

## EXODUS ADVENTURE TRAVELS: THE SOUNDS OF ADVENTURE GARDEN



Designed by Nic Howard at We Love Plants

Delivered by Gardenlink

Sponsored by Exodus Adventure Travels

## EXODUS ADVENTURE TRAVELS UNVEILS ITS ‘SOUNDS OF ADVENTURE’ GARDEN AHEAD OF HAMPTON COURT PALACE GARDEN FESTIVAL

Imagery available [here](#)

**London, July 2024** – Leading adventure tour operator [Exodus Adventure Travels](#) is set to unveil its very first garden at [Hampton Court Palace Garden Festival](#) (2-7 July): [The Sounds of Adventure Garden](#). Designed by Nic Howard of We Love Plants and built by Gardenlink, the garden has been designed to reflect Exodus’ ethos of responsible travel and conservation. With plants from around the globe and raw recorded sounds piped through discreet speakers, the garden will engage all the senses, celebrating the sounds and sights of an Exodus adventure.

### THE SOUNDS OF ADVENTURE GARDEN

Exodus’ garden aims to reflect the travel operator’s commitment to minimising its environmental impact, encouraging visitors to tread lightly and cherish the world around them. Inspiration for the design and feel of the garden comes from the natural world. Throughout the garden flows a watercourse, supporting its biodiversity and playing a crucial part of the garden’s balanced water management system. Water-efficient irrigation systems, such as rainwater harvesting techniques and permeable paving materials, are used throughout to reduce water waste.

Each species of plant has been selected to create the feel of a natural oasis and support the development of a resilient landscape adapted to regional climate conditions. Key plants include ‘*hydrangea quercifolia*’, ‘*nepeta*’ and ‘*echinops ritro*’, which are particularly sturdy and tolerant of a range of conditions. The garden also enjoys pops of colour provided by the bright petals of ‘*cosmos bipinnatus*’ and a selection of classic roses.

The heart of the garden is a central building designed as if to hover above the ground. The building, and the garden itself, has been constructed without any concrete, with ground screws providing support for the building, meaning no trace will be left behind. In keeping with Exodus’ ethos, the garden is set to be repurposed at a site open to the National Garden Scheme, ensuring that members of the public can enjoy its tranquil atmosphere beyond the end of the festival on 7 July.

Visitors to the garden will enjoy an immersive garden experience, enhanced throughout by speakers playing Exodus’ [Sounds of Adventure playlist](#). This collection of raw recorded sounds from 12 destinations that travellers can experience on an Exodus holiday ranges from a dawn chorus in Vermont (USA) to the early morning atmosphere at the harbour of Pepperskär Hamnen (Finland).

### THE GARDENS AROUND THE WORLD COLLECTION

In advance of unveiling of the garden, Exodus has launched a new ‘Gardens around the World’ collection, spotlighting its trips that visit some of the world’s most spectacular horticultural destinations, including the Kirstenbosch National Botanical Garden in South Africa, the Wellington Botanical Gardens in New Zealand and Tsinandali Garden in Georgia. Included in the collection are the below five trips perfect for garden lovers:

- [Cape Town & The Garden Route – Premium Adventure](#)
- [A Week in Georgia](#)
- [Trails of New Zealand](#)
- [Sri Lanka Wildlife & Wonders – Premium Adventure](#)
- [Ancient & Modern Japan](#)

### INSPIRATION FOR THE SOUNDS OF ADVENTURE GARDEN

In order to marry together the themes of travel, adventure and sustainability, Exodus enlisted the help of prominent designer Nic Howard, founder of [We Love Plants](#) and notable presence at RHS shows since 2002. Nic was immediately struck by the brief and by the chance to bring to life harmony between the natural and the human, illustrating “*the relationship between the built and natural environments and*



*encouraging a profound appreciation for the delicate balance and inherent beauty of the natural world.”* In many ways, the garden reflects the feel of an Exodus adventure, which takes guests on authentic journeys to lesser-visited locations, providing time to pause and meditate.

