



“off-the-wall design approach for Autosport International show”

Formula One is all about pushing back boundaries and setting new standards of excellence. Our stunning and innovative display reflected these values.



AUTOSPORT INTERNATIONAL F1 FEATURE STAND

After liaising with all ten F1 teams we obtained precise dimensions for the cars. We also enlisted their co-operation to drain all petrochemical fluids, so the cars could be positioned vertically in the custom-designed cradles we manufactured for the event.

With each car weighing 440 kilos, and a small window of opportunity, we had to work swiftly and efficiently to position all ten cars in place within four hours. It was a tense time for the teams, so much so that some left the building when we raised their cars into position.

For ourselves, with careful consideration and planning the project was a far less daunting prospect and we successfully lifted £40 million of cars into position without a hitch. Thankfully the reverse procedure at the end of the show ran equally smoothly.

project facts

£40 million of F1 cars suspended vertically on a wall

All metalwork engineered and fabricated by our team of engineers

Three F1 teams couldn't watch for fear of damage to their cars

Lift of all cars completed in four hours. So no pressure there then...

contact us

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