

CASE STUDY: HURLINGHAM POLO

Creating unique space and event solutions

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CLIENT

The Hurlingham Polo Association was founded in 1875 and is Polo's oldest and most recognised governing body. The Association also created a luxury clothing brand known as Hurlingham Polo to reflect their British heritage and authenticity.

EVENT

The Royal County of Berkshire Polo Club

GOAL

To create a striking hospitality facility to showcase Hurlingham Polo's new clothing range and provide an area for guests to relax during the event.

SOLUTION

Showplace provided four Moda structures to create the desired facility layout. The structures were subdivided into various themed areas from relaxation spaces to the pop-up shop itself. Showplace also supplied furniture to complete the final look of the structures and tension fabric graphics were utilised in order to reflect the luxury aesthetic of the Hurlingham Polo brand.

RESULTS

1. SUCCESSFUL EVENT

Hurlingham Polo reported that the launch of their new clothing range was a success and that guests enjoyed their time in the structural space.

2. POSITIVE FEEDBACK

Hurlingham Polo were pleased with the final result for their hospitality space and would consider using Showplace's services again for future events.

