforce a strong sense of place. Positioned at eye level throughout high streets and key routes, they provide consistent, high-impact branding that enhances the visitor experience.

Ideal for seasonal campaigns, events, cultural celebrations or town-wide messaging, banners can be fully customised in design, size and finish. Our team manages the full process from design and production to installation and maintenance.

As part of a wider street dressing scheme, Lamp Column Banners help increase footfall, encourage exploration and deliver a cohesive, professional look across the destination.



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Information Towers

Information Towers are a striking and practical addition to any street dressing scheme, combining wayfinding, information and branding in one engaging feature. Positioned in key locations, they provide clear navigation, highlight local attractions and promote events or initiatives.

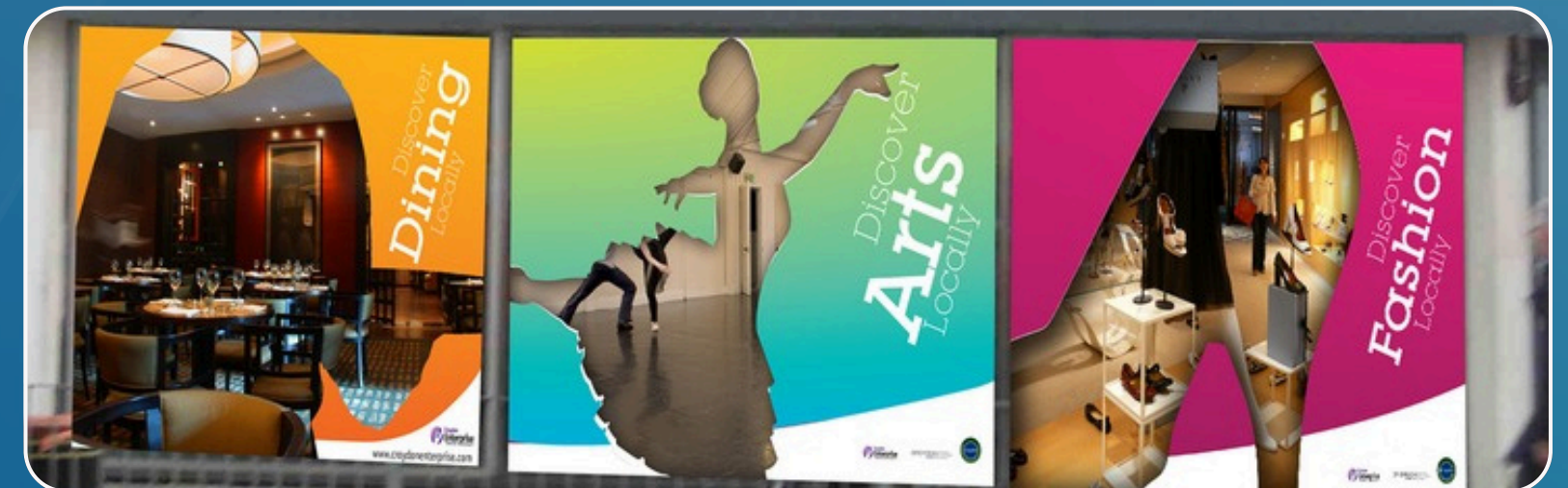
Designed and manufactured in-house, each tower is fully bespoke, allowing for flexibility in size, layout and finish to suit the surrounding environment. Durable and visually impactful, they enhance the overall look and feel of a space while improving the visitor experience.



Window Graphics

Window Vinyl Graphics are a versatile and impactful way to animate spaces, promote events and transform vacant units. Whether used to advertise upcoming campaigns, support meanwhile use or simply enhance the visual appeal of empty shopfronts, they help create a more vibrant and engaging environment.

