

NOEA
National Outdoor Events Association

Build Back Better

bright safe

mei
PREMIUM MEMBER

APPROVED Constructionline

mei
2022
WINNER
BEST MARKETING INNOVATION

SPECTRUM

88 Shernhall Street,
London, E17 9HP

hello@spectrum-live.co.uk

www.spectrum-live.co.uk

SPECTRUM



BRANDING AND FAN ENGAGEMENT

www.spectrum-live.co.uk

ABOUT **US**

Spectrum Live was founded by Managing Director Jason Baris from humble beginnings. Starting in the film industry in stunts, rigging & set builds and later diversifying into a niche media & event rigging company, he began the company's transformation from a team of riggers, installers & set builders to become a solid branding, fan engagement and bespoke production agency. The company now provides complete branding, design, build, installation and production services to a range of events, venues, stakeholders and brands across the globe.

Spectrum Live is a company that punches well above its weight and boasts multiple awards and accreditations for delivery, creativity and sustainability. With an established network of partners & suppliers, our ability to upscale anywhere in the world through collaboration is one of our strongest attributes. Our partners include print, logistics, rigging, manufacture, production, lighting, installation, plant & access and crew.

We connect people with brands and events through a mix of visual & intellectual presentation, creating unique experiences and making emotional connections. We have listened carefully to our clients and understood the industry needs when it comes to knowing how to deliver the brand experience. We know the difference between brand activation requirements and event branding needs and our team are on hand to provide creative & technical solutions to suit your brand or event.

Our team have helped deliver a range of events including to name a few, FIFA football WC, 2 Olympic Games, Rugby WC, Formula 1, Formula E, European Games, Kings Coronation and more. We have covered over 14 countries which include Western Europe, Azerbaijan, Brazil, Mexico, South Africa, Qatar, UAE and India.







SPECTRUM

SPECTRUM LIVE
BRANDING AND FAN ENGAGEMENT

Spectrum Live is known for iconic brand displays, giant prop builds, experiential set builds, bespoke branding & giant banner wraps internationally. From concept to design, build & install **Spectrum** is the choice for the wow factor.

WE DELIVER 3 CENTRAL PROPOSITIONS

BRANDING
- Venue dressing
- Wayfinding
- Signage / graphics

THEMING/ SET BUILDS
- Set Builds
- 3D props
- Scene design & build

FAN ENGAGEMENT
- Fan zones
- Creative branding
- Immersive builds

We also have capabilities which include:
Rigging, graphic design, large format print, site space marketing, signage and Rope **Spectrum** maintenance works

SPECTRUM

OUR TYPICAL **CLIENTS INCLUDE**

EVENT ORGANISERS
- Production companies
- Sports Competitions
- Concert Organisers

COMMERCIAL CLIENTS
- Sporting brands
- Construction Companies
- Retail

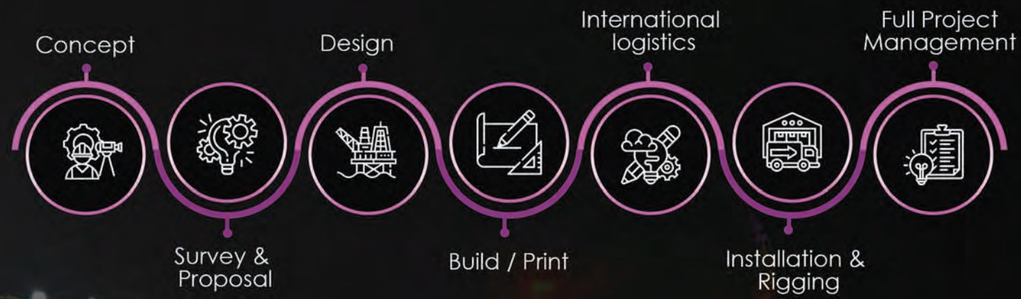
VENUES
- Stadiums
- Race tracks
- Public spaces / buildings

Spectrum Live are rapidly becoming

The number one choice for branding delivery ranging from stadium tifo banner reveals, immersive set builds, fan zones and include projects from a full-sized London tube replica build, iconic London Eye's 1 000m2 branded Silver Surfer rig. Spectrum Live has worked on a number of international sport events including the Olympic Games, football world cup, rugby world cup and more.

