

NATIONAL TRUST FOR SCOTLAND MEDIA RELEASE  
26 FEBRUARY 2020



**IMAGES OF SHOP AND PRODUCTS:** <https://flic.kr/s/aHsmLBtfk4>

### **The Hill House makes final of UK retail award**

The National Trust for Scotland's Hill House shop and its specially commissioned range of products from Glasgow company Hole in My Pocket have been announced as finalists in the Association for Cultural Enterprises awards.

When the Charles Rennie Mackintosh domestic masterpiece reopened last summer under its chainmail 'box', the Trust also opened a new shop at the Helensburgh site to offer visitors bespoke design-led products inspired by the property and the pioneering conservation project that the charity has undertaken.

The retail team sourced hundreds of new products ranging from badges and scarves to specially commissioned jewellery pieces and a model Hill House made from Lego bricks.

The Trust also commissioned Glasgow's Hole in my Pocket to design prints of The Hill House. As well as being framed, the design was used on tea towels, mugs, T shirts and notebooks which have accounted for 13% of souvenir sales at the property.

Shortlisted in the 'Best Range' category, judges described the Trust products using the Hole in my Pocket design as "very relevant and visually appealing in an architectural style taking inspiration from the site's current state, a clever way to promote conservation work from a different view."

In the 'Best Shop' category, judges said The Hill House was "stunning and well-designed with distinctive merchandising".

The winners of the awards will be announced on 19 March at a ceremony in Harrogate. This is the first time the Trust has been a finalist in the award for one of its shops, making it through to the finals on one previous occasion, with its range of products created for Bannockburn in 2014.

The Hill House will take on The Science Museum and The Globe Theatre in the Best Shop category. The Hole in my Pocket range of products will be up against English Heritage and Help for Heroes.

National Trust for Scotland Retail Development Manager Edinburgh/East Alex Miller said: "We knew that we'd need to do something special at The Hill House to properly reflect the scale and vision of the 'box' project. The shop was created from the ground up during the build of the 'box' and is worth a visit in itself for anyone who loves Mackintosh and design.

"Being a finalist in the awards highlights the excellent way that the merchandise team, retail suppliers and property operations team worked together to deliver a unique and inspiring retail offer.

"Whether you buy a tea towel or a limited edition print, you're not only taking home a souvenir that continues Scotland's strong tradition of design and innovation, you're also contributing to the vital conservation work we do as a charity."

– ENDS –

Issued on behalf of National Trust for Scotland by Frame PR.

For media enquiries contact:

Rory Weller, rory.weller@framecreates.co.uk / 0141 559 5840 / 07841 720006

Matthew Wiseman, matthew.wiseman@framecreates.co.uk / 0141 559 5840

**Editor's Notes:**

Owned by the Trust since 1982, The Hill House in Helensburgh is considered to be the finest example of domestic architecture by Charles Rennie Mackintosh. However, Mackintosh's experimental design, combined with his trial of new materials has meant that the house has been soaking up water like a sponge for over 115 years.

Battered by around 190 days of rain a year, the long-term survival of the building is in doubt and there is a real danger of its priceless, Mackintosh-designed interior being lost forever. The Hill House Box is the National Trust for Scotland's innovative solution to the problem of water damage at the Hill House and to permanently save the property and its irreplaceable collection.

The Hill House Box is a vast semi-transparent shelter around the main house, consisting of a 165 tonnes steel frame swathed in chainmail made up of 32.4million rings, themselves weighing 8.3 tonnes.

Opened to the public on Friday 7 June 2019 - Charles Rennie Mackintosh's 151<sup>st</sup> birthday - the Box acts as a giant shield covering the entire building. It will protect it from the rain while allowing the house to dry out and let conservators begin their work rescuing this iconic home.

For more information visit [www.nts.org.uk/visit/places/the-hill-house](http://www.nts.org.uk/visit/places/the-hill-house).

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](http://www.nts.org.uk).

