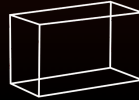


# CASE STUDY: VERCEL AT MAGAZINE LONDON

Creating unique space and event solutions

[www.showplace.co.uk](http://www.showplace.co.uk)



## CLIENT

Vercel is a cloud platform, allowing developers to build, host and launch websites and applications. The company also provides resources for creating AI app integrations and chatbots, combining the skills of humans and agents to build software together.

## EVENT

Ship LDN

## GOAL

To create a premium meeting space that blended seamlessly with London's skyline for the duration of the event.

## SOLUTION

Showplace provided six pop-OUT modular structures to create a modern meeting space for more than 2000 attendees to use throughout the event. Glass panels were installed to showcase the surrounding skyscrapers and black graphics were applied to the external framework to create a sleek outer finish.

Each structure was fitted with custom furniture and lighting installations, fostering a comfortable environment that also aligned with the contemporary aesthetic of the London landscape.

## RESULTS

### 1. SUCCESSFUL EVENT

Vercel reported that Ship LDN was a success and that attendees enjoyed their time in the pop-OUT meeting space.

### 2. POSITIVE FEEDBACK

Vercel was pleased with the final result for their modular structure space and would consider using Showplace's services again for future events.

