



“Autosport show – standing our corner”

One of our most ambitious F1 projects was to recreate the St Devote corner on the world-famous Monaco circuit for the Autosport show.



AUTOSPORT INTERNATIONAL MONACO F1

While the implementation of this was relatively easy, the gathering of information and artworking represented an immense challenge. To achieve the effect we had to set up cameras in the middle of the road and on traffic islands and took over 120 photographs. Then using Photoshop we merged all of the images together to form a 46m long x 6m high backdrop which took into account the vertical contours of the location.

Although we reproduced the famous corner as faithfully as we could, we did also have some fun introducing some celebrities into the crowd scene. At the show the

backdrop was complemented by additional barrier construction and painted flooring to give an authentic tarmac effect.

The final elements were the cars themselves, positioned on the tarmac in the order they approached St Devote for the first time. It has been generally accepted that this was probably the best F1 feature for the show that has ever been created, as it had atmosphere and a life force of its own and drew many compliments from both the public and industry insiders. The culmination of this project was a submission to the AEO Excellence Awards which we won for this particular piece of work.

project facts

- An award-winning display
- 40 hours of photomanipulation
- Blending of 30 pictures
- Printed on 6m high fabric

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