



SNOWDENS

The Guardian's Hay Festival 2010



Event details

The Hay Festival is the largest of its kind in Europe. The 10 day festival has been running for 22 year in Hay-on-Wye on the edge of the Brecon Beacons National Park.

Brief

To supply all the structures that would make up the tented village element of the festival, including the Main Venues, Restaurants, Children's Zone, Cinema, Hospitality, and Shopping Arcades.

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Specification

The Hay Festival used the whole range of structures from simple awning covers to soft sided restaurants and giant structures as well as Ultimate pagodas and hard sided Premier and Absolute Pavilions. Our wide range of structure gave us the opportunity to tailor our services to the unique requirements of each venue.

5 x Restaurants / Food Halls, providing a range of different styles and cuisines from simple cafes, and bars, to foods from around the world. Each structure had its own unique interior requirements.

4 x Shopping Arcades all 9m wide to provide 6m x 3m shopping units and 3m arcade walkway

1 x Book shop

1 x 16m x 30m Cinema on 4m legs with hard sides

2- Venues for tiered seating

1 - Green room

1 - Discussion venue 15m x 30m Absolute

2 - Hospitality venues for sponsors

1 - Double ended Atrium Structure to provide an imaginative attraction to the Children's Zone

A number of service tents, including stores, box office, and administration.



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Challenges

As this is the largest single event contract that Snowdens has ever dealt with it was a challenge to manage the quantity of structures that were required on site.

The biggest challenge we faced was to connect 600m of walkways to the structures in order to provide complete cover in case of poor weather.

Outcome

A successful first year of a long term contract.