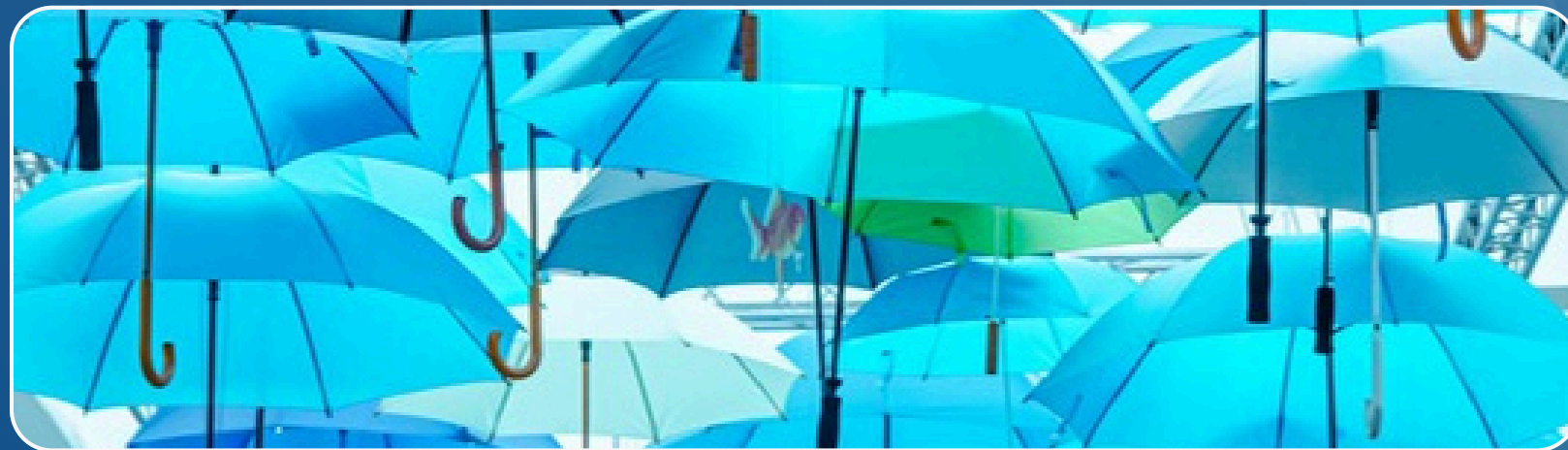
Fully bespoke in design, our graphics can be tailored to suit any theme, brand or location. Easy to install and remove, they offer a flexible solution for both short-term activations and longer-term improvements. As part of a wider street dressing scheme, Window Vinyl Graphics improve perception, reduce the impact of vacancy and encourage footfall.



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Canopies

Canopies are a striking way to transform overhead space, creating immersive and memorable environments across streets and shopping centres. From vibrant umbrella displays to butterflies and bespoke installations, they add colour, movement and visual interest above eye level. Designed to suit seasonal themes or campaigns, canopies enhance atmosphere and encourage visitors to look up, explore and engage. As part of a wider street dressing scheme, they elevate perception, create standout moments and help destinations feel unique, welcoming and full of life.



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Cross Street

Cross Street Displays are a bold and effective way to add colour, movement and impact across key streets and thoroughfares. Using elements such as flags, floral installations and suspended banners, they create a strong visual statement that draws attention and enhances the overall atmosphere. Ideal for seasonal themes, events or place branding, they help unify an area. As part of a wider street dressing scheme, they boost vibrancy, encourage footfall and create a memorable visitor experience.



