



NME AWARDS

UK / London

NME AWARDS

Country / City: UK / London

Completion: 2012

Capacity: over 4,900

Usage: Events, Exhibitions & Conferences

Technology



Creative
Drapery

Overview

The 2012 NME Awards took place at London's O2 Academy in Brixton. The event brought together many of the leading lights in the UK music scene. To match the bold "Rock 'N' Roll Circus" Theme, J&C Joel supplied custom-made stage drapes for the ceremony.

Produced by Reality Ltd, the NME awards celebrated artists including Noel Gallagher, Kasabian and the Arctic Monkeys. As a result, the event became one of the most memorable nights in the UK calendar.

To create the dramatic stage design, J&C Joel manufactured an eye-catching stage surround measuring 19 metres wide and 10 metres deep. The company used more than 30 individual strips of Casement fabric in ecru, dark red (CAS017) and borage blue (CAS024). Each strip measured approximately a metre wide and was precisely sewn together for a seamless finish.

In addition, J&C Joel supplied a pair of stage curtains spanning 13 metres wide and with a drop of 8.5 metres. These drapes also featured strips of ecru, dark red and borage blue casement fabric. During performances, the curtains opened in a traveller movement behind the main stage surround. This created a dramatic backdrop for bands including Pulp and The Vaccines.

Casement is a lightweight and affordable cotton fabric that is available in a wide range of vivid colours. This makes it ideal for shows, exhibitions and themed events.




J&C Joel specialises in bespoke draping, flooring and stage machinery for any event. For more information contact the sales team on 01422 833835 or email sales@jcjoel.com.



Dramatic Stage Design made from Casement



 United Kingdom
 +44 1422 833835
 uksales@jcjoel.com

 United Arab Emirates
 +971 4 884 7801
 menasales@jcjoel.com

www.jcjoel.com

34