

29/07/2015 Press Release. For immediate release

HRH Princess Alexandra enjoys a visit to the Museum of Richmond

On 29th July 2015 HRH Princess Alexandra visited the Museum of Richmond to meet staff and volunteers and see the current exhibition *Feeding London; the forgotten market gardens*.

The exhibition which runs until 1st September is curated by *Jam Yesterday Jam Tomorrow*; a Heritage Lottery-funded, three-year project for the Environment Trust. It celebrates the long history of market gardening in South West London, tracing the growth, peak and decline of the production of fruit, vegetables and flowers in the area.



Heritage Project Manager Verusca Calabria, Princess Alexandra and Environment Trust Volunteer David Laurie © Museum of Richmond

The Princess was guided around the exhibition by Environment Trust Heritage Project Manager Verusca Calabria and Museum of Richmond Curator Natascha Wintersinger.

The Princess who is the Royal Patron of the museum took the opportunity to meet and greet museum staff and volunteers as well as sign the visitor's book.



From left Museum Trustee Valerie Boyes, Peter Cregeen, Derek Robinson, Princess Alexandra, Museum Trustee Lisette Simcock and Museum Curator Natascha Wintersinger
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'We were delighted HRH Princess Alexandra was able to come and see this exhibition. The staff and volunteers were very pleased to be able to meet the Princess' Natascha Wintersinger, Curator.

The Museum of Richmond is free and open to the public Tuesday to Saturday (inclusive) 11am to 5pm. *Feeding London* exhibition runs until 1st September 2015.

Notes to editor

The Museum of Richmond is an independent museum, registered as a private company limited by Guarantee and a registered charity. While it receives financial support from the London Borough of Richmond upon Thames through Commissioning, this does not cover the running costs, so the Museum depends on pro-actively fund-raising in order to be able to open, look after its collections and to offer its regular programme of exhibitions, education sessions for schools and adult and family events.

For further information, images and interviews please contact:

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Further information:

The Feeding London exhibition has been created by Jam Yesterday Jam Tomorrow, a project by the Environment Trust and is part of a new public archive achieved through voluntary research and community engagement, which will ensure that the history of market gardens is preserved for posterity. Jam Yesterday Jam Tomorrow is a Heritage Lottery-funded, three-year project of the Environment Trust for Richmond. More information about the project can be found on its website: www.jamyesterdayjamtomorrow.com.

A **market garden** produces fruit, vegetables and flowers as 'cash crops' for sale at market. The term 'market garden' distinguishes these enterprises from the larger branches of grain, dairy and orchard fruit farming. Unlike large, industrial farms, which cultivate one crop at a time (monoculture), many different crops and varieties are grown in market gardens, using more manual techniques. They are called 'gardens' because farmers traditionally referred to their vegetable plots as gardens. In 1801 the **population** of Greater London was just over 1 million; 20 years later it had reached 1½ million, and by 1901 it had risen to 6½ million.

Contact for more information

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