Floor Graphics

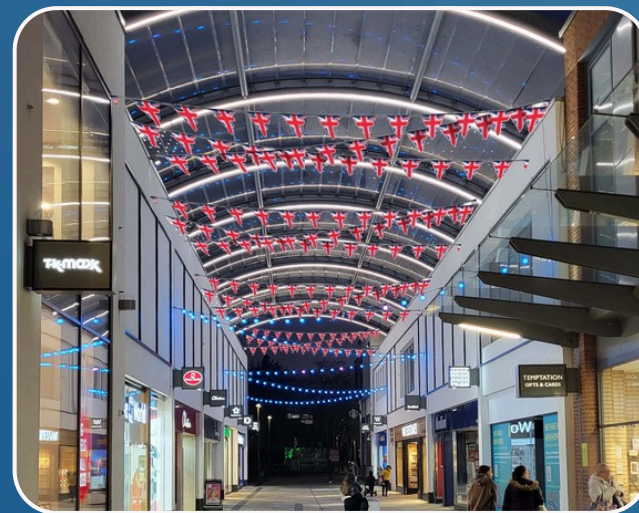
Floor Graphics are a creative and engaging way to bring surfaces to life, both indoors and outdoors. Using high-quality, durable vinyl, they can be applied to pavements, walkways and internal floors to deliver fun, interactive experiences as well as practical messaging. Ideal for games, trails, busking spots, wayfinding or promotional campaigns, they encourage interaction and guide visitors through a space. Fully bespoke in design, they can reflect seasonal themes or brand identities. As part of a wider street dressing scheme, Floor Graphics enhance engagement, improve navigation and create memorable moments that increase dwell time and footfall.



Bunting and Building Flags

