



Nickelodeon - Leicester Square

When it was announced that Nickelodeon were planning to open their latest retail outlet in London's world famous Leicester Square, The Window Film Company were contacted to print and install an array of colourful graphics featuring many of the popular TV channel's favourite characters to the external face of the two-storey frontage.

Whilst the news that Nickelodeon was planning to open their flagship retail store in Leicester Square was cause for excitement amongst fans of Spongebob Squarepants, Dora the Explorer and the Teenage Mutant Ninja Turtles, the two-storey premises were in need of a complete re-fit. With the prime location also benefitting from large windows on three sides, The Window Film Company were engaged to provide a solution that would deliver privacy whilst also raising awareness of the store's impending opening.

The layout of the building meant that an external application of film was necessary, and with this in mind it was agreed that the material used would be a printable vinyl. The film is durable and long-lasting, making it the ideal choice for an external installation, whilst the face of the film provides the perfect choice for reproducing graphics in bright, rich and vivid colour.

The artwork was supplied to The Window Film Company's in-house graphics team who were able to use schematics of the windows to create proofs for each pane. The windows were of different sizes with various gaps and divisions between the panels so care was taken to ensure that the bespoke design, featuring some of the best known animated characters in the world, was created perfectly to deliver the "wrap" effect on the three faces of the prominently positioned building.

With the proofs approved, the artwork was printed using state of the art UV printers. The quality of the ink, the printer and the film used combining to deliver a perfect representation of the colourful graphics.

It was important that the installation was complete ahead of the official announcement of the



store's arrival, so project managing the fitting of the printed film was integral to the success of the job. The Window Film Company's operations team worked closely with the contractor to agree a suitable time for the work to be carried out and a two day period was identified.

The Window Film Company carry out installations throughout the UK, with each fitting team vastly experienced and qualified in every aspect of the installation process, including PASMA qualifications for when working with platforms and other access equipment is required.

With the building in close proximity to other business premises, it was important that due care and attention was given to them, ensuring that there was no disruption to their trade. This was done by carrying out the parts of the installation closest to neighbouring businesses first, with work commencing at approximately 7am on both days of the two day project.

The installation was carried out from right to left, with passers-by treated to the gradual and impressive transformation of the building from a disused and unappealing space to an eye-catching and exciting feature. Once installed, the graphics could be seen from a good distance away, the vivid colourways and text making the building stand out amongst the other famous sights of Leicester Square.

The finished installation provided the privacy required for the fit-out to commence, whilst also leaving visitors no doubt as to the identity of the new tenants, whilst serving as a fantastic backdrop against which to launch what is an exciting venture for one of the most well known brands in the world.

Key Facts:

- * Full colour print onto external grade vinyl.
- * Graphics installed over two floors.
- * Production complete to tight deadline.
- * Delivery of a stylish and professional privacy solution.
- * Creation of an eye-catching, memorable feature.