*“My inspiration for the garden emerged from a desire to harmonise architecture and nature, creating a serene sanctuary where visitors can find tranquility and inspiration”, Nic adds. “The central feature of the garden, a striking triangular structure standing over a reflective water surface, symbolises the unity of strength and fluidity and is designed to evoke a sense of calm and contemplation.”*

*“Surrounding the structure, trees and diverse plantings are carefully chosen to enhance the garden’s beauty while providing a lush, immersive environment,” continues Nic. “The interplay of light and shadow through the foliage creates a dynamic, ever-changing atmosphere, inviting visitors to engage with the space in a deeply personal way. The water element adds a reflective quality that amplifies the garden’s visual appeal and introduces a soothing auditory component enhancing the overall sensory experience.”*

The garden will be unveiled at Hampton Court Palace Garden Festival before being moved to a permanent site in Surrey through the National Garden Scheme. Nic concludes, *“I hope that the garden offers a peaceful retreat, sparking joy and introspection in all who visit”.*

## **ENDS**

For further information and images, please contact the LOTUS team at [Exodustravels@wearelotus.co.uk](mailto:Exodustravels@wearelotus.co.uk) / 0207 953 7470

## THE GARDEN AT A GLANCE

### Fact box

Exodus Adventure Travels: The Sounds of Adventure Garden is designed to embody the renowned tour operator's commitment to responsible travel. Every element has been curated to minimise environmental impact, from materials selection to water conservation techniques.

A central building appears to levitate above the garden and over planting, which has been chosen to encourage pollinators. A watercourse gently snakes through the garden, supporting biodiversity and playing a crucial part of the balanced water management system that flows throughout the design. Each plant and feature relate to our interconnectedness with the earth and urges us to tread lightly and cherish our place in the environment.

With plants from around the globe and raw recorded sounds piped through discreet speakers, the garden will engage all the senses, celebrating the sounds and sights of an Exodus adventure.

### Key sustainability points

- No concrete is used in the garden construction; the building is supported with ground screws
- Resilient and wildlife friendly plant species are used to support local biodiversity, conserve water, and create resilient landscapes adapted to regional climate conditions
- Water-efficient irrigation systems are used throughout the garden, such as rainwater harvesting techniques, and permeable paving materials to reduce water usage and minimize runoff

### Repurpose & relocation

- The garden is being relocated to a garden in Surrey, as part of the National Garden Scheme

## IMAGERY REQUESTS

Please see a link to renderings [here](#).

For imagery requests, please contact [exodustravels@wearelotus.co.uk](mailto:exodustravels@wearelotus.co.uk).

## ABOUT EXODUS ADVENTURE TRAVELS

For 50 years, Exodus Adventure Travels has been leading the way when it comes to adventure travel. With an emphasis on responsible and experience-led travel, Exodus offers a diverse range of over 500 itineraries across 90 countries, from walking the Amalfi Coast to trekking to Everest Basecamp. Tours include small group guided adventures (with a maximum of 16 travellers) as well as private group tours and self-guided holidays. Each and every trip offers culturally rich experiences allowing customers to discover the essence of a destination. Exodus' citizen science trips, new for 2023, enable guests to take part in valuable scientific research as part of their holiday, and all Exodus adventures support local community-run businesses whilst also working to minimise the environmental and social impact of the trip on a destination.

To coincide with the company's 50<sup>th</sup> anniversary in 2024, Exodus initiated its Sounds of Adventure project, in collaboration with Cities and Memories and vocally supported by renowned adventurer Ray Mears. The resulting collection of raw recorded sounds from across the globe is designed to take travellers on a sensory journey across the world. It was Exodus' research into the power of sound to evoke nostalgia and wanderlust that provided the inspiration for the Sounds of Adventure Garden. The Gardens Around the World collection, released to coincide with the Sounds of Adventure Garden, includes a selection of top Exodus trips that visit some of the world's most iconic horticultural sites.

## ABOUT HEADWATER

Exodus Adventure Travels' sister brand, Headwater, offers self-guided journeys on foot or by bike in 31 countries worldwide. Whilst embracing modern technology and changing times since 1985, the company's ethos remains key – soft-active holidays, family-run and friendly hotels, an authentic experience of a region, including culture, cuisine and fine wines, and above all a fantastic level of personal service throughout.

The 2023/2024 collection features 335 trips. The newest additions to the Headwater portfolio are self-guided trips to Andalucia, Northern Portugal, Provence, Puglia & Sicily, offering a slower discovery with inclusions such as wine tastings and rail journeys. There are also trips that visit new areas of classic favourites, including the Italian Lakes and Emilia Romagna, alongside new private guided walking trips to Cape Verde, China, Morocco and Nepal.