Bunting and Building Flags are a simple yet highly effective way to add colour, movement and character to any destination. Ideal for streets, shopping centres and public spaces, they create an instant sense of occasion and celebration. From traditional bunting to bold, branded building-mounted flags, each installation can be fully customised to reflect seasonal themes, events or place identity.

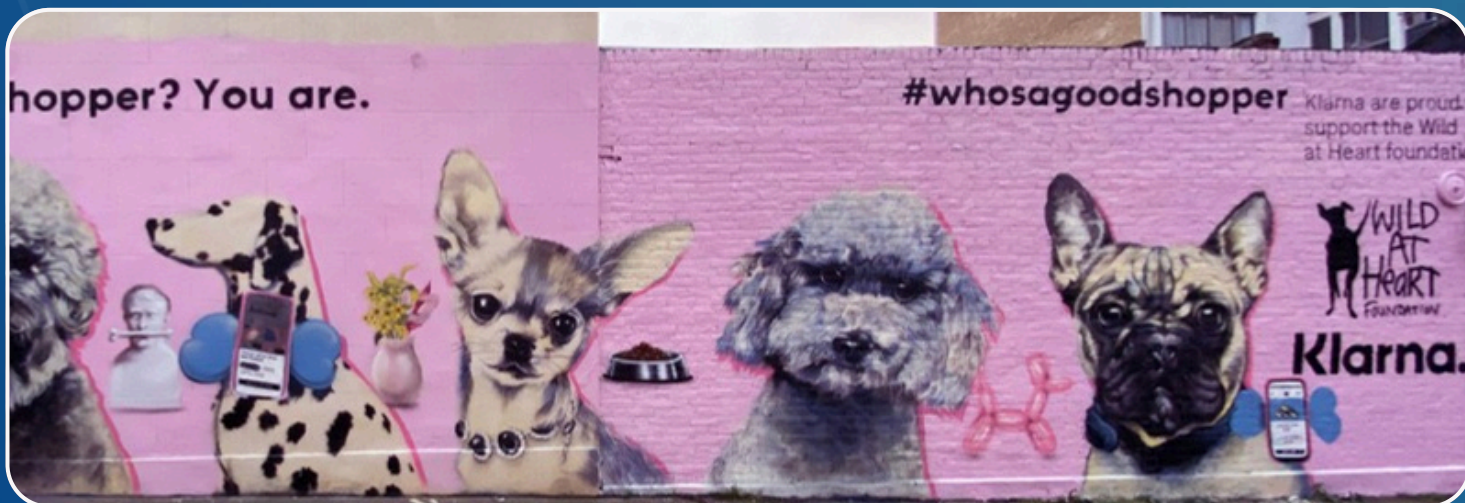
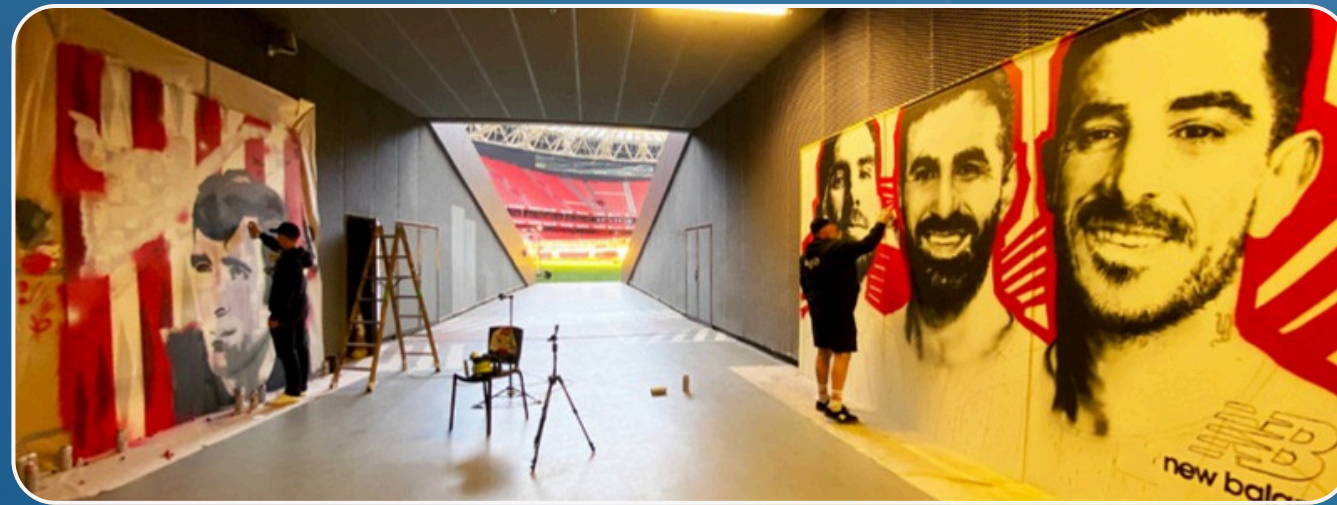
Lightweight and versatile, they can be installed across a variety of settings to maximise visibility. As part of a wider street dressing scheme, they enhance atmosphere, strengthen branding and help create a vibrant, welcoming environment that encourages footfall.



