

ARCHITECTURAL screens



Wembley Arena London



Wembley Arena sits right next door to Wembley Stadium and looks straight out at Olympic Way ('Wembley Way' to the fans) the main walkway that everyone uses to access the stadium. The new Brent Civic Centre, open in 2013, is on the third side of the triangle.

"Being a 53-metre wide gable-end and triangular in shape means we chose to use LED strips, designed to provide graphics and text rather than moving footage," says Stuart Liddle, CEO of Visual Technology, "they are mounted inside the building preserving the entire facade unaltered." According to Bill Gladwin, Technical Director of Visual Technology, "This was undoubtedly one of our most challenging installations. Nearly everything had to go through final assembly on site and every unit had to be crafted to fit and work as specified. In total it runs to 371 square metres. The shape itself also provides plenty of challenges for the creative people putting programming in place."

"The whole site is getting more exciting as we re-develop," says James Saunders, Director of Estate Management at Quintain plc. "The co-location of Stadium, Arena and the Brent Civic Centre, plus the addition of a new Hilton and London Designer Outlet, means we are transforming the site from a match-day venue to a daily destination. We are working on more and more activities around the 90 acres to animate the site and the screen is just one example of this."

"The screen adds a new dimension to the arrivals experience at Wembley Arena."

JOHN DRURY - LIVE NATION, OPERATORS OF WEMBLEY ARENA

