

Blood Swept Lands and Seas of Red

Don't miss this major art installation. 5 August - 11 November 2014

About the installation

Don't miss the major art installation *Blood Swept Lands and Seas of Red* at the Tower of London, marking one hundred years since the first full day of Britain's involvement in the First World War. Created by ceramic artist Paul Cummins, with setting by stage designer Tom Piper, 888,246 ceramic poppies will progressively fill the Tower's famous moat over the summer. Each poppy represents a British military fatality during the war.

The poppies will encircle the iconic landmark, creating not only a spectacular display visible from all around the Tower but also a location for personal reflection. The scale of the installation intends to reflect the magnitude of such an important centenary creating a powerful visual commemoration.

We are hoping to sell all of the poppies that make up the installation and, in doing so, raise millions of pounds which will be shared equally amongst six service charities.

An evolving installation

Watch the progress of our evolving installation *Blood Swept Lands and Seas of Red* as it continues to grow throughout the summer until the moat is filled with 888,246 ceramic poppies, each poppy representing a British fatality during the First World War.

Own your piece of history

You can own a part of this unique installation.

Each hand-made poppy planted in the moat will be available to purchase for £25.00 (+p&p) and 10% from each poppy, plus all net proceeds will be shared equally amongst six service charities.

Roll of Honour

Each day in the moat at sunset, names of 180 Commonwealth troops killed during the war will be read out as part of a Roll of Honour, followed by the Last Post. Members of the public can nominate a name for the Roll of Honour using a weekly 'first come, first served' nomination system to be read the following week in this nightly ceremony.

<http://poppies.hrp.org.uk/about-the-installation>