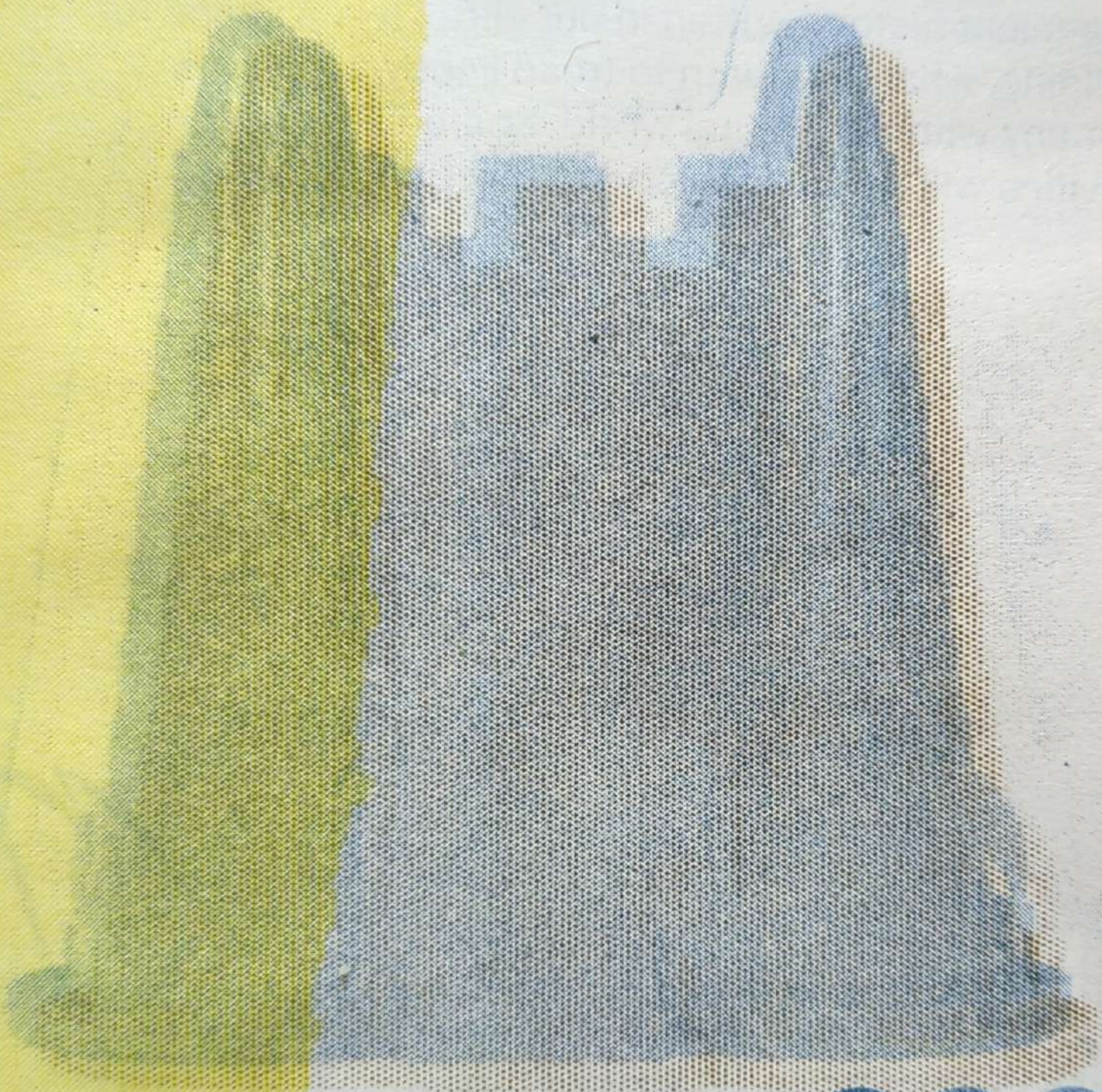


# SANDOWN

TOWN OF CULTURE / 2028



UK TOWN OF CULTURE

## Ebb and Flow

### A Sandown Story

Sandown is a town crafted by the sea. Impossibly picturesque, our restorative sea air once lured the Victorian elite, and when the pinched waisters and top hatters left town, the Bucket and Spaders arrived in their masses. And so began a joyful hubbub of amusements, heady pink candy floss, 99's, crazy golfing, and wearing bright rubber rings, that made both our hearts and our coffers sing. This is how our identity was forged, by those who visited us. When they vanished, and the tide ebbed, Sandown did not disappear; we simply turned inward.