Our experience includes iconic structure dressing such as the London Eye, Berlin TV tower, Reichstag, Dubai Trade Tower to name a few and major sport venues across more than 8 countries.

Our Industrial arm delivers top quality rope access services to include construction, roof works, maintenance, screen installations, cabling, painting, corrosion repair, safety systems and signage.



BRANDING

The requirements for event branding is ever changing with greater demand for visual impact to both spectators and television. Budgets are not always possible for full event domination which adds more pressure to be creative while trying to maintain quantity for sponsors, event branding and media alike. Brand experiences should make a big impact, be personalised, dynamic and connect people with your brand. The need for flexibility is of utmost importance with the ability to deliver under short timescales.

Spectrum Live understands these requirements and has the range of skills, personnel and suppliers to deliver to these high standards across the globe. Having worked in over 14 countries and being the proud winner of 3 awards in 2022/2023 we are well positioned to be your branding partner wherever your event is.

We set the stage for your unforgettable moments and achieve this through inspiring stories that captivate audiences with unique live, face to face experiences. We create sensory moments where you can touch, feel and sometimes taste and even smell a brand in person through integrated branding. With our own in-house production, manufacturing and installation departments we have the advantage of being able to manage the entire process under 1 roof and when upscaling is required, we have a long standing and solid relationship with a number of printers, producers and a huge talent pool to draw from.

SPECTRUM



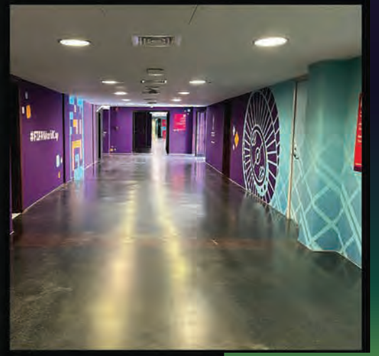












SPECTRUM

BRANDING


LEGO
171116
NOVEMBER 17TH
AT 12.00 NOON
JOIN US FOR THE
STORE UNBOXING!
0-99+




LOVE LONDON
Ford
RIDELONDON
CLASSIQUE
MALDON
TUDOR
BRITISH CYCLING


VISA




Coca-Cola
WILSON'S
KARUSELL

FAN **ENGAGEMENT**

This is the beating heart & soul of every event and the one thing that separates the good from the great events. While the event itself, be it sport, music, culture or anything else, is the culture and source of the event, epic fan engagement is what brings people back to your event. It's what gets shared across social media and is becoming the most important aspect for any brand / sponsor at an event or activation.

Fan engagement is a broad canvas and the greater the immersion of the fan in the experience the greater the resultant brand success. It's what creates an emotional connection with your brand and event. Fan zones can be permanent features at regular venues or temporary at any event. They can consist of games, visual and sound stimulation, giant props, technological presentations, lighting installations or complete set builds.

The **Spectrum** team has a long history of working with clients who understand the true meaning of experiential marketing & engaging fans outside of the main event; creating a mutually beneficial interaction between audience and brand to establish an emotional connection. With this mind-set, we use our skills and expertise to work alongside you to implement your innovative ideas, with an end goal to create this mutually beneficial interaction that both you and your audience crave. We have proven with our impressive portfolio of past projects that any idea is achievable and you are one step closer to this sought-after interaction with your audience.







