

Case Study: Bluewater +Disney – The Zoowater Takeover for Zootopia 2

Client: Landsec

Location: Bluewater Shopping Centre

Overview

In early 2025, Bluewater Shopping Centre partnered with Disney to celebrate the release of Zootopia 2 with a full visual transformation of the mall... morphing the iconic retail destination into “Zoowater.”

ARC UK was appointed to deliver the complete creative adaptation, production and installation package for this ambitious, high-visibility campaign.

The takeover required mastery across design, print and installation, as well as the ability to manage diverse formats within a live, high-traffic environment. With expertise spanning every major UK sector, from retail, leisure and entertainment to corporate, transport and public spaces – ARC was perfectly positioned to deliver the project from end to end.

This case study explores how we transformed

Bluewater into a family-friendly world inspired by Disney’s most colourful characters, while prioritising sustainability and precision at every stage.

Objectives

Bluewater and Disney tasked ARC with:

- Converting supplied artwork into production-ready assets across a wide range of formats.
- Producing all graphics using eco-conscious materials and processes.
- Installing every element across the centre with minimal disruption.
- Creating an immersive, cohesive experience that captured the spirit of Zootopia 2 and encouraged visitor engagement.

The overarching goal was simple: deliver a takeover that felt magical, memorable, and unmistakably Disney – while demonstrating operational excellence in a complex, multi-surface environment.



Our Approach

Design Adaptation

ARC's in-house Design Studio began by reviewing and adapting all supplied artwork. This included:

- Re-sizing assets for large-format applications
- Creating cutter guides for each unique structure
- Preparing production files for accurate colour reproduction
- Ensuring consistency across dozens of display surfaces
- Having delivered design adaptation across countless environments – from hospitals and offices to sports venues and universities – we applied our cross-sector experience to problem-solve quickly and confidently.

Sustainable Production

Sustainability plays a central role in ARC's manufacturing processes. For Zoowater, we utilised:

- PVC-free materials wherever possible
- Energy-efficient print systems
- Carefully selected substrates to minimise waste
- Recyclable or reusable options for post-campaign recovery

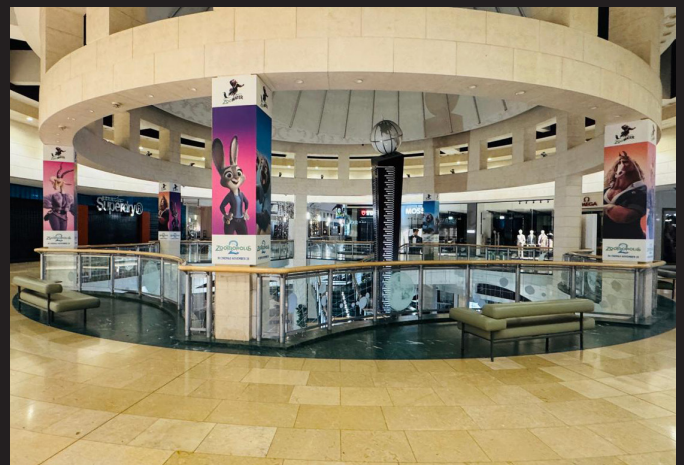
Every element was produced to deliver maximum visual impact with a reduced carbon footprint – reflecting ARC's ongoing commitment to responsible large-format print.

Installation & Execution

Across multiple out-of-hours sessions, ARC printed, delivered, and installed:

- 6 illuminated lightboxes with 12 fabric prints
- 2 full lift-door wraps, plus 2 miniature “mouse-sized” versions
- Escalator graphics across three locations
- 5 wrapped pillars in the M&S upper mall
- 20 slimline mall banners
- Safety totem graphics for the slide area

Working in a live retail environment demanded careful planning, strict safety measures and seamless coordination. Our installation teams – who regularly work across UK transport hubs, campuses, stadiums, and commercial locations – brought a sector-wide skillset to ensure everything landed flawlessly.



Results

The Zoowater takeover delivered:

- A fully immersive environment that brought the world of Zootopia 2 into a real-life retail setting
- High visitor engagement, with families exploring, photographing and sharing the experience
- A coherent visual identity maintained across all spaces and surfaces
- A sustainable campaign, produced using environmentally responsible materials and processes

The activation quickly became a standout attraction for Bluewater, generating excitement online and on-site, and showcasing how impactful large-format print can be when creativity and execution align.

Conclusion

ARC's work on the Zoowater takeover demonstrates our ability to manage large-scale, multi-format visual transformations across any UK sector – with sustainability, efficiency, and creativity at the core. Whether delivering nationwide rollouts, complex event environments or one-off hero moments, ARC combines technical expertise with a commitment to greener, thoughtful production.

If you're planning an activation that needs to inspire, engage, and transform a space, we'd be delighted to collaborate.

