



experience | expertise
i n n o v a t i o n

CASE STUDY



Pavilion of Art & Design
Berkeley Square, London

Event

2010 was the third year that we had worked on the Pavilion of Art and Design (PAD) event and it was the second year that it was held within Berkeley Square after moving from Hanover Square.

Requirement

Multiple event structures combined to create a temporary exhibition structure. A shell scheme for their exhibitors.

Structure

Approximately 3,500sqm of Premier structures were supplied with a shell scheme interior for 40 exhibitors.

Challenge

PAD was to be held within Berkeley Square, Central London.

The trees in the square are some of the oldest in London therefore plant and equipment had to be carefully manoeuvred around them. Due to limited space on the site trees had to be incorporated into the event structure, with the trunks protruding through the roof tops.

In addition to this the GL events Owen Brown crew had to work through the night loading and uploading the articulated lorries so that the square could be open to the public each morning.

Summary of challenges we overcame:

- Trees coming through roof
- Very little manoeuvre space
- Short timescales
- Poor access
- Overnight
- Busy pedestrian area in Central London





GL events

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