

CASE STUDY: JUDDMONTE

Creating unique space and event solutions

www.showplace.co.uk



CLIENT

Juddmonte was founded in 1980 by the late Prince Khalid bin Abdullah and has amassed a reputation as one of the leading horse breeders in the world. At present, the Suffolk based company has bred 117 individual Group/Grade 1 winners of 225 Group/Grade 1 races.

EVENT

Tattersalls December Mares Sale 2022

GOAL

To create a striking hospitality facility to welcome guests for the duration of the four-day event, centred around the theme of the universe.

SOLUTION

Showplace provided a combination of different sized Moda structures to create the desired facility layout. The structures were subdivided into various themed areas utilising tension fabric graphics and backlit walls, whilst incorporating critical features such as functional lighting, heating, electrical distribution and kitchen infrastructure.

Showplace worked in collaboration with specialist furniture and lighting contractors in order to provide a unique ambience throughout the day and night for the duration of the event.

RESULTS

1. SUCCESSFUL EVENT

Juddmonte reported that the event was a resounding success and that guests enjoyed their time in the hospitality facility.

2. RETURN CUSTOMER

Juddmonte have decided to use Showplace to provide a structure for their next event.