FAN **ENGAGEMENT**

SERVICES **INCLUDE**



- 3D builds and giant brand logos
- Props
- Tifo reveals & giant banner drops
- Fan zones
- Interactiveset builds
- Bespoke pop-up stands





SPECTRUM



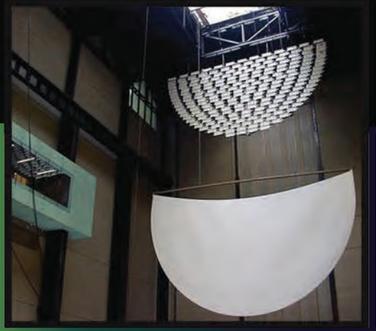
SPECTRUM

RIGGING

This was the very beginning of the company and remains one of our strongest areas of expertise. Film stunt rigging has given us the edge of understanding how to think outside the box to find & engineer bespoke solutions to complex rigging challenges. We have become well known internationally across continents for finding solutions when everyone has said it is impossible to achieve.

A few of our success stories include a Guinness World Record, a 1 000m2 installation on the London Eye, a 4 200m2 complex art rig inside the Tate Modern, the worlds biggest building wrap covering the Reichstag in Berlin at an impressive 100 000m2, manufacturing 5 full size Mini Cooper replicas and rigging them across the country on the sides of buildings and a number of giant stadium tifo drop banners averaging 640m2 each.

Our unique rigging techniques and knowledge combine methods from traditional rigging, stunt rigging, rope access, tension cables, crane principles, scaffold systems and modular steel. This unique blend gives us a strong advantage when it comes to finding rigging solutions.









SET & **PROP BUILDS**

Nothing beats a giant physical prop, replica or build when it comes to brand activation or fan engagement. Physical structures still offer the greatest visual impact, especially if they are engaging. It drives social activity and draws attention. Statistically they are the most photographed elements at any event or venue. They draw traffic and offer high brand interaction.

We can build anything from giant footballs, full scale train replicas, giant deconstructions, huge retail pop-up shoe box kiosks, driving trainers, sculptures, trophies and so much more. With an eye for cross technologies, we offer lighting and special effect integrated into the physical construction as well as complimented by striking graphics print.

Our services include concept, visualisation, design, technical specification, production, manufacture & installation. We pride ourselves on using sustainable materials and we repurpose / recycle around 80% of all build materials.

TYPES OF BUILDS WE OFFER:

- **Architectural and brand builds**
- **Artistic pieces**
- **Replicas / Props**
- **Giant logos & letters**
- **Pop-up activations**





SET & **PROP BUILDS**



SPECTRUM







SPECTRUM



SPECIAL **PROJECTS**



SPECTRUM







SPECTRUM



SPECIAL **PROJECTS**

Special projects are larger than life and on a grand scale with complex design, build, rigging, logistics and manufacture requirements. When it comes to Special Projects, Spectrum Events are known globally for delivering crazy impossible projects. When everyone says this is not possible, we have built a reputation of making a plan and finding a solution to realize the impossible.

A FEW EXAMPLES OF OUR INTERNATIONAL PROJETS INCLUDE:

- We have been asked to create an eternal sunset by Scandinavian artist Olafur Eliasson in the Tate Modern where we converted the entire turbine hall into a weather project, a 4200m2 technical rig accompanied with fine mist and heat emitting lighting.
- 20th Century Fox wanted a 1000m2 3D image of the Silver Surfer from the Fantastic Four and Access was called upon to engineer, build, produce & deliver their launch.
- We have wrapped the Reichstag in Berlin in 100,000m2 of artistic fabric for the Bulgarian artist Cristo, a record that has never been beaten.
- Conceived, created and presented to FIFA was the conversion of the Berlin TV tower into a giant 38m diameter football for the world cup 200m in the air.

Our engineers, designers, riggers & creative team can help you realize any project that you desire. We can provide you with clear technical & creative guidance as to what is achievable and what we need to alter in order to deliver that special larger than life project. Having operated in over 14 countries we have become excellent at delivering on an international scale on time.

SPECTRUM









IMMERSIVE **LIGHT INSTALLATIONS**

Long dark winter nights are becoming synonymous with light trails. Conferences, award ceremonies and exhibitions are also seeing a sharp rise in artistic and immersive light installations. Festivals have an ever-increasing demand for night time entertainment and wow factors for which lighting installations offer strong emotional and visual connection with any event.

