

Case Study: ARC UK – Gladiators Project, Bluewater

A Fully Integrated Visual Branding Solution - Delivered in Just One Week!

Client: Ann Squared

Location: Bluewater Shopping Centre – Dartford

Date: March 22nd-23rd, 2025

Scope: Multi-Faceted Survey, Print, Installation and Removal Service

The Brief:

ARC UK was engaged to deliver a fast-turnaround, high-impact branding package for ITV's Gladiators promotional event at Bluewater Shopping Centre. With just a 7-day window from brief to de-rig, ARC UK deployed its full-service model - spanning Survey, Print, and Installation - to execute a comprehensive visual transformation across internal and external zones, within one of the UK's busiest retail environments.

The Challenge:

- **Tight Turnaround:** 1 week to survey, produce, install, and remove all event graphics.
- **Multi-Zone Coverage:** Installations required across mall entrances, walkways, and within the dedicated Gladiators marquee.
- **Sustainability Mandate:** All materials were to be PVC-free wherever possible - without compromising print quality or durability.
- **Public-Safe, Premium Finish:** Every component had to meet aesthetic and safety standards in a high-footfall venue.



Our Multi-Faceted Service Model:

1. Survey & Design Consultation

ARC's team initiated the process with an on-site survey and immediate design liaison, ensuring every component was fit-for-space, functionally integrated, and on-brand. Collaborative concept refinement with event stakeholders ensured effective visual flow and event messaging throughout.

2. Print & Fabrication

Over just a few days, ARC's production team coordinated a high-output print schedule, utilising eco-conscious substrates and advanced finishing techniques:

Crowd Control Barriers

7 x Premium Roller-Style Units with sleek branded skins, strategically placed at entry zones to maximise visibility and flow.

Pedestrian Barrier Covers

100 custom-fitted wraps, printed on PVC-free mesh, with PVC-free eyelets - balancing vibrant graphics with sustainable practice.

Wayfinding Signage

2 x Totem Signs to guide footfall from key retail arteries.

Multiple Double-Sided Hanging Banners inside the marquee to segment experience zones.

Column & Floor Graphics

5-Sided Correx Column Wrap near the activation space.

25 x 600mm Circular Floor Vinyl's throughout the mall guiding people towards the event.

Retail Anchor Pillar Wraps

Feature graphics at M&S and John Lewis pillars, boosting presence near high-traffic anchor stores.

Photo Opportunity Backdrop

6.5m x 3m Freestanding Tension Frame with seamless silicone edge fabric... a prime social media share-point.

Marquee Interior Walling

Three custom-built fabric structures:

- 2 walls at 5m x 3m
- 1 large feature wall at 15m x 3 - Timber frames were wrapped and stapled with custom-printed fabrics to transform blank interiors into immersive branded zones.



Consolidated Work Schedule:

Activity

- Day 1: Site survey & brief finalisation
- Day 2: Artwork approval & print prep
- Day 3-4: High-volume digital print & fabrication
- Day 6: On-site installation of all internal and external graphics
- Day 6-7: Event live! Post-event de-rig and sustainable disposal/reuse of materials

This timeline showcases ARC UK's capability to turn around full-scale environmental branding projects from concept to reality - within a single working week - while upholding standards of quality, creativity, and sustainability

Cross-Industry Relevance

This project illustrates ARC UK's value to every major UK sector, from retail and events to construction, corporate, education, and public services.

Our ability to design, produce, and install with agility and consistency enables clients across industries to deliver branded environments, experiential spaces, and directional signage, whilst adhering to the most exacting compliance standards and strict timelines.

The ARC UK Advantage

- **End-to-End Delivery** | Seamless project management across survey, design, production, install, and de-rig.
- **Sustainability First** | Commitment to PVC-free alternatives and responsible material disposal.
- **Speed Without Sacrifice** | Rapid delivery without compromise on creativity or craft.
- **One Supplier, Every Sector** | Adaptable solutions for any setting: retail, commercial, education, public events, and beyond.

