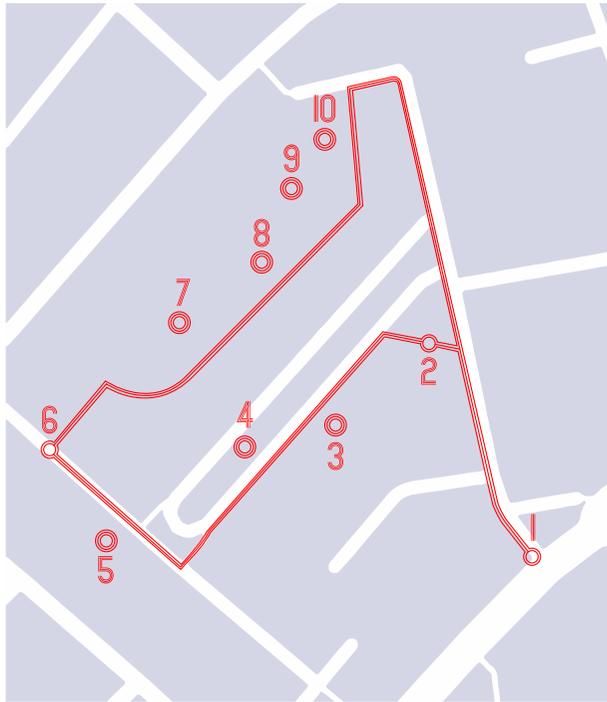


PRINTFIELD 10

To celebrate the achievement of **Denis Law**, Scotlands greatest ever footballer and only winner of the prestigious FIFA Ballon d'Or, the *Denis Law Legacy Trust* in collaboration with *Aberdeen City Council* and *Aberdeen Inspired* are proposing to create an informative and interactive walking tour of '**The Kings**' birthplace - **Printfield 10**.

Printfield 10 is a proposed 10-point walking tour incorporating street-art, photo opportunities and informative plaques detailing **Denis'** upbringing and illustrious football career. The walking tour will include points of interest including public art murals and installations, his childhood home, the local pitch where he developed his football skills and the location of a famous photo from when **Denis** signed for Manchester United.

MAP & LOCATIONS



Map of proposed Walking Tour featuring points of Interaction - est. 400m distance.

1. Tower Block Murals
2. Famous Photo Recreation
3. Denis' Childhood Home
4. Man City Cutout
5. Scotland Street Art
6. Torino
7. Manchester United
8. Rest of the World XI
9. Celebrate as the King
10. Balon D'or





TOWER BLOCK MURALS

Welcome to Printfield, the birthplace of Denis Law, Scotland's greatest footballer who played for Manchester United and astoundingly won the FIFA Ballon d'Or in 1964

Follow the track and trail to see where Denis played football as a young boy in the streets and find out more about his glittering career. You can also search for and mark other famous footballers who have won the illustrious FIFA Ballond'Or.

Introduction & map of trail identifying locations throughout Printfield.

*Search for and mark **Lionel Messi***



The 2 murals on the Tower Blocks will represent Denis' time with Manchester United and his Scotland career. The mural running the length of the Church wall will be split into 10 sections celebrating 10 iconic moments throughout Denis' career and life.



