



UK



LIVING NORTH CHRISTMAS FAIR



Living North Christmas Fair Case Study

GL events installed a giant exhibition space in support of Living North's 11th annual North-East Christmas Fair, upon the occasion of the popular Christmas shopping event's highly-anticipated relocation to Newcastle upon Tyne's recently-restored Exhibition Park, in the heart of the city.

Newcastle-based publishing house, Living North, is well known for its events, and tasked GL events UK with creating the largest festive event marquee of its kind in the North. Here, many thousands of visitors to the four-day event would meet with more than over 250 of the finest regional and national artisan designers and retailers, as well as local restaurateurs and crafters, who contributed to a jam-packed schedule of live demonstrations within the busy exhibition space.

Event organisers approached GL events in the early Autumn of 2017 to discuss their new plans and aspirations for the Fair.

We worked with the Living North team to develop a suitable temporary event infrastructure solution, and began our build a little more than one month later, in October. Our 12-man GL events UK site team completed the installation, which utilised a total of eight trailer-loads of kit, in just ten days.





GL events constructed a vast, sleek and shiny, 25 x 155m, weatherproof canvas-sided temporary structure to create the main event venue. This area was smartly sub-divided into an expansive, uninterrupted 3,000sqm exhibition space, with 500 sqm of connected dining and refreshment space. Alongside this main venue, we created two additional, temporary structures, offering additional exhibition space as well as a large working kitchen and washrooms. We provided ramps, carpets, linings and safety equipment including fire extinguishers throughout the event.

Living North's North East Christmas Fair took place from 2-5 November and, thanks to the inherent flexibility of GL events' temporary event structures, with the addition of a star-cloth and additional lighting, event organisers transformed the venue into a glamorous dining and party destination, on behalf of Newcastle United Football Club, which hosted its awards dinner within the structure just days later.

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