



Regent Street Banner

Client: Crown Estate Commissioners Year of Completion: 1995

Primarily installed to provide a screen for major building works which were happening on Regent Street, London, the Regent Street banner was much for than merely a screen - it provided a temporary art work for the passers by.

The buildings under development are owned by the Crown Estates Commission and therefore a 'royal' and London theme was considered apt. A design showing images of Victorian London and some of the people who may have lived there, was settled upon and printed by Scanachrome.

To make a feature of the building throughout the day and the night, lighting was installed. This had to be carefully positioned low enough to illuminate most of the space, but high enough to be out of reach of the passing double-decker buses.

Location:
London, UK

Category:
Banners

Market Sector:
Public Buildings

Scope Of Works:
Manufacture
Project Management
Install

Fabric Type:
PVC - Fabric

Design Style:
Banner

Function:
Promotional
Printed