

Good Directions Ltd design bespoke clocks for Grand Designs Live exhibition



This autumn Channel 4's flagship design show reached its 100th episode and Kevin McCloud launched his book '100 Best Grand Designs'. So what better way to celebrate such milestones, at the Grand designs Live exhibition in the NEC, than with custom designed clocks for the event.

Clock features have often been used over the decades not just to note the passing of time but also to celebrate it. Clocks of all styles and sizes have often been erected to commemorate Coronations and Jubilee's, as memorials to fallen heroes, denote anniversaries, celebrate centenaries or mark a special event such as at this exhibition.

Central to the show was the 'Grand Theatre' where a modern clock sculpture designed and manufactured by Good Directions Ltd was erected. Featuring two clock faces on a blue sphere supported by six sweeping stainless steel legs, the clock feature was surrounded by matching stainless steel seating.

The clocks were controlled by Good Directions state of the art Total Control System, which is a fully automatic battery backed controller for up to four clocks and is linked to the Atomic time signal via a radio receiver, which enables automatic summer and winter time changes.

The clocks also featured a custom designed chiming system. Traditionally our electronic chimes replicate the peals of Westminster Abbey but can be programmed with any type of chime, song or even animal noises such as a crowing rooster. However on this occasion the theme tune for Grand Designs was used to mark each quarter of an hour with tolling on the hour.



Further on in the exhibition hall was the 'Automated Home' design area and Tech Cafe. Here there were two feature walls with four of our clocks in the characteristic colours of Grand Designs Live exhibitions: blue, pink and white.

As well as totally custom designed clocks it is easy to adapt any of the standard designs from Good Directions range of clocks and match them to corporate colours, add wording or logos, creating a unique clock suitable for any customers requirements.

To see more examples of our work visit our dedicated clock website: www.exterior-clocks.co.uk or call us to discuss your requirements on 01489 797773.

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For more information please contact Rosalie Hoare – Marketing Manager. 01489 797773.

Background information on Good Directions Ltd:

Good Directions Ltd is a family owned British company founded in 1988 with a worldwide reputation for the design, manufacture and installation of Exterior Clocks, Roof Turrets, GRP Structures and Copper Rainwater Systems. Architectural features created by us can be found in nearly every city throughout the UK and in many other countries.

In 2011 we acquired a local engineering and fabrication company, including their seven highly skilled staff and state-of-the-art CNC machinery. Not only can we now fully support our own manufacturing needs but we service many other companies and industries both locally and across the UK including work for the construction, marine, horological, motorsport, motorcycle, medical, defence and rail industries.

Our 15,000 sq ft head office and manufacturing factory is located in Botley, Hampshire. The factory includes electronic assembly rooms, a large metal fabrication area and CNC machine workshops. Our modern offices offer the latest in computer software, enabling us to provide a complete design service using 2D and 3D CAD CAM technologies.