



VODAFONE CLIENT: JCDECAUX AIRPORT

We were approached by JCDecaux Airport to deliver a 3D special build to the exterior of Heathrow's Terminal One building for Vodafone.

Working alongside Posterscope and BBH, the original sketched concept was turned into fully rendered visual that formed the concept of a large fridge with 3d magnets.

The major issue for us was to ensure that we could create the effect Vodafone wanted and as well as working in line with BAA regulations. As we are unable to fix/drill anything to this exterior site, we needed to explore many options, with an eventual solution found!

The visuals provided the start point of the 3D templates which was manufactured from a recycled pattern material. Using the templates, the vac formed ABS plastic moulds were made. Skilled fitters then carefully applied the 3M graphics to the vac moulds via a cherry picker over a 3 night build.

The result was so effective the site space was extended for another year!