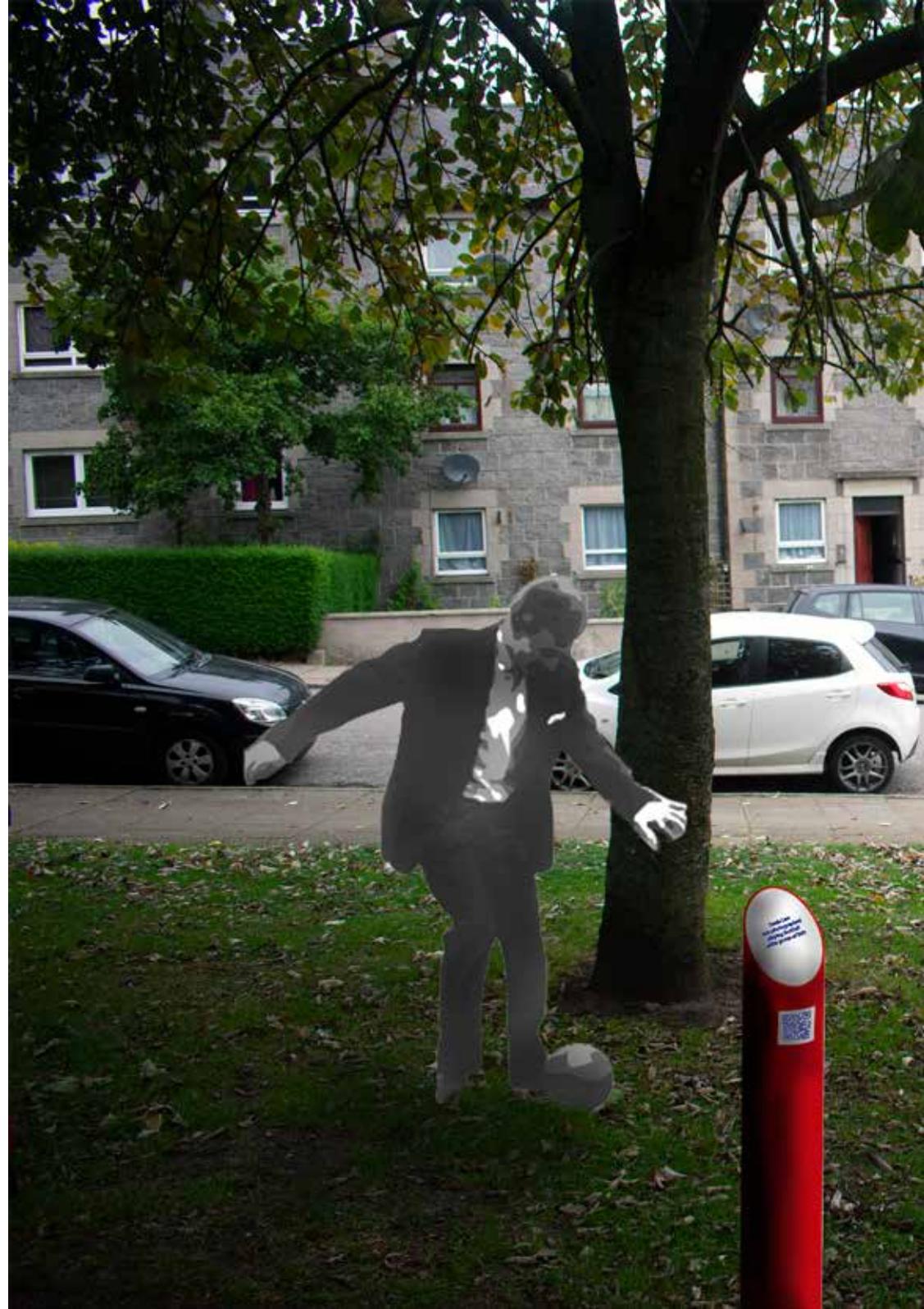


PHOTOGRAPH WITH LOCAL KIDS

Denis transferred for 3 consecutive world record transfer fees in 1961, 1962 and 1963.

This photograph was taken on this very spot in July 1962 when Denis visited his parents. He had just signed for Manchester United for another British record fee of £115,000. Denis was an instant success at Old Trafford as he helped transform Manchester United into a winning team.

*Search for and mark **George Best**
Take your photograph alongside **Denis**.
Complete a skills challenge*





3

DENIS' CHILDHOOD HOME/ HUDDERSFIELD

Denis lived in this lower left ground level flat (No. 6) with his sister and brothers and went to Powis Academy now St Machar Academy. Denis played for Aberdeen Lads Club and was spotted by a scout called Andy Beattie who invited him to go on trial with Huddersfield Town.

Despite a rather uninspiring performance, where he was mocked for his small build and poor eyesight, he was signed by the club in 1956.

*Search for and mark **Zinadine Zidane**
Take your photograph alongside Denis.
Complete a skills challenge*

4

MAN CITY

Denis received his first pair of football boots on his 12th birthday as a present from his friend & neighbour George Geddes.

In 1960 Denis moves to play for Manchester City for a then British record fee of £55,000

*Search for and mark **Bobby Charlton**
Take your photograph alongside Denis.
Complete a skills challenge*



5

SCOTLAND'S TOP GOALSCORER

In 1958 Denis became the youngest player to be capped for Scotland and made his debut against Wales in 1958.

He made 55 appearances and holds the joint goal scoring record of 30 goals with Kenny Dalglish.

*Search for and mark **Ronaldinho**
Take your photograph alongside Denis
Complete a skills challenge*





TORINO AND ITALY

In 1961 Denis moves to Italy to play for Torino for another British record transfer fee of £110,000. The Italian League was booming and the financial rewards far exceeded those in England however Denis did not enjoy the Italian style of defensive football and returned to the UK the following year after narrowly escaping from a serious car accident.