Sandownians developed resilience in bright bucketfuls. Our character and culture evolved as we became volunteers, carnival participants, cold-water swimmers, Hullabalooers, Canoe-lake-carp-savers and Sandown Clowners. While buildings crumbled and decayed, our profound connection to each other and the natural environment only deepened.

We now stand at a unique crossroads of reinvention. We have nurtured resilience, built new skills, and fostered kinship. Today, Sandown is on the frontline of challenges facing the entire country: climate mitigation, youth retention, coastal economic decline, and the realities of an ageing population. But our story is not one of vanishing, as we are ready to be pioneers. We are the Tide Turners.

# THE PROGRAMME / SANDOWN 2028

Endless Forms    Most Beautiful    Most Wonderful

Taking inspiration from Charles Darwin, our Sandown 2028 programme will introduce four distinctive quarters. These are not just physical zones; they are the evolutionary forms of our community. Each quarter celebrates a different aspect of our culture, turning our *shunderful* contradictions into a shared blueprint for the future.



## 1. VIRIDIAN LIFE

Viridian life is the quarter dedicated to nurturing health and well-being. Viridian is a colour that contains green and blue tones, and this quarter is designed to reconnect with the outdoors, bringing people together in green and blue spaces with well-being at its core.

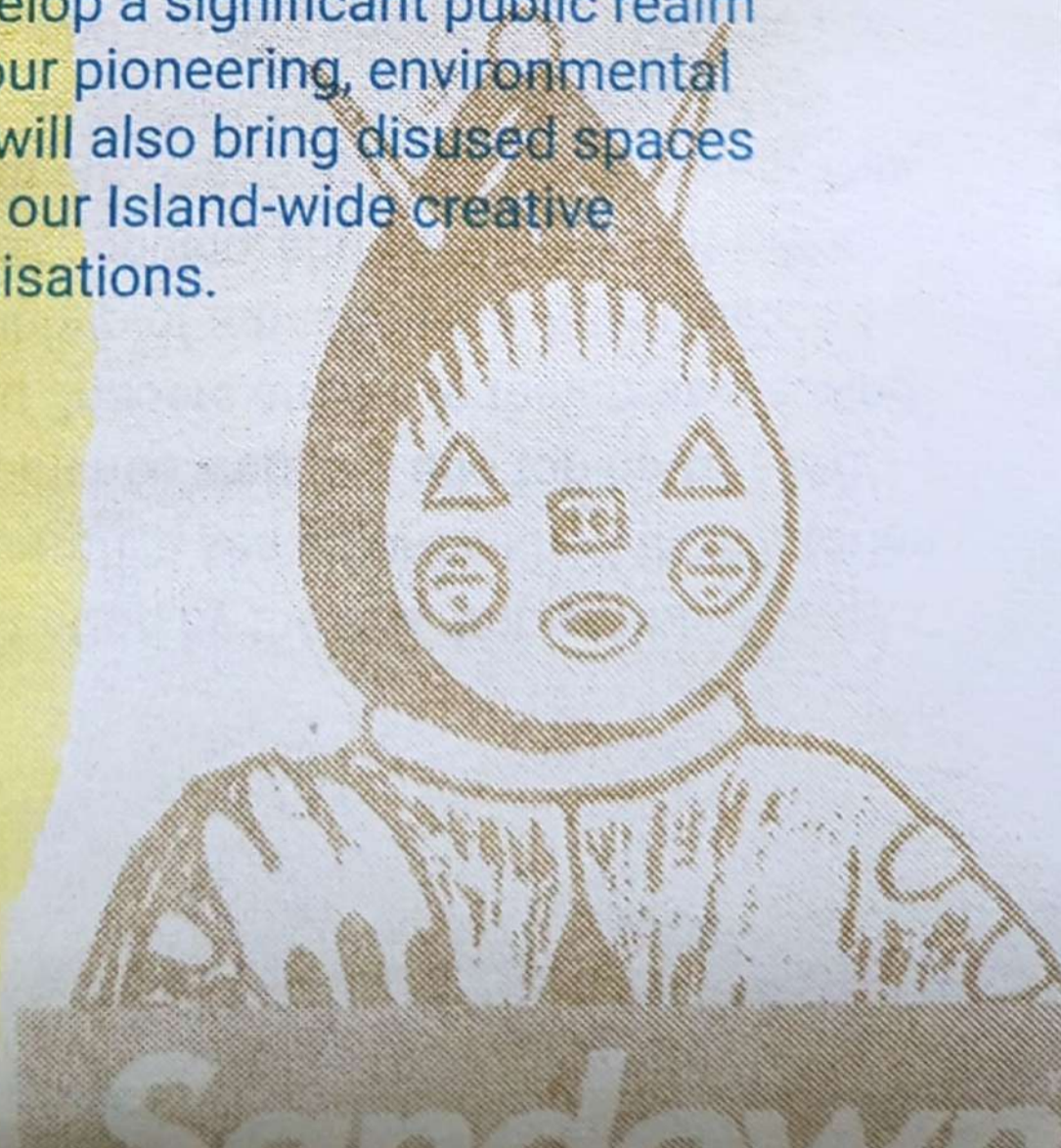


# Our shunderful town.

Our culture is a rich mix. It's our story of shared experience, traditions, history, creativity, and resilience - it's the collective sense of living in an extraordinary place.

