

Case Study: Riot Games League of Legends

Client: Riot Games – Based in Berlin

Project Managers: Riot Games and ARC UK, inc. Installation Partners

Project Title: Riot Games League of Legends: Ahoy Arena - Rotterdam 2019

Scope of Works: Multi-Faceted Print and Application Solution, including digital signage. Consult, survey in

person, assess, produce, deliver, and apply multiple scale visuals in a diverse range of materials and finishes – working with The Ahoy Arena and other venues in Holland to perceptibly transform tailored Esport events and after show dinners and parties.

Sub Scope: 4 x venues, building 2 x networking lounges for the team owners, supporting all aspects of the AV experience within multiple venues.



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The ARC team involved in this immense project was ably led by Darren Moorhouse – ARC’s Head of European Sales and Project Management.

Darren was deeply impressed by the work of his Project Team and was very honest when conveying how delighted he was with the end results in each of the host venues:

“When we create a Project Case Study, our primary focus is to accurately convey client appraisals and highlight specific project related service provisions, via descriptive text content and a couple of token visuals; however, in this case, words simply cannot satisfactorily express how much of a visual impact ARC’s creative and operational teams had upon the venues involved in this innovatory and cosmopolitan event.

The only way to truly appreciate the value of our involvement in this event, is to experience it from a visual perspective and our 2D images hopefully help to envisage an imaginary sensation of actually being there!

When I originally met with Riot Games Event Project Manager - Prinita Naidoo – I very quickly became aware of her incredible enthusiasm for this event and was blown away by her vision, expression of ideas and vivacious appetite to make this event the most memorable... ever!

I travelled to Berlin for our introductory meeting, and we discussed the project scope and timeline for the multi-locational event. I then arranged personal site by

site surveys of the various event venues and provided our Studio Manager and Head of Design - Rhys Burton - with a comprehensive design brief, which he translated brilliantly and engaged directly with Prinita to enhance and submit for final approval and sign off.

The purpose was to create a series of event venues which would bring virtual reality to life and

make an indelible impression upon people who, let's face it, are exposed to the most amazing visual experiences, every day.

In a nutshell... the goal was to alter the attendee's perception of reality and encapsulate them within a gaming theatre of their dreams!

To achieve this, we worked closely with the Riot Games Team - and Prinita in particular - to design and create a series of visuals and promotional products, which were translated from the clients' conceptual ideas, and which would intensify the theme of the event, whilst adhering to strict brand guidelines.

The asset list was expansive and diverse, to say the least, with requirements for Large Format Visuals, such as full-scale column wraps, bar area panel designs, full scale digital media and motion graphics in addition to lectern branding and various seating area visual applications.

Our brief also extended to the creation and provision of a range of promotional products, which were all specifically designed for the event”.

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CLIENT RESPONSE

"We had attendees from all over the world - from as far afield as China, South Korea and Peru - coming to our event and we realised the importance of creating an incredible experience for everyone.

For me, working with ARC was awesome because they absolutely shared my vision of what my team and I wanted to create within these incredible venues.

Rhys was an absolute pleasure to work with and he and his team cultivated a range of sensational designs, which completely captured the atmosphere we were trying to create.

The end results were breathtaking and exceeded our

expectations in every sense because we knew what we wanted but we needed the initial reassurances from Darren and Rhys to help us on the road to realising our ambitions for the event.

We trusted our instincts when appointing ARC because we had been exposed to some of their other event work and we had sought references from some of their other clients, all of whom could not speak highly enough about them.

Everyone in the ARC team was Friendly, empathetic and full of creative juices which bounced off our ideas and enabled us to collectively achieve an unbelievable visualisation of our original concept".