

PRINTFIELD

**HOME OF
DENIS LAW
WINNER OF
THE FIFA
BALLON D'OR**

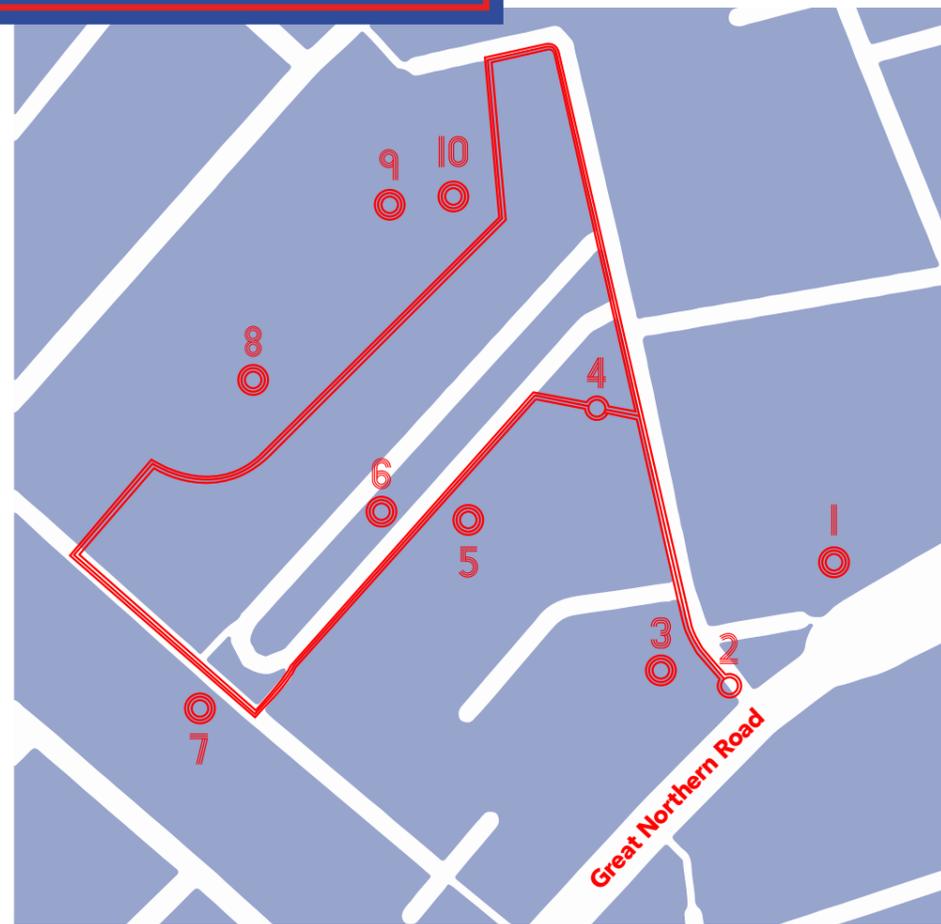


PRINTFIELD 10

Printfield 10 is a visitor attraction and experience that will educate participants about Denis Law; the greatest Scottish football player of all time. We aim to motivate, inspire and collaborate with a vibrant local community and encourage interaction and exchanges between local businesses, creative & sports organisations, property owners, community groups, education institutions and members of the public across all ages and backgrounds.

We also aim to build on the anticipated profile and opening of the Hall of Heroes exhibition (<https://news.aberdeencity.gov.uk/hall-of-heroes-line-up-unveiled-for-new-aberdeen-visitor-attraction/>) in Provost Skene's House.

Map of Printfield and Proposed Tour



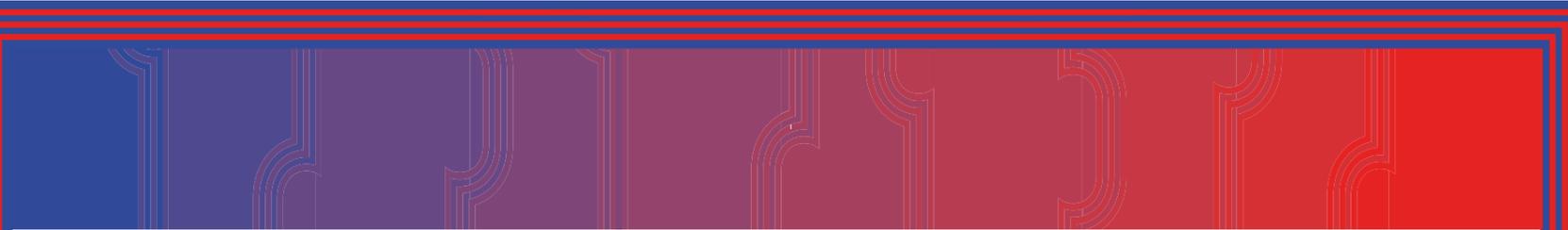
The experience will involve a short walking tour around the Printfield area and comprise 10 points of interest including Denis' childhood home and locations where he played football as a young boy growing up on the streets of Aberdeen.

Each of the 10 points of interest will be complemented by an 'interactive experience' and information panel that explains how Denis progressed from humble beginnings to become the world's greatest footballer and Scotland's only winner of the FIFA Ballon d'Or.

In order to identify the location of the experience within Aberdeen City and put Printfield 'on the map' we propose two pieces of public art. The first is a mural along a wall on Great Northern Road which depicts a timeline of Denis and his sporting achievements. The second is a mural on the tower block that sits at the entrance to Printfield. This mural will represent Denis and his iconic goal celebration.



