

CASE STUDY: ASTON MARTIN

Creating unique space and event solutions

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CLIENT

Aston Martin was founded in 1913 by Lionel Martin and Robert Bamford. From the company's small beginnings in England, Aston Martin is now a global car brand synonymous with luxury and exclusivity. They also compete in the world-renowned Formula One, showcasing their cars on race tracks across the globe.

EVENT

Belgium Grand Prix 2018

GOAL

To create a striking structure to display a selection of Aston Martin cars for the duration of the Grand Prix.

SOLUTION

Showplace provided a 12m structure that allowed enough room for the cars to be displayed. One side of the structure remained open and PVC curtains were fitted to the exterior in order for the cars to take centre stage, allowing optimal viewing and access for attendees. A custom sign displaying the Aston Martin logo was also fitted, enabling the structure to be seen for miles. Finally, tension fabric graphics displaying Aston Martin's branding were installed on the interior walls of the structure and lights were fitted in order to draw attention to the cars.

RESULTS

1. Successful event

Aston Martin reported that the Belgium Grand Prix was a resounding success and that guests enjoyed their time viewing the cars in the structure.

2. Positive feedback

Aston Martin were pleased with the final result for their structure and would consider using Showplace's services again for future company events.

