



PROJECT

Wembley Stadium



Impressions More than 650.000



Sector Stadiums



Geography London



Product Type Super Large Flag, Fabric Graphics



Service Type Logistics, Installation
Included: Artworking, Colour Management, Quality Control, Product Testing



Client Rating ★ ★ ★ ★ ★ 5/5

Background

The Europe India Forum (EIF) is about to host the largest reception any foreign head government has ever received in the UK. Under the theme "Two Great Nations, One Glorious Future", the event should deliver a cultural show featuring 800 of the Best Indian and British talent. Most importantly, Prime Minister Modi and Prime Minister Cameron will both address a population of 1.4 million in the UK and 1.2 billion in India.

The largest Diaspora in the world is managed by leading Event Management Specialists and the event will be broadcast live around the globe including TV and the web



Needs and Goals

The event should attract at least 50.000 people, all who will be in direct contact with graphics in and outside the Wembley stadium.

Over 90.000 seats need to be covered with tri-coloured fabrics and stage graphics have to be installed on time. A flag of the size of a football field need to multiply the effects of a great show.

A graphics team is required who has sharp time management skills and would not hesitate to work overtime to deliver an excellent output.

Challenges

All graphics of the event need to be triple tested and quality controlled. Since it will be broadcast live, it is essential that the stadium graphics and display systems perform well. There would be no room for errors or delays.

This means that even the largest graphic had to be tested on an equally large field before the event would take place. This could be only achieved through an efficient product testing system and an efficient quality control process - all done in-house and under strict supervision.

Approach

We delivered 7 services in one package including artworking, colour management, printing, finishing, product testing, logistics and installation.

Our finest and most durable fabric substrates were used to produce a complete Fabric Graphics Set to meet our client's needs. We also fabricated and quality controlled a Super Large Flag which had a size of 7820m².

Since we have our own network of venues to test the largest graphics, our team saved time when making sure that the output was of the highest quality and that it delivered a great performance.

We have kept an open communication process with our teams and our event partners so that every stakeholder was aware of each stage.



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Results

More than 60,000 people attended the event and the full show was a complete success. As it was broadcasted, it reached millions of people around the world.

The event received hundreds of excellent reviews and the quality and completion of our project was greatly appreciated.

The flag was the largest and most recognised graphic of the show. British and Indian media complimented its quality and beautiful colours, as it drastically improved the overall experience of the event.

Our **Partner**
rate us:

5/5



Our **Client**
rate us:

5/5



MediaCo is a multi-accredited, customer-focused and high-quality driven Large Graphics, Installation and Display Specialist who offers the most flexible and quality controlled in-house service from printing, artworking and finishing to logistics and events. All clients benefit from a wide range of extra-mile services and support including loyalty schemes, colour management, opportunities to save costs and 24-hour production cycles.

PASMA

IPAF

QUALITY
ISO 9001
QUALITY

ENVIRONMENT
ISO 14001
ENVIRONMENT

HEALTH
ISO 18001
& SAFETY

Wembley Projects

MediaCo has been regularly contributing to Wembley Projects, fabricating and installing Large Format Graphics in and around the Wembley Stadium for more than 8 years.



All projects can include **artworking, colour management** and are based on an ISO 9001 quality management system to get it right the first time.

If you would like to have a reliable stadium graphics partner who invest in good relationships and make an effort to deliver only the best quality, don't hesitate to contact us now.