Street Art Murals

Street Art Murals are a powerful way to transform spaces, tell stories and create standout visual destinations. Working with an internationally renowned street artist, we deliver bespoke spray-painted artwork that reflects local identity, culture and brand messaging.

Each mural is carefully designed to enhance its surroundings and create a strong sense of place. We can also deliver murals using batten and boarding, protecting existing walls while allowing artwork to be refreshed or updated over time. As part of a wider street dressing scheme, murals elevate perception, reduce the impact of blank or tired spaces and create memorable, shareable moments.



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Welcome Arches

Welcome Arches create striking entrances that draw people in and set the tone for a space. From illuminated light tunnels to vibrant floral arches, they provide immersive, photo-ready moments that encourage interaction and social sharing. Perfect for marking gateways, high streets or entrances to pop-up parks, they create a clear sense of arrival and occasion. Fully bespoke in design, they can be tailored to suit seasonal themes, events or brand identity. As part of a wider street dressing scheme, Welcome Arches enhance first impressions, increase dwell time and create memorable experiences that attract footfall.

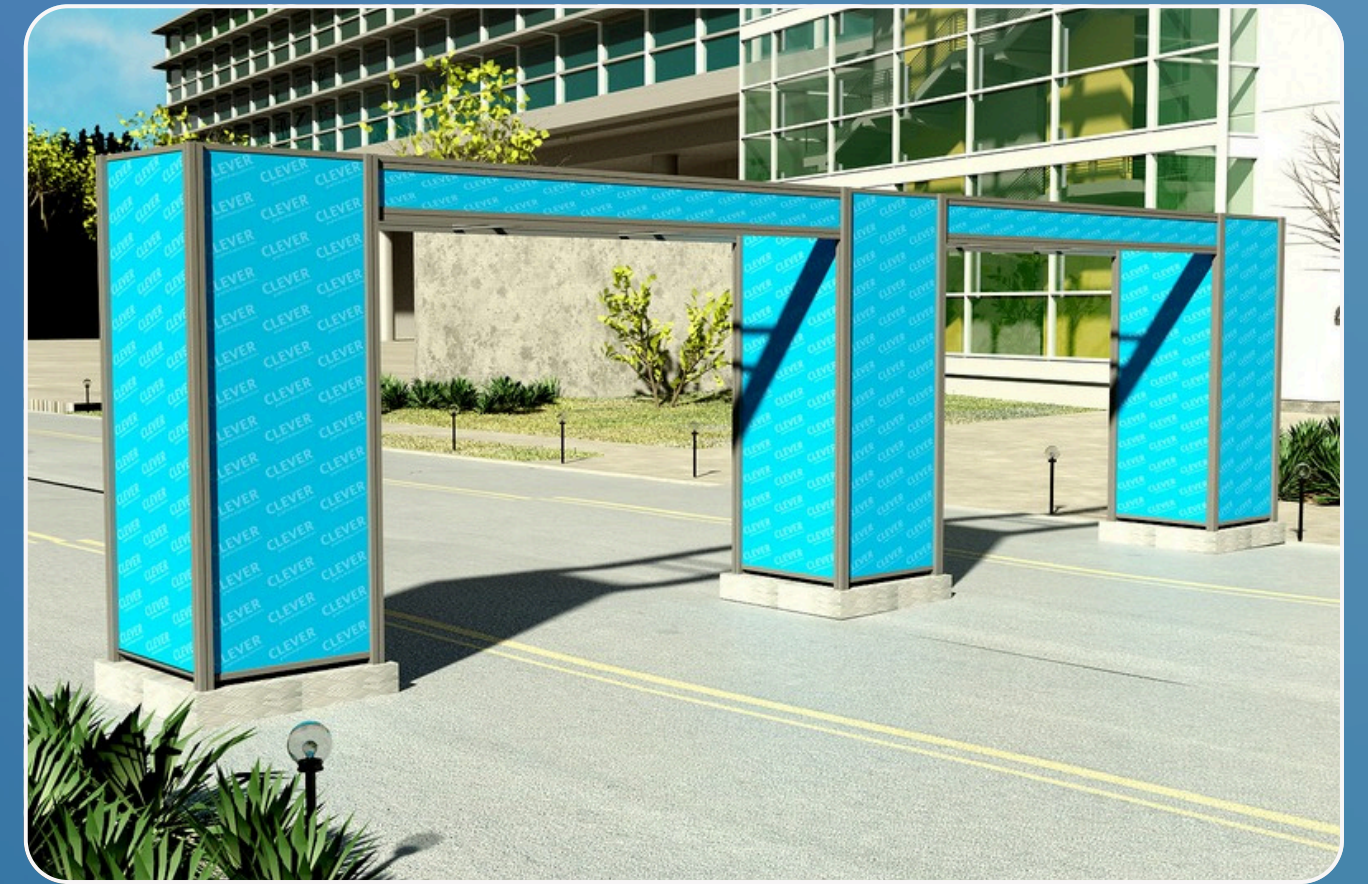


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Event Branding

Event Branding is a powerful way to build anticipation, create atmosphere and deliver a cohesive, professional look for any occasion. Using a range of elements including towers, graphics, flags and signage, we transform spaces in the lead-up to and on the day of an event. Fully bespoke in design, each installation reflects the event's identity while guiding visitors and enhancing the overall experience.

From subtle build-up campaigns to full takeovers, our team manages design, production and installation. As part of a wider street dressing scheme, Event Branding increases visibility, drives footfall and ensures a memorable, high-impact event presence.



Giant Letters

Giant Letters are a bold and impactful way to create standout features within any space. Suitable for both indoor and outdoor use, they can be crafted from a wide range of materials and finishes to suit any theme or environment. From iconic LOVE and NOEL installations to bespoke words, place names or entrance statements, they provide highly visual, photo-ready moments that encourage interaction. Fully customisable in size, colour and style, they can be illuminated or branded to maximise impact. As part of a wider street dressing scheme, Giant Letters enhance identity, create focal points and drive engagement and footfall.



