



RETAIL



EXHIBITIONS



EVENT PRODUCTION



GRAPHICS



INSTALLATIONS

THE STORY

The design team that worked on the promotional concepts for the launch of the new, hotly awaited Hulk movie came up with a stunning big idea, but were less forthcoming with practical installation suggestions. Now it was time for the Dyaks team to step in!

The location was the Arndale Centre, Manchester - probably about the only interior space big enough to accommodate the promotional ideas.

The design concept was for an 80 square metre graphic to hang centrally in the Exchange Court roofspace surrounded by other graphics of lifesize cars and debris, with the message reinforced with numerous posters around the first floor balcony.

SITE SURVEY

Location photographs are all very well but we needed to get up there - all 25 m high and have a good look at the problem face-to-face.

This turned out to be a sensible precaution as access, timings, floor strength and roof structure all became vitally important decision-making factors.

Despite the scale of the challenges, we were the right team to pull it off.

DEVELOPMENT

Before any of that happened we needed to do some rigorous health and safety calculations, hire a 40' truck, process over 150 square metres of artwork and find a spider lift big enough to reach a height of 25m but small enough to fit through the doors of the Arndale Centre.

INSTALLATIONS

ON TIME



A WORKING HEIGHT OF 25 M



AT THE
ARNDALE CENTRE

-MANCHESTER



THE EXECUTION

Between the hours of 10pm and 6am the three man Dyaks team worked all night, fabricating the rigging and suspending the graphics on steel cables.

The main graphic went up first - due to the sheer size of the banner and the amount of space it was taking up on the floor.

80 square metres of fabric adds up, not to mention the custom built frame to support it, but we got it up there without a hitch.

Next came 4 lifesize cars, around 30 pieces of assorted 'debris', very carefully suspended from the roof structure.

Before we left we installed 60 vinyl graphics on the upper glass balcony. Job done!

Not quite! 28 nights later we let ourselves back in to the Arndale Centre and took everything away again.



FROM THE TOP

- 80 Sqm of printed mesh
- 60 Vinyl graphics
- 40 Foot truck
- 30 Pieces of assorted debris
- 25m Working height
- 8 Days planning
- 3 Crew members
- 4 Lifesize cars
- 1 Night installation

ANALYSIS

The client was delighted. Dyaks' work ensured that the film promotion was bigger and better than any done previously at this venue - just what the film deserved really.

A MASSIVE TRUCK

