

## Introduction

by Roger Barrett  
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The momentous decision to become part of the Altrad Group last May, via Altrad Beaver 84 in the UK, enabled several people to finally retire from Star Events, including my co-founder Maddy Sheals. For the rest of us, it was an opportunity to put all sorts of plans in place, supported by Altrad's huge resources.

The first to come to fruition are the merger of Beaver 84's events business into Star Events and our new corporate image. This newsletter gives a glimpse of our new face: a simplified company name and contacts, extended product range and new online pricing service. All will be revealed at this week's Event Production Show, so do come and see us.

In the meantime, we have seen a resurgence in large-scale 'industrial theatre', with major product launches under our belt for Land Rover, Microsoft, Jaguar and Fiat. We also made new friends when the UCI brought the Cyclo-cross World Cup to Milton Keynes. It meant we could demonstrate the huge range of support structures and equipment we have to offer with access to the Beaver 84 kit.

You will find us next to the bar at EPS...

## Breaking News...

Star has cemented its position as the leader in event health and safety standards with accreditation to OHSAS 18001, a fully independent and in-depth assessment of the company's entire H&S management systems.

With the imminent imposition of the new CDM Regulations on April 6, OHSAS 18001 ensures that all Star Events' clients can immediately demonstrate they have fulfilled their legal duty to assess the competence and safety of their structures supplier.

## Circle of trust



Star Events provided the infrastructure off Westminster Pier for street trial cyclist Danny MacAskill to perform a spectacular water-borne loop-the-loop, aided and abetted by Microsoft's new Windows phone personal assistant, Cortana.

Fixed to a 500-ton barge, the Star Events structure provided the run-in and out ramps for the 5m loop, the round projection screen, production support, and lined it all up with the London Eye, accentuating Cortana's circular form.

Taking the concept from paper to pontoon in six weeks, Will Roberts, Production Manager for Microsoft's agency, Mission, sought Star's significant experience with Thames' events and Vert ramps.

Roberts comments: "With that sort of deadline, you're designing, costing, scheduling, building and delivering in parallel and Star gave me a lot of confidence during the tender process. Their pricing was competitive, they have a track record of marine work and they're a really nice bunch."

# Star turn

# Cyclo-cross first

Star Events supplied the infrastructure for creative communications agency krow's spectacular Fiat 500x illusion at the Copper Box Arena, superstar magician Dynamo turning a 3D blueprint of the new car into the physical vehicle with the "Power of X".

Using their unparalleled venue knowledge, the Star team worked to briefs from production company Lodestar and Dynamo's production team, The Live Firm. They required a complex rigging element throughout the venue and over 1,100sq m of multi-level terracing, ramps and stairways to form the stage, an auditorium for 1,000 people, VIP and technical areas.

Fans descended on Campbell Park, Milton Keynes in November, to watch the sport's best in the first round of UCI's Cyclo-cross World Cup held outside mainland Europe.



Production company Bliss Events Management commissioned Star to provide infrastructure for the medal presentation stage, site towers, perimeter gantries, camera platforms, and structural support for swathes of signage and branding.

Star Events also managed the 2,500sq m of ground protection and 8km of fencing/barriers from parent company Beaver 84.

"Star Events' knowledge and experience of large events, their professionalism, and most importantly their work ethic, was very welcome," Organiser, and indefatigable cheerleader for off-road cycling events, Simon Burney, explains.

"Anything they weren't familiar with, they took time to understand. They offered solutions and helped with kit and expertise when they could have simply said, 'sorry, that's not our responsibility'. It was a real pleasure to have Star Events involved with the project."

# Voyage of Discovery

Star Events helped creative agency Imagination put a British spin under the Land Rover Discovery Sport launch on the Seine, ahead of the Paris Motor Show.

Fresh from ferrying the new Jaguar XE along the Thames, Star supplied marine engineering and an extensive sub-structure framework, featuring two hidden ramps and a large pool, inside an 80m barge.

Two Discovery Sports were on board and seven pairs of giant Wellington boots, the biggest emblazoned with Union Jacks, were craned on too, emphasising the quality British build, the car's versatility and its ongoing commitment to the outdoor life.



"We filled the 11m wide barge with 1,800 tons of earth, to get the correct trim for the design specification. The production weighed about 200 tons, including 60 tons of water for the pool, and was by no means equally distributed. Keeping the balance across both the longitude and transverse was absolutely critical," Star Events' Project Manager, Gavin Scott, says.

Launched from a holding position just outside Paris, the barge was pushed up river to waiting press, Discoverys appearing from behind the faceted hills and driving through the water, before settling into position for an eye catching afternoon on the Seine.