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MEDIA RELEASE
25 September 2020

Craigievar Castle in the AR: One of the county's smallest castles becomes Scotland's biggest ever augmented reality Instagram filter

- **Fairy-tale castle recreated in incredible detail, complete with swooping dragons**
- **Innovative project allows visitors to enjoy the castle despite global pandemic**
- **Competition launches to find the most interesting environments to place the castle**

Conservation charity the National Trust for Scotland and Lidl GB have teamed up to create a first of its kind eye-popping augmented reality 3D model of one of the country's most picturesque and petite castles, Craigievar. The interactive Instagram filter launches today (Friday 25 September) which magically superimposes an incredibly lifelike projection of the fairy-tale castle into the users 'real-world environment' via their smartphones.

Users can summon up the castle in an instant on their smartphone or tablet, via the face filter on Lidl's Instagram, or by using a QR code, found within The Lidl Book of Big Adventures booklet (available in any of Lidl's 103 Scottish stores). Links to the filter can also be found on the Trust's website and social media pages.

The startlingly lifelike 'sensory projection' appears on their screens and can be placed anywhere in the real world. Moving the phone around, the castle can be seen from every angle. In a nod to the mythical beasts carved on to the castle's figurative cannons, the filter also features its own flying dragon, with flapping wings heard as it circles the turrets.

The AR filter was conceived during the Coronavirus pandemic to allow visitors to experience the Aberdeenshire castle, which has remained closed this year, in an innovative and unique way. Typically the exquisite example of Scottish Baronial architecture receives 22K visitors annually - believed as one of the inspirations for Walt Disney's Cinderella Castle - with visitors flocking to see the enchanting rose-hued turrets.

This is the first time an augmented reality filter has been created on this scale in Scotland. The entire exterior of the 26.3m (86ft) high building, which dates back to 1576, was meticulously scanned with a fleet of drones. Hundreds of images were combined to build the model, which were then used to craft the 3D Instagram filter.

Until the end of October, The National Trust for Scotland and Lidl will be on the lookout for the most imaginative, entertaining and fun locations that the public have placed the castle. Anyone tagging their creations with @nationaltrustforscotland and @lidlgb on Instagram will be in with a chance of winning a behind-the-scenes visit to a Trust castle of their choice, a Trust family membership and lots of Lidl goodies. Full details can be found on the National Trust for Scotland's website at www.nts.org.uk/lidl.

Dr Daniel Rhodes, National Trust for Scotland archaeologist said: "It's brilliant to be able to share Craigievar with people in this way, especially just now. It's a lot of fun to have a pink castle popping up in your living room and being able to fly around it but what you're seeing on your phone is a conservation-grade scan of the property.

"That's valuable to us in a number of ways. It gives us an incredibly detailed documentation of the property that we can refer back to in future years and you can really see how the castle was constructed over the centuries by the different inhabitants.

"It also shows off the property in a way that's never been done before in Scotland. Using an augmented reality model within Instagram is hugely fun and it's a way of bringing conservation and our country's history to people in a way that wouldn't have been possible until a few years ago."

Ross Millar, Regional Director for Lidl GB, said: "At Lidl, we're 'Big On' supporting Scottish families to lead healthy and active lifestyles, and that means helping find ideas to spend fun and wholesome time together. We're delighted to be launching this innovative project with National Trust for Scotland, and hope that people have trolley loads of fun exploring this magical Scottish landmark in a truly unusual way."

The AR filter can be accessed by scanning the QR code below or by going to www.bit.ly/NTSLIDL



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IMAGES Attached free-use images show NTS' Rachel Thomson and Taylah Egbers at Hill House in Helensburgh trying out the Instagram filter.

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Editor's Notes:

About the National Trust for Scotland

The National Trust for Scotland is the charity that celebrates and protects Scotland's heritage. It relies on the support of its members and donors to carry out its important work of caring for the natural and built heritage of Scotland for everyone to enjoy.

From coastlines to castles, art to architecture, wildlife to wildernesses, the National Trust for Scotland exists to protect the national and natural treasures we all love. To plan your visit today, enter your postcode at www.nts.org.uk.

We would be grateful if, when referring to the National Trust for Scotland that our name is not shortened to 'the National Trust'. We are an independent organisation, separate from the National Trust. The National Trust for Scotland is commonly shortened to NTS or 'the Trust'.

About Lidl GB

Since establishing itself in Great Britain in 1994, Lidl has experienced continuous growth and today has over 25,000 employees, over 800 stores and 13 distribution centres in England, Scotland and Wales. As part of the Schwarz retail group, Lidl is one of Europe's leading organisations in the food retail industry. With a presence in 32 countries around the world, the supermarket, which has more than 287,000 employees globally, currently operates approximately 10,800 stores and more than 160 distribution centres in 29 countries globally. The family supermarket takes pride in providing its customers with the highest quality products at the lowest possible prices throughout Great Britain, from Kirkwall to the Isle of Wight. Social responsibility and sustainability are at the core of the company's daily operations, with the company placing a strong emphasis on its responsibility for people, society and the environment. Lidl GB is passionate about working with British producers and sources two thirds of its products from British suppliers.

The Schwarz Group (Kaufland, Lidl) has been Europe's largest food retailer since 2014 and generated a turnover of €104.3 billion in financial year 2018.

For more information about Lidl GB visit <https://corporate.lidl.co.uk/>