



ANDROID AT MOBILE WORLD CONGRESS 2018



Time & Scale: not many companies could process and deliver a project of this scale within the time constraints

This was our third year working with BrandFuel at Barcelona's Mobile World Congress and our largest build to date at this event. Our staff and crew demonstrated astute planning, commitment and attention to detail in delivering both the large indoor Meeting Rooms structure and the entire Android Works activation.

As an indication of scale, this project involved almost 70,000 working hours with over 50,000 hours dedicated to processing and manufacture alone. On site, our team delivering the Android Works also had just 48 hours in which to complete the entire 215m by 6m installation.

Not surprisingly, navigating the potential bottleneck of work on site is particularly important on this project. A concentrated package of crew, plant and components were sent to site, including a total of twelve carefully packed and sequenced 40ft trailers.

We're lucky to have deft and experienced project managers and a large cohort of highly motivated crew who ensured the successful delivery of both Android Works and the Meeting Rooms structure for this large international event.



Meeting Rooms: a smart high-spec two-storey structure



Android Works

Android Works featured series of activations that offered visitors a chance to try out new products, watch demonstrations, relax and have fun. The long, narrow plot was located outside the main hall on a wide and high-footfall thoroughfare. Exposed to the elements, the build must be robust yet also meet the specification of a top-quality exhibition fit-out. The 48 hour installation period was split into four twelve hour shifts. Each area was allocated a day and night shift team including joiners, electricians, scenic crew and plant handlers.

The structures

This year, the build comprised eight different environments with a total of eleven gently curved structures. All required cladding, internal cabinetry and fitting out with different floor finishes. Accent colours were used along curved edges, providing a vivid contrast with the warm, oiled ply interiors. Bespoke furniture and details such as Android figures watering plants, peering through pipes and propping up structures



added a sense of fun.

The in-house blend of traditional skills and cutting-edge technology is what make us unique. Alongside traditional craftsmanship, we also used 3D printing to create props for some of the Android figures, producing neatly detailed items such binoculars for the Android Exploration Centre that were lightweight, strong and made far quicker than traditional methods allow.

At 12m deep by 4m high and 6m wide, the Android Auditorium was the largest Android Works structure. Tiers of bleachers incorporating a variety of seating accommodated delegates who could take part in an interactive game and recharge their phones. Other areas included the Android Workshop, Android Smart Home, Android Pin Lab, Testing Room, Oreo Station and Partner Gallery; each with its own bespoke structure or in some cases, series of structures.



Method & test build

As in previous years, the time constraints of installation draw heavily on our methodology: from planning through CAD, workshops, test building, shipping and site; every element is manufactured in such a way that it can be carefully broken down then rebuilt seamlessly within the allotted time.

We learn a lot from test builds. They inform our process and are critical to determining efficient progress on site. Having such large dedicated test build facilities works to our considerable advantage on large projects such as this. We protected the beautiful waxed and oiled birch ply interiors by shipping each section complete with the interior cladding, the exterior cladding being added on site. Smaller pod-like structures were shipped complete.



Time is probably the single most critical factor in every project we make. The structures for Android Works required curved steel yet the lead time was such that there was no time for the standard process of rolling or bending to the required radii. Instead, we cut profiles from steel plate creating structurally sound and strong box sections able to meet the specification of withstanding 100km/h winds.



The floor for each area concealed the power distribution and wealth of cabling. A range of different finishes including planed and sealed decking, concrete effect vinyl and rubber tiling were used to differentiate the areas. Bold painted lines and curved joins marked transitions from one treatment to the next. Our scenic team created the concrete effect, building up layers of texture, applying colour washes and sealant, while rubber tiling was pre-bonded onto ply. Panels abutting curved joins were CNC'd to create neat and weather proof transitions.



The entire Android Works area was de-rigged by a crew of eighty in just six hours.





Android Meeting Rooms

The two-storey Android Meeting Rooms was located inside the main exhibition hall and had a footprint of 20m by 20m. The brief was for a temporary structure with the look and feel of a smart, high-spec office environment. We created fourteen meeting rooms, each with its own interior design scheme. Everything was bespoke: from fixtures, fittings and furniture, to soft furnishings, lighting and finish detailing.



The lower deck included a stylish reception area, four meeting rooms, a staff room, executive lounge and even a coffee bar. Upstairs, a further smaller reception area led to another ten meeting rooms and a demonstration room. Glazed panelling, frameless doors and oak flooring featured throughout. Themed details were added such as Android figures, feature shelving, accent colour trims and framed pictures, add subtle branding and humorous touches.

The two-week installation also saw our team clad the structure's 480sqm exterior with a



flawless dry-lined finish.

Signage & Android figures

We created a wide range of signage, echoing the materials, finishes and branding of each activation and providing continuity as well as practical information and guidance. Both Android Works and Meeting Rooms required a large entrance sign; each sub area of Android Works also requiring a freestanding sign incorporating curves, laser cut acrylic branding and video. We also created a series of signpost style way-finding signs, comprising curved sections of steel with neat joins, timber and graphics.

A final layer of detail and branding came in the form of the Android figures. We created over two hundred of these characters in heights ranging from a miniature 150mm to a life-sized 1850mm. A variety of manufacturing methods and materials were used to suit the different sizes, from 3D printing and resin casting to GRP and sculpting from high density foam.

The figures were depicted in a range of activities and poses. Some peered into tubes and pipes, propped up structures or seating, or looked as if they were holding up shelves. Others were used to adorn desks and shelves, adding a friendly and humorous touch to the event.



Successful delivery

There aren't many companies in the world that could process and deliver a project of this scale within the given time constraints. The 2018 Mobile World Congress saw us successfully deliver two very different bespoke environments: one, an indoor executive environment of exceptional quality; the other a series of fun, outdoor experiential installations, able to withstand the elements. Both were built with the same rigour and attention to detail that ensure we deliver exactly what our clients want, enabling them to provide memorable experiences for events all over the world.