



Case Study

UEFA EURO 2008 EXPERIENCE TOUR

Background

Having worked on previous high-profile projects including the interior design of the David Beckham academy in London and the Carlsberg Lounge at Liverpool Football Club, Leeds-based creative design agency, The Works Ltd, was well qualified to design the prestigious EURO Experience Tour project.

The high profile promotional tour kicked off in Basel in January and is making 13 stops in the two host countries, warming up fans for the start of the UEFA Euro 2008 Championship on 7 June.

Requirement

The tour features the world's largest inflatable tour tent, housing an interactive action zone, a multi-media cinema and the original Henri Delaunay European Championship trophy. The structure consists of two 14m high domes totalling 2,400 sq m and weighing 10 tonnes.

To give visitors a true players' experience, the domes were designed to be entered via a tunnel, as seen at football and sports grounds worldwide.

Solution

Recommended to The Works by UEFA, the tunnel from Spaciotempo's 'Ready Box' range is manufactured with a built-in tensioning system, allowing it to be easily retracted to the minimum overall dimensions when cover is not required. Supplied with rubber tyres and an anchoring ground system, the free-standing 8m x 3.5m x 2.2m high tunnel can be quickly and easily dismantled and re-assembled for each leg of the tour.

The bespoke solution was supplied in dark blue to match UEFA's corporate colour, complete with branding and sponsors' logos. Thanks to Spaciotempo's in-house design and manufacturing capabilities, the tunnel arrived in Switzerland within four weeks of the initial order being placed, in time for the first leg of the tour.



Benefit

The Works' project director, Dave Gledhill, comments: "The project is groundbreaking in terms of its size and the technology used; every detail required careful planning in order for it to be successfully accomplished. To ensure the tour reached as many fans as possible across the host nations within the limited time frame, it was important the set up in each city was complete within two days.

"Helping to achieve this and adding to the overall experience, the players' tunnel also provides additional capacity allowing us to keep fans dry and entertained if they are required to wait for entry should the domes reach maximum attendance levels."