Who We Are?

City Dressing was founded on a simple belief: that well-designed temporary interventions can transform how people experience and engage with their town centres. We've seen firsthand how the right installation at the right time can revitalize a struggling high street, create a sense of community pride, and deliver measurable economic benefits.

What sets us apart is our understanding of place. We don't just design installations; we create experiences that respond to local context, celebrate community character, and deliver practical results for our clients.

Our Vision



To transform town and city centres into vibrant, engaging places through creative city dressing and temporary experiences, helping people spend more time in public spaces while supporting footfall, engagement and long-term place regeneration.

Our Mission



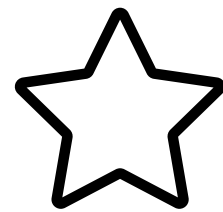
To design, deliver and manage high-quality city dressing, temporary installations and seasonal experiences that activate town centres, engage audiences and provide measurable value for partners, communities and local economies.



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Services We Offer

Our services include the design, delivery and management of city dressing, seasonal displays, town centre trails and temporary public realm installations, working in partnership with clients to create engaging, flexible and well-managed experiences.



Place Making & City Dressing

Transform underused or uninviting spaces into vibrant destinations that attract visitors and create community pride. We specialize in pop-up parks, parklets, outdoor seating areas, and creative interventions that make people want to stay longer.



Seasonal & Festive Activations

Create memorable seasonal experiences that drive footfall and boost local economies. From Christmas wonderlands to summer festivals, Halloween trails to Easter celebrations, we design and deliver activations that capture the magic of each season.



Trails & Gamified Experiences

Engage visitors with interactive trails that encourage exploration and discovery. Sculpture trails, light trails, treasure hunts, and app-integrated experiences that extend dwell time and create social media buzz.



Urban Canvas & Place Branding

Transform vacant units, and commercial spaces from eyesores into eye-catching assets. Bespoke street art, lamppost banners, large-scale vinyl installations, wayfinding graphics, and freestanding information towers, windows, hoardings, and public spaces



Prop Hire & Set Dressing

Access our extensive library of props, furniture, and decorative elements for hire. From giant deck chairs to structural seating, themed props to street dressing, we have everything you need to create an engaging space.

Why Choose Us?

We are one of the UK's leading creators of vibrant, engaging public space experiences, transforming underused streets into destinations with imaginative, seasonal and bespoke installations that boost engagement, support footfall and deliver impactful placemaking results for councils, BIDs and landlords.



Safe

Safety is paramount in everything we do. All installations meet stringent safety standards and are fully insured and certified.



Creative

We bring fresh, innovative ideas to every project, creating memorable experiences that capture imaginations.



Practical

Beautiful designs that actually work. We understand budgets, timelines, and the realities of working in public spaces.



Measurable Impact

Our installations consistently demonstrate measurable positive impacts on footfall, dwell time, and overall engagement.



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Our Team

Backed by an exceptional network of highly skilled freelance installers, makers and specialists, our core team leads every project from concept to completion, ensuring every activation is delivered safely, creatively and to the highest standard.



JEREMY RUCKER
Founder & MD



TOM HARDY
Deputy MD



JAMES FAULKNER
Project Manager



MARK OSMOND
Operations Manager



KIERSTEN WARD
Project Manager



LIANNE SMITH
Sales Manager



HAL
Head of Design Build



Our Portfolio

impactful Placemaking Projects

Our portfolio showcases a wide range of public realm projects, from city dressing and seasonal installations to interactive experiences delivered across town centres and high streets nationwide. Each project is tailored to place and audience. Selected projects can be viewed at citydressing.co.uk/projects

What's Next?

- 1** We review your enquiry and respond within 24 hours with a friendly introduction and initial questions to understand your needs.
- 2** We schedule a call to discuss your objectives in detail, explore ideas and agree the best approach for your place.
- 3** You receive a tailored proposal with design concepts, cost options and a recommended delivery plan suited to your goals.

Let's Create Something
Amazing Together



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