These 'street art' installations will help identify Printfield as a location to passing traffic and provide a visual impact which will help further enhance the surrounding area (emulating many other successful commissions by the highly popular NuArt Festival (<https://2019.nuarterberdeen.co.uk/>)).



The colour palette will consist of a 10 step gradient from Red (Aberdeen city & Manchester United through to Blue (Scotland). The images portray a narrative that highlights aspects of Denis' childhood and footballing career; culminating in an image of Denis receiving his FIFA Ballon d'Or; the highest individual honour that a football player can receive.



Another possible artwork could involve the creation of an 'optical illusion' (that has been used successfully in Japan) to calm and slow traffic. This may not be an issue on Great Northern Road (given that that a speed camera sits directly adjacent to the junction into Printfield) however this would also act as a 'high profile' visual marker to help identify Printfield as a location.

If this idea was approved then we would like to use the famous Evening Express image of 'Denis and the Printfield kids' (below) playing in the street. Using perspective the image would be seen by oncoming drivers who would naturally react and slow down.



At the turn off into Printfield we propose to erect a sign that indicates the start of the walking tour. Other promotional materials, including a map and 'treasure hunt' will be made available for children and participants.





At each point of interest along the walk there will be an interactive element and plaque which features information about Denis, his life and career.

For example the first point of interest will allow participants to re-create the famous photograph of Denis on the exact location where the 'Denis and the Printfield kids' image was taken.

PRINTFIELD 10

The story of Denis Law is an astonishing and uplifting tale of triumph over adversity that saw a young Aberdeen boy rise from humble beginnings to become one of the greatest football players the world has ever seen.

Denis was born to George Law (a fisherman) and his wife Robina on the 24th of February at No.6 Printfield Terrace. He was the youngest of seven children.

Unfortunately, Denis was born with a severe squint in his right eye which resulted in him being bullied and having to wear thick glasses and play football with one eye closed throughout his childhood.

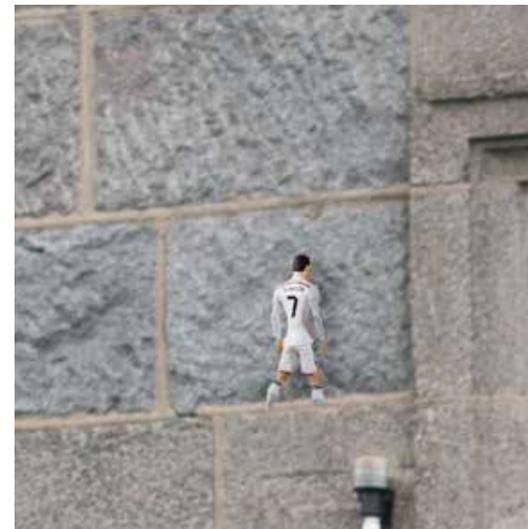


Denis was obsessed with football from a very young age and spent all his time playing and watching local teams. He was a keen supporter of Aberdeen Football Club and would try and gain entry into Pittodrie even when he didn't have enough money for a ticket.

His first experience of playing in a team came when he was selected to play for Hilton Primary School Under 11's at the age of 9. After finishing primary school he progressed to Powis Secondary which is now known as St. Machar Academy.



Accompanying each point of interest will be a 'discretely placed' figurine depicting another famous FIFA Ballon d'Or winner. This will form part of the 'treasure hunt' activity for children who have to locate 9 other Ballon d'Or winners (10 in total). These figurines will include modern day players such as Messi and Ronaldo and participants will be expected to identify all 10 as part of the route. This will also provide photo opportunities to promote and upload to social media (Instagram etc). This is similar in concept to Isaac Cordals work for the NuArt Festival (<http://www.nuartfestival.no/previous-years/nuart-2015/isaac-cordal--es->) and the recent Oor Wullie Bucket Trail.



Another point of interest would feature a replica Ballon d'Or (cast in bronze) in front of the large play area where Denis played football as a child. This would also provide another photo opportunity for aspiring footballers of the future.



There is also scope to explore additional & alternative 'income generation' that could be re-invested back into the community through the sale of souvenirs and memorabilia.

Future consideration could also be given to the upgrade of the existing play area and the Printfield Community Project Portakabin.

DID YOU KNOW?

Denis Law is still the only Scottish football player to win the prestigious **FIFA Ballon d'Or**.

Denis Law holds the record for most hat-tricks in Manchester United's club history:

1. **Denis Law-18** 2. Jack Rowley-12 3. Dennis Viollet -9 4. Wayne Rooney-7 5. Bobby Charlton-7

Denis signed his first professional contract with **Huddersfield Town** in February **1957** and went on to flourish under the management of **Bill Shankly**.

"Some people believe football is a matter of life and death, I am very disappointed with that attitude. I can assure you it is much, much more important than that."

Bill Shankly OBE

OUR 10 GOALS

INSPIRED BY DENIS' FAMOUS NUMBER 10 SHIRT

To provide community based events and activities that are free of charge and accessible to all.

To promote participation, social inclusion & integration.

To motivate and empower young people through prevention, intervention & diversionary activities.

To promote respect, civic values and social responsibility within communities and help reduce instances of youth crime and anti-social behaviour.

To promote health and well-being and discourage the misuse of substances, drugs and alcohol.

To promote education and creativity and the development of self-confidence, initiative and interpersonal skills.

To support & reconnect disaffected young people by providing alternative activities and opportunities for achievement.

To provide a platform for positive transformation.

To provide volunteers with opportunities to engage with and pursue personal development activities and qualifications.

To work in partnership and collaborate with all parties who share our common objectives for the benefit of communities and young people.

<https://www.denislawlegacytrust.org/denis-law>