

HISTORIC ROYAL PALACES

TOWER SUPERBLOOM AR

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A Superbloom

The mark the Platinum Jubilee of Queen Elizabeth II, the Tower of London planted over 20 million flower seeds to create a Superbloom in its historic moat.

The superbloom created a haven for pollinating insects and seed-eating birds in the heard of London, transforming the moat into an evolving sea of colours over the course of the summer in 2022.



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Tower Superbloom AR

Partnering with PRELOADED, Historic Royal Palaces wanted to explore how an AR experience could democratise access to this major public spectacle and engage audiences beyond the tower walls.

Leveraging the power of Niantics Lightship Platform, we created **Tower Superbloom AR** - an AR experience that extends the site-specific event to everyone, anywhere.



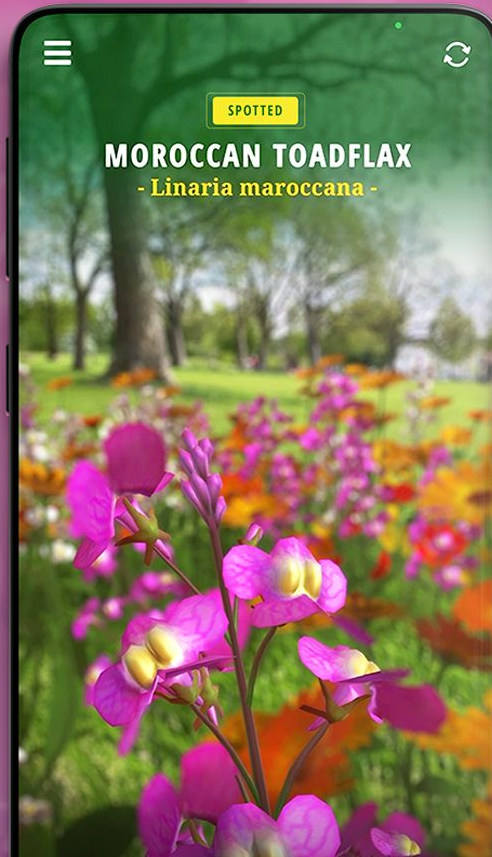
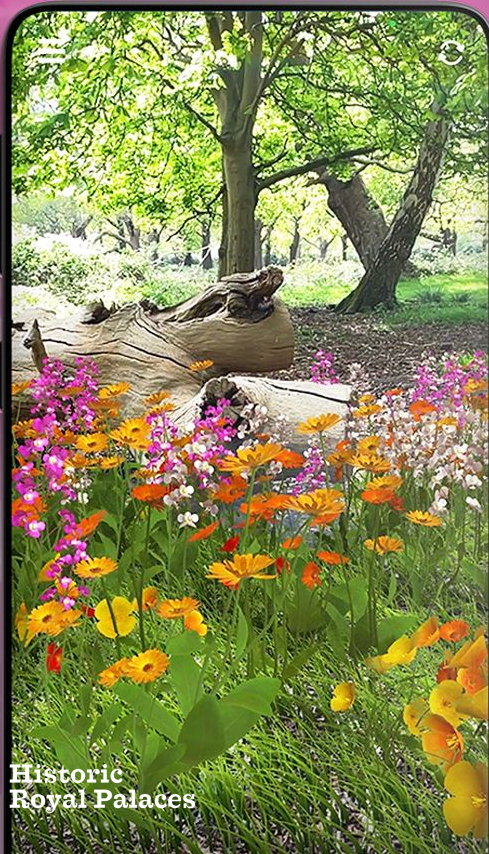
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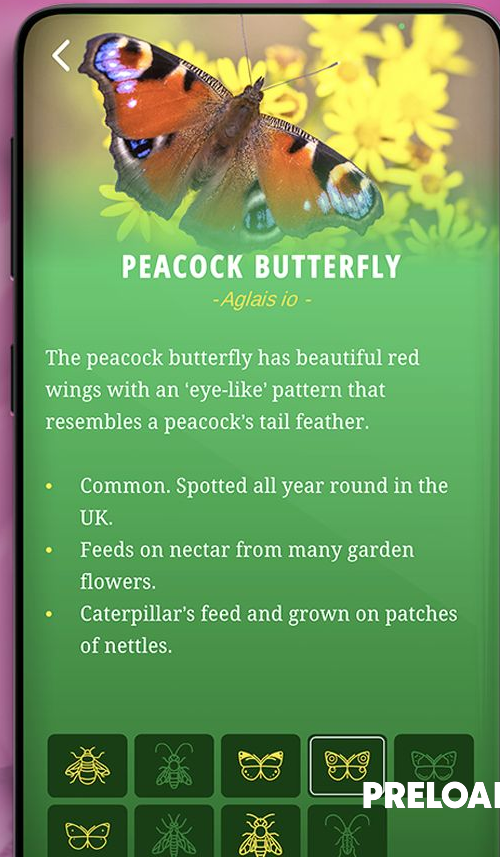
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SPOTTED

MOROCCAN TOADFLAX

- *Linaria maroccana* -



PEACOCK BUTTERFLY

- *Aglais io* -

The peacock butterfly has beautiful red wings with an 'eye-like' pattern that resembles a peacock's tail feather.

- Common. Spotted all year round in the UK.
- Feeds on nectar from many garden flowers.
- Caterpillar's feed and grown on patches of nettles.



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Experience overview

From the outset, the aim of the project was to create an experience that inspires audiences to change their own environments, appreciate the ecological benefits of Urban Greening and give them “space to breathe” in their busy lives.

In Tower Superbloom AR, users plant seeds and watch the tranquil organic growth of the bloom transform their environment.

The natural movement of the flowers and living ecosystem encourages users to naturally explore and move around the bloom. In doing so they learn more about the specific flower species and the precious pollinators which visit them.

Like the physical bloom, the digital bloom moves through three distinct “waves”, which denote key milestones in the growth process, characterised by different flower combinations.

The timely nature of the bloom and its inhabitants makes this a compelling and realistic discovery mechanic allowing, for example, a user to spot the hardworking White Tailed Bee on an African Daisy in early summer or the beautiful Red Admiral Butterfly on a Shirley Poppy in late summer.

The seasonality and authenticity of the waves creates a reason for users to return to the app and continue to connect with the site-specific event.

Everything discovered is added to the user’s growing collection, encouraging timely engagement through the summer.

The experience is accompanied by a meditative soundscape composed by Erland Cooper specifically for the Tower of London’s Superbloom.



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World-class expertise

The development of Tower Superbloom AR involved working with world-class experts and moving-target technology.

To guarantee the authenticity of the digital experience, PRELOADED teamed up with Nigel Dunnett, the lead horticulturist for Superbloom, collecting a vast array of reference material.



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Cutting-edge AR

Tower Superbloom AR is built using Niantic's Lightship and its ARDK, making use of a range of AR features including its innovative meshing capability.

The speed of the Lightship's meshing allowed PRELOADED to return accurate topology of the world from a single camera frame.



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