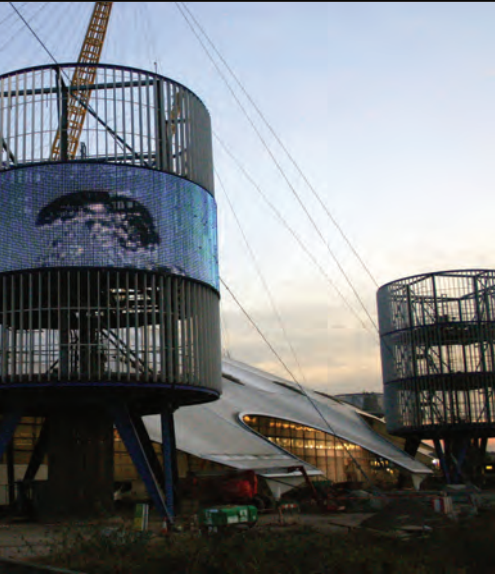


ARCHITECTURAL screens



O2 Arena London



CASE STUDY

Creating a good first impression is as important in a world class arena as it is anywhere else, however, when you're AEG and you have the O2 Arena to work with, you're first impression needs to be something big.

Working with Visual Technology and Philips, AEG designed a multi-media spectacular to greet visitors as they approach the arena from all directions. Once the design was finalised, Visual Technology began the task of planning the installation.

"This was a challenging installation for a number of reasons. The time window for installation was very tight and we needed to coordinate our works with those of the many other contractors involved in building the arena. In addition, the environmental factors were working against us. With the majority of the screens directly overlooking the River Thames, we were essentially dealing with a marine environment. The screens had to cope with the extremes that this would bring."

STUART LIDDLE - MANAGING DIRECTOR, VISUAL TECHNOLOGY