Imagination is the only limit to the creative diversity of the types and styles of a lighting installation. From singular builds to complex light trails, our creative and technical team have you covered. Unlike most lighting and production companies, our team come from a wide range of trades and industries that combine to offer you a unique and creative mixture of lighting, visual techniques and 3D scene builds with a powerful bespoke rigging element. Having worked with international artists including Cristo, Olafur Eliasson and others building lighting and immersive projects spanning 4 200m2, our experienced team punches well above our weight and thrives on technical and artistic challenges.

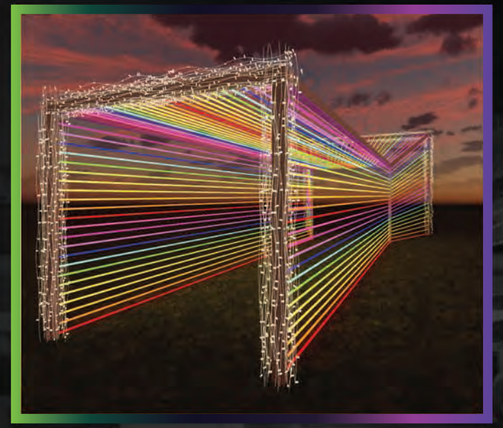
SERVICES:

- **Creative concept & design**
- **Complete trail planning & layout**
- **Full build and installation**
- **Complete ticketed event management and delivery**



SPECTRUM





SPECTRUM



IMMERSIVE **LIGHT INSTALLATIONS**







SPECTRUM



EVENT **MANAGEMENT**

With our past involvement in major sporting events including the Olympic Games, several world cups and numerous iconic stadiums & venues, our capability to provide complete event management solutions or dedicated areas covering branding, fan engagement, dressing, staging, concept development or brand activations gives us a complete offering to stakeholders, federations, cities or event organisers.

We are growing in our areas of industry to cover sport, music, culture, film, outdoor advertising, corporate and experiential. We offer full design development, logistic management, marketing and strategy to help ensure your event, launch or venue is delivered with the highest level of detail and maximum engagement to create stunning memories.

With a wide network of partners and suppliers globally, our ability to upscale and manage the full delivery is a unique asset to our clients. From individual installations to complex, multi-venue events, we have got you covered.

WEEK X

- Project Brief
- Meeting to discuss guidelines & goals.
- Carry out full venue surveys

WEEK X

- Prepare options for each venue, elements, materials and timings.
- Follow guidelines and procedures.

WEEK X

- Prepare detailed plan for all dressing elements
- Adjust budgets & allocated dressing across all venues.

WEEK X

- Detailed design, materials an supplies preparation.
- Final material selections.

WEEK X

- Artworks supplied to Access Events
- Go to print.
- Print stored ready for logistics

WEEK X

- Coordination of teams, logistics, and timings for the installation.
- Check timings and calendar

WEEK X

- De-Rig depends on client needs.
- Check each venue and location separately andprepare plan of action detailed for all of them

SURVEY → **SCOPE** → **PLAN** → **DESIGN** → **PRINT** → **INSTALL** → **DE-RIG**

SPECTRUM



SPECTRUM

CONCEPT **CREATION & DESIGN**

There has never been a higher demand for interactive, visual capturing and presentation of brand ideas than now. As winners of 2023 Brand Agency of the Year, Spectrum Events can lift your brand and bring greater exposure to the public. Not only can we provide creative brand ideas but also show complete immersive walk-through concepts ranging from simple structure design, complex deconstructed builds to entire set / stand walk-throughs.Once the creative concept is approved, our technical team take over and build / produce the concept / design, deliver and install to the finest detail.

Take for example a client requirement for a full scale replica of a London Tube as a break-out meeting room. With that being the only brief, our team spent days travelling on trains measuring and comparing multiple types of trains & designs. Our design team then created a scale design and once approved went into build. Made from timber, glass fibre mostly and with fully operational sliding doors and drivers compartment, the end result was emaculate.

We can create complete walk-through 3D rendered concepts for you and model from those designs.





