



Fortuna

Client: The Spanish Tobacco Company Year of Completion: 1994

Created to promote cigarettes for The Spanish Tobacco Company, the Fortuna banner was manufactured and printed in the UK before being shipped to Spain for installation where it remained for a two year promotional campaign!

Pre-printed vinyl coated polyester fabric was stretched over the 35m by 20m light frame before being fixed to the building facade. The fixings had to go through 10mm wide joints in the glass curtain wall behind; no forces were allowed to be incorporated into the design which might bend the fixings and potentially break the glass.

Installation was not easy due to the size of the structure and everything had to be carried out from the window cleaning cradle!

It was one of a total of five giant posters created for the company, all of different design!

Location:
Madrid, Spain

Category:
Banners

Market Sector:
Public Buildings

Scope Of Works:
Manufacture
Project Management
Install

Fabric Type:
PVC - Fabric

Design Style:
Banner

Function:
Promotional