*Search for and mark **Christiano Ronaldo**
Take your photograph alongside Denis
Complete a skills challenge*





7

MANCHESTER UNITED

In 1962 Denis signs for Manchester United for another British record fee of £115,000.

*Search for and mark **Ronaldo**
Take your photograph alongside Denis
Complete a skills challenge*



REST OF THE WORLD XI

In 1963 Denis was selected to play in a World Soccer XI. In 1973 Denis re-joined Manchester City for one final season in a move that was to prove eventful. Manchester United were in desperate trouble at the foot of the league table and on the last day of the season in 1973-74 the Manchester derby ended in gloom for United at Old Trafford. With only minutes left, an instinctive back-heel shot from Denis gave City the win. Denis chose not to celebrate his goal against his former team and was immediately substituted in what was to be his last game in league football. Manchester United were then relegated later that day to the Second Division because of a win by Birmingham over Norwich and not because of the famous back-heel goal.

*Search for and mark **Eusébio**
Take your photograph alongside Denis.
Complete a skills challenge*



9

CELEBRATE WITH THE KING

In 1967 Denis scored a memorable goal in Scotland's famous 3-2 victory over England at Wembley which made Scotland the 'unofficial' World Champions after England had previously won the World Cup in 1966.

The Denis Law Legacy Trust has collaborated with many partners to help enhance communities throughout Aberdeen.

*Search for and mark **Johan Cruyff**
Take your photograph alongside Denis.
Complete a skills challenge and score a goal*



BALLON D'OR

Denis Law is the only Scottish Footballer to win the FIFA Ballon d'Or which he did in 1964.

*Search for and mark Denis Law
Take your photograph alongside Denis' FIFA Ballon d'Or.
Complete a skills challenge and score a goal*



INTRODUCTORY SIGN

A sign placed next to Great Northern Road will identify the starting location and feature a map and a brief description.

Welcome to Prinfield, the birthplace of Denis Law, Scotland's greatest footballer who played for Manchester United and astoundingly won the FIFA Ballon d'Or in 1964.

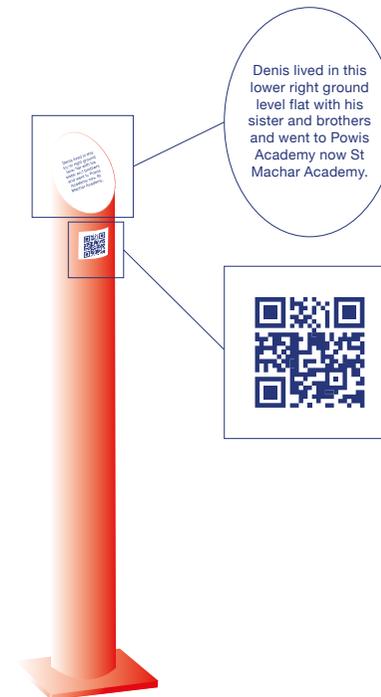
Follow the track and trail to see where Denis played football as a young boy in the streets and find out more about his glittering career. You can also search for and mark other famous footballers who have won the illustrious FIFA Ballon d'Or.





INFORMATIVE POSTS

At every stop along the tour there will be a series of 3 feet tall bollards to identify points of interest and a notable fact about Denis and/or his career. The top of each bollard will provide information about Denis and how the location is linked to his past and childhood. The installations will resemble a goalpost and will be bolted to the ground to be as robust and vandal-proof as possible. The bollards will be small and discrete and additional information will be accessible via QR code giving interested parties the ability to scan it and be transferred to a website with additional information.





BALLON D'OR FIGURINES

There is also a proposal to include and involve Isaac Cordal Ballon d'Or Figurines. Isaac Cordal is a Spanish artist who since 2006 has placed miniature sculptures in public places around the world as part of an on-going series called Cement Eclipses.

Made with cement and reproduced using silicone molds, Cordal's figurines (at just 25cm tall), will represent a series of 10 winners of the FIFA Ballon d'Or and can be found hiding among the streets and locations of Printfield in gutters, atop buildings and bus shelters, on walls and in other unusual and unlikely places. Embodying the spirit of guerrilla street art, little by little Cordal's players will transform the urban environment.

<http://www.nuartfestival.no/previous-years/nuart-2015/isaac-cordal--es->



SKILLS & FIGURINE CARD

At the beginning of **Printfield 10** children will be given a Skills & Figurines card. They will be encouraged to find the hidden figurines at each point and then mark them off. While the back will have a skill challenge for them to complete at each point. The aim of this is to increase interest for kids and give them a chance to practise skills on the ground where the greatest ever Scottish football player honed his skills.



