



The Ark Hammersmith



CASE STUDY

The client: Push Productions on behalf of EA Games

The event: EA Games 2009 UK/EU Press Launch
3 set-up days, 2 event days, 250 EU and UK delegates

The venue: The Ark, Hammersmith

The brief: To prepare The Ark (9 storey office building) to welcome a large event, with a high level of production and bring it to the level and standards of a purpose built conference and exhibition centre, so Push productions could recreate 9 gaming rooms and a modern and dynamic conference space.

To facilitate the production company's delivery of the press launch for their client, EA Games.

The solution: SPACE-2 Events co-ordinated the production company, the suppliers (set-builders, carpet fitters, stand builders), the caterers, the cleaning company, etc. to make the 6 days of set-up, event and de-rig as smooth and efficient as possible and help make the event a great success.

We worked on a risk assessment, method statement and fire safety declaration with the client in order to guarantee a safe execution of the event, as ovens had to be brought in and fire detection beams had to be isolated due to the height of some of the structures.

We ordered and had installed an extra router and additional internet licences in order to meet the client's needs.

We managed the loading bay access to guarantee an efficient load-in and load-out of the equipment.