## ABOUT NIC HOWARD AND WE LOVE PLANTS

The roots of Nic's gardening passion trace back to his grandmother. From the age of 11, he was already constructing garden features and experimenting with planting combinations. Following his passion, Nic pursued a degree in Landscape and Garden Design at Writtle, graduating with honours in 1999. After gaining experience with designer and plants-person Fiona Lawrenson, Nic founded his own design and construction company, We Love Plants Ltd, in 2001.

Nic says: *"My style of garden design can be described as a harmonious blend of modern design solutions with contemporary cottage planting. I aim to create fresh and exciting schemes that emphasise colour, texture, and year-round interest. My signature style is relaxed yet confident, characterised by the thoughtful grouping and drifting of herbaceous plants and grasses. Each of my garden projects reflects my passion for plants and my dedication to creating beautiful and inspiring outdoor spaces."*

## CONTACT DETAILS

For more information on Exodus Adventure Travels and the Sounds of Adventure project, visit [www.exodus.co.uk](http://www.exodus.co.uk). Alternatively, email Katie and the LOTUS team at [exodustravels@wearelotus.co.uk](mailto:exodustravels@wearelotus.co.uk).

For more information on Nic Howard and We Love Plants, visit [www.we-love-plants.co.uk](http://www.we-love-plants.co.uk). Alternatively, email the team at [hello@weloveplants.co](mailto:hello@weloveplants.co).



## PLANTING LIST

### Sun mix plants

- *Alchemilla erythropoda*
- *Alchemilla mollis*
- *Allium* 'Lavender Bubbles'
- *Angelic gigas*
- *Deschampsia cespitosa* 'Goldtau'
- *Echinacea purpurea* 'Alba'
- *Erigeron karvinskianus*
- *Euphorbia cyparissias* 'Fens Ruby'
- *Euphorbia mellifera*
- *Gaura* 'Whirling Butterflies'
- *Geranium* 'Azure Rush'
- *Gillenia trifoliata*
- *Hakonechloa macra*
- *Helenium* 'Moerheim Beauty'
- *Myrtus communis*
- *Nepeta x faassenii* 'Junior Walker'
- *Pittosporum tobira* 'Nanum'
- *Sesleria autumnalis*
- *Thymus* 'Silver Queen'
- *Verbena hastata* 'Lavender Spires'

### Shade mix plants

- *Actaea simplex* 'Brunette'
- *Asplenium scolopendrium*
- *Athyrium filix femina*
- *Blechnum spicant*
- *Brunnera macrophylla*
- *Carex morrowii* 'Irish Green'
- *Dryopteris affinis*
- *Dryopteris erythrosora*
- *Epimedium rubrum*
- *Eurybia divericata* 'Beth Chatto'
- *Geranium phaeum* 'Samabor'
- *Hosta* 'Devon Green'
- *Hosta* 'Blue Mouse Ears'
- *Luzula nivea*
- *Matteuccia struthiopteris*
- *Pachysandra terminalis*
- *Persicaria filiformis*
- *Polystichium setiferum*
- *Thalictrum delavayi* 'Splendid White'
- *Trifolium repens* 'Purpurescens Quadrifolium'

### Meadow mix plants

- *Achillea millefolium*
- *Anthyllis vulneraria*
- *Centaurea nigra*
- *Daucus carota*
- *Echium vulgare*
- *Galium verum*
- *Hypericum perforatum*
- *Leucanthemum vulgare*
- *Linum perenne*
- *Lotus corniculatus*
- *Medicago lupulina*
- *Onobrychis vicifolia*
- *Origanum vulgare*
- *Plantago lanceolata*
- *Prunella vulgaris*
- *Rhinanthus minor*
- *Rumex acetosa*
- *Silene dioica*
- *Silene latifolia*
- *Silene vulgaris*

### Trees

- *Acer campestre*
- *Betula pendula*
- *Carpinus betulus*
- *Pinus sylvestris*

### Waterside plants

- *Aruncus* 'Horatio'
- *Astilboides tabularis*
- *Carex muskingumensis*
- *Caltha palustris*
- *Darmera peltata*
- *Equisetum hyemale*
- *Mentha aquatica*
- *Rodgersia aesculifolia*
- *Rodgersia* 'Bronze Peacock'
- *Veronica beccabunga*