WALKING TOURS/ NU-ART

The Printfield 10 tour will also open up other opportunities for the local community to benefit from increased footfall through collaboration with Nu-Art. Walking tours organised by Aberdeen Inspired and involving members of the local community (with knowledge of the area and its history) will intrigue participants and fans and could be scheduled in collaboration with the Hall of Heroes exhibition and/or prior to Aberdeen FC matches at Pittodrie.



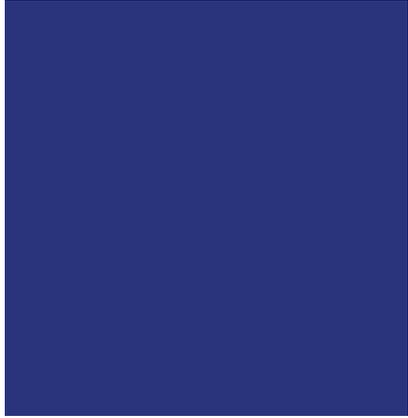
A screenshot of the Aberdeen Inspired website. The header includes a search icon, 'ABOUT US', 'CONTACT US', and social media icons for Facebook, Instagram, Twitter, and LinkedIn. The main navigation menu lists 'PROJECTS & PARTNERSHIPS', 'FESTIVALS & EVENTS', 'DISCOVER', 'COVID-19 HUB', and 'NEWS & BLOGS'. The main content area features a purple box with the 'NUART ABERDEEN' logo and a dark grey box with the text: 'Home - Festival & Events - Nuart Aberdeen Walking Tours' and 'Nuart Aberdeen Walking Tours'. Below this, it states: 'To promote the growing portfolio of works that will continue to be produced through to 2020 we have provided information here on our street art productions and walking tours.'



COMMUNITY INCOME

The walk is intended to end at the community centre. It is hoped that the tours will benefit the local Printfield community and help raise funds for social/youth club and other initiatives. The community centre could potentially sell teas and coffees and Denis Law Legacy Trust or Printfield 10 merchandise could be made available to buy including posters, t-shirts, mugs etc. with funds going directly back into the community and associated facilities.

COLOUR



SCOTLAND NAVY

Hex No: 28347c

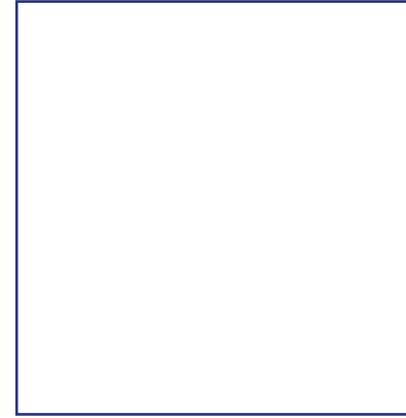
C: 100% R: 40
M: 91% G: 54
Y: 15% B: 124
K: 2%



MANCHESTER UNITED RED

Hex No: e42313

C: 0% R: 228
M: 95% G: 35
Y: 100% B: 19
K: 0%

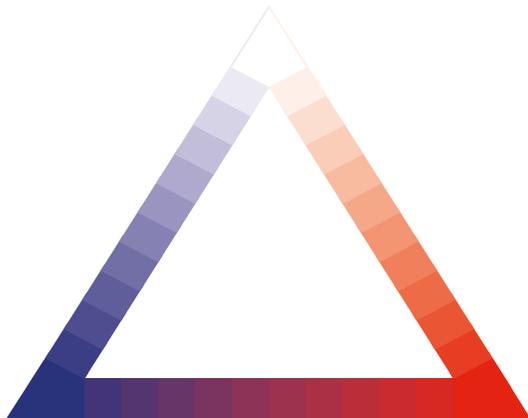


NO. 10 WHITE

Hex No: ffffff

C: 0% R: 255
M: 0% G: 255
Y: 0% B: 255
K: 0%

SECONDARY COLOURS



For tertiary colours and the palette to be used with the murals the number 10 needs to be applied. 10 steps of colour between each of the main brand colours - Scotland Navy, Manchester Red and White.

BRANDING

TYPEFACES

HEADINGS

AVENIR NEXT CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@£\$%^&*()

Body Copy

Avenir Next Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvXxYyZz

1234567890!@£\$%^&*()

ACCENTS

MEXCELLENT 3D

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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