## 2. CULTURAL

This quarter focuses on the arts, heritage, and the spirit of creativity that runs through us. Key to this quarter will be working with an internationally acclaimed artist to develop a significant public realm artwork that captures our pioneering, environmental and resilient spirit. We will also bring disused spaces back to life, co-led with our Island-wide creative practitioners and organisations.



### 3. MORE-THAN-HUMAN:

In recognition of our UNESCO Biosphere status, this quarter celebrates the cultural lives of other species. We're more than just a human town; we are a shared habitat. More Than connects our local wetlands, the Wildheart Sanctuary's global conservation work, and the ancient history written in our cliffs. It is a space for rewilding, where we learn to tread lightly and live in harmony with the natural world. Shared learning activities will be the lifeblood of this quarter.



"There is grandeur in this view of life, with its several powers, having been originally breathed into a few forms or into one; and that, whilst this planet has gone cycling on according to the fixed law of gravity, from so simple a beginning endless forms most beautiful and most wonderful have been, and are being, evolved."

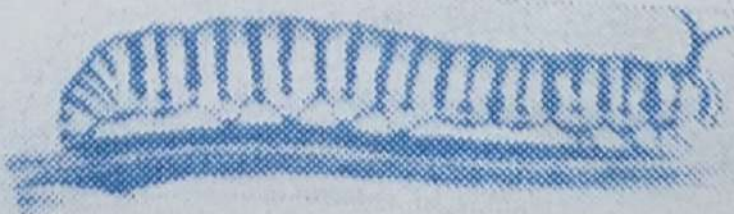
**Charles Darwin**

#### 4. TIDE TURNER

We will establish Tide Turner, a dedicated space for innovation, exploration, and play that will function as an Imagination Refinery. In our Tide Turner, the community gathers to generate ideas and solve local challenges that may also benefit other coastal communities. This intergenerational space will leave no one behind. Tide Turner will be at the heart of our Sandown 2028 programme. Centrally located, Tide Turner acts as an **anchor** for the entire programme, hosting the town's big conversations and fueling the activities that ripple out across the other three quarters.

I thought  
about the  
future of  
sandown  
today!

In this grand view, we celebrate the evolution of our whole community, encompassing the health of the body, the depth of the mind, the power of expression, and our shared duty to the planet



# REVOLUTION

REVOLUTION

## WE ARE THE BOMB SQUAD

By Anmarie Bowler

The boy knows On The Origin of Species started in one of Sandown's crumbling hotels. But he still wonders where Carnival goes in winter? For Charles Darwin, this place was a resort town. Re-sort - what Darwin called evolution. Why couldn't Sandown re-sort? Resurge?

Sand in his shoes, sea spray on his face, teetering on the Pier the boy's a tight rope walker. Might fall. Might fly. White cliffs in the corner of his eye cleanse the future. Could sharp chalk write the wrongs? Re-storied, restore.

Fireworks light up the sky above The Bay. And the boy hopes a misfired rocket will blow up the place they call Deprived. Hat Parade makes him happy and building habitats for marine life makes him proud. But when he sees lurid plastic oozing from the gills of dead fish, he's embarrassed by his tide of tears.

Grows tall, remains curious, from under a hoodie, he sees broken promises, bad decisions, nature abused. White cliffs in the corner of his eye cannot cleanse the past. Only sand in his shoes, sea spray in his face remain reliable.

A Bomb Squad in his chest ignites a new origin story, like Darwin, he longs to shock, to save, to scream an explosion will expose fresh ground.

His grandmother worries when he stops asking where Carnival goes in winter. But saving this endangered species may be her last act of resistance. For when he says evolution isn't enough, it's revolution he wants, she asks, "how can I help?"

**SEASWIMMIN  
CRAZYGOLFIN  
ICECREAMIN  
COINPUSHIN  
HAZYDAZIN  
SANDCASTLIN  
ROCKPOOLIN  
EASYLIVIN  
SNARKHUNTIN**

