

# COCA-COLA 'BEATBOX'

## LONDON 2012 OLYMPIC PARK

*EPG helps London move to its beat...  
Coca-Cola Beatbox.*

Perhaps the most unique pavilion in the Olympic Park precinct at the London 2012 Olympics was the Coca-Cola Beatbox. As part of the Coca-Cola Future Flames campaign, which aimed to recognise and reward the best of the nation's youth and shine a spotlight on emerging talent, the Coca-Cola Beatbox was a multi-sensory experience that fused music, sport, architecture and technology into the one venue.

Along along with our local joint venture partner RLB, we were responsible for the project management and quantity surveying of the project and also provided input into the design, build and operation of the winning consortium bid that had an estimated 200,000 visitors over the duration of the games.

Designed by East London architects Asif Khan and Pernilla Ohrstedt, the Coca-Cola Beatbox was a giant crystalline structure made up of over two hundred (200) interlocked translucent air cushions, each the size of a billboard. Visitors to the pavilion were able to 'play' designated cushions as they ascended the exterior of the pavilion, remixing 'Anywhere in the World'. This track featured sounds from five different Olympic sports and was created for Coca-Cola by GRAMMY award winning producer Mark Ronson and 2011 Mercury Music Prize nominee Katy B.

Our team were also project managers for the design, build and procurement of the event overlay & infrastructure for the Coca-Cola Beatbox, playing an integral role in gaining planning approvals for the unique structure and liaising with the London Organising Committee of the Olympic Games (LOCOG) officials. Our relationship with LOCOG formed through engagement in other London 2012 projects ensured we were able to provide Coca-Cola with seamless communication amongst all stakeholders from the commencement of the project right through to the reinstatement of the site back to its original condition post the games.

### *Location & Year*

London 2012

### *Client Sector*

Corporate

### *Services Provided*

Event Overlay & Infrastructure