

Case Study: Lando Norris | Official Grandstand Graphics

British Grand Prix – Silverstone: July 2025

Client: ADD Management Ltd

Location: Silverstone Circuit, Northamptonshire, UK

Date: May 1-5, 2025

Scope: Adaptive artwork creation, production, and installation of over 6,000m² of large-format environmental graphics. Design, production, and installation of 48 Grandstand Flags - situated on the top edge of the four key grandstands. The ARC design studio re-sized and adapted the supplied artwork, created cutter guides, and optimised the file set ups for production.

Timeline:

4-week turnaround ahead of the 2025 British Grand Prix.

The Challenge:

As anticipation for the 2025 British Grand Prix reached full throttle, ARC UK was commissioned by Lando Norris's management team - ADD Management - to deliver a high-impact branding experience for Lando's home race.



The Brief:

transform four major spectator stands at Silverstone, one of the most prestigious circuits in world motorsport, into fully immersive branded environments - celebrating Lando's identity. With just four weeks from concept to completion, the scale and complexity of the project presented a number of challenges:

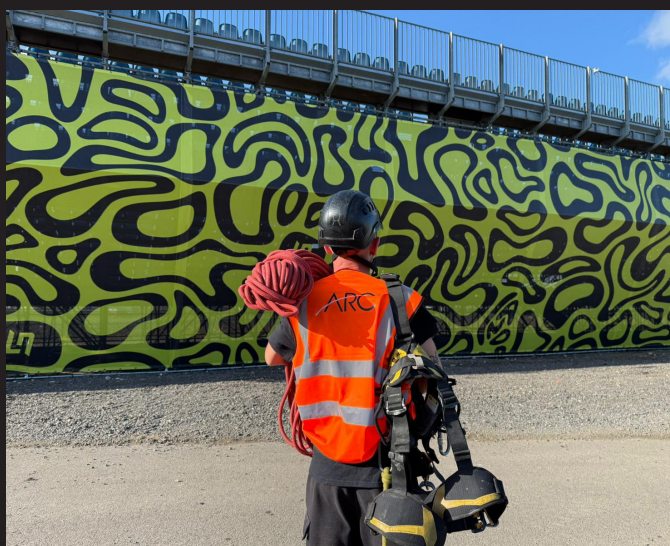
- Over 6,000 square metres of custom-designed graphics to be delivered and installed
- Four separate, high-visibility fan-facing zones requiring bespoke creative treatment
- Full coordination with multiple site teams, McLaren Racing, and Grand Prix logistics operations
- Strict access windows, live event scheduling, and stringent health and safety regulations
- The project demanded not just speed, but precision, creativity, and deep operational coordination across multiple moving parts.

The Solution:

ARC UK mobilised a dedicated in-house team spanning design, production, project management, and installation - enabling a streamlined, end-to-end delivery model.

Key elements of the solution included:

- Accelerated design development to align Lando's distinctive helmet brand with broader McLaren and F1 visual guidelines
- Close collaboration with ADD Management's creative and marketing leads to ensure brand consistency and fan engagement across all zones
- Careful material selection, ensuring durability in outdoor conditions, vibrant colour performance, and resilience under heavy footfall
- Installation during restricted hours, working overnight and around circuit schedules to avoid disruption to event operations



- Real-time stakeholder communication, with daily progress updates and on-site coordination with Silverstone officials
- Every element - from creative ideation to on-the ground execution - was managed by the ARC UK team, ensuring full control over quality, timelines, and safety.

The Outcome:

ARC UK delivered a transformative branding solution that redefined the visual identity of four key spectator stands - each becoming a focal point of the Silverstone fan experience and broadcast landscape.

Results at a glance:

- Over 6,000m² of custom graphics designed, produced, and installed
- Four grandstand activations delivered on time and on budget

- Zero installation delays, despite working within live event parameters
- Universal praise from Lando Norris's team, McLaren Racing, and Silverstone event organisers
- ARC UK appointed preferred partner for future Formula 1 activations

The project received significant visibility both on-site and across media channels, reinforcing ARC UK's capabilities as a leading provider of high-impact environmental branding in high-stakes environments.

Client Testimonial:

"John, Chris, and the entire ARC UK team absolutely smashed it. The turnaround, the energy, the scale — all handled with complete professionalism. It was a proud moment seeing the stands come alive in support of Lando."

— Spokesperson, Lando Norris Management Team



Conclusion:

This project exemplifies what ARC UK is known for: delivering large-scale, brand-driven visual environments under pressure - with no compromise on quality. Whether in the high-octane world of Formula 1, retail environments, or commercial and workplace settings, ARC UK continues to deliver fast, flawless, and bold creative solutions that turn space into statement.



See the full showcase here:

<https://www.e-arc.co.uk/showcase/lando-norris-grandstand-graphics-flags/#lando-norris>