

nononsense

...the straightforward approach to delivering events



Jody Hartley©

Case Study

The Temple Stage at Parklife 2014

**FESTIVAL
SUPPLIER
AWARDS
WINNER** 2014



**Manchester,
England**

For Parklife this year, The Warehouse Project wanted to make a statement and asked Designer Paul Atkinson to design something special for their 20,000 capacity outdoor dance arena. His concept was centred on a space-age Mayan temple that had been discovered in Heaton Park. The feel of the design was industrial jungle meets space invaders. Known for our inventive, solution finding approach, NoNonsense was asked to bring the design to life.

had come to this conclusion but had an alternative suggestion and drew up a more precise proposal including some initial engineering and drawings to illustrate what could be achieved.

We now had a solution which made the concept more affordable that still fitted the brief and could be used for three years. A key element was the idea to store all the bespoke elements in the containers which were purchased locally to the festival.

This reduced costs for both transport and storage, and minimised crane use for

After the initial phone call and emails, we sat down with Ben Johnstone, Site Manager, to discuss the design and what could be done as to build the structure completely from containers would just be too costly. We too

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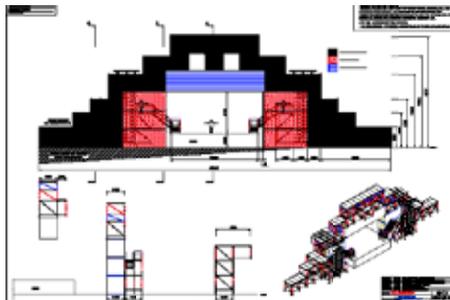
JOB FACTS

Location:	Heaton Park, Manchester
Project:	Parklife 2014
Size:	<50m wide x 6 stories high
Materials:	70 tonnes
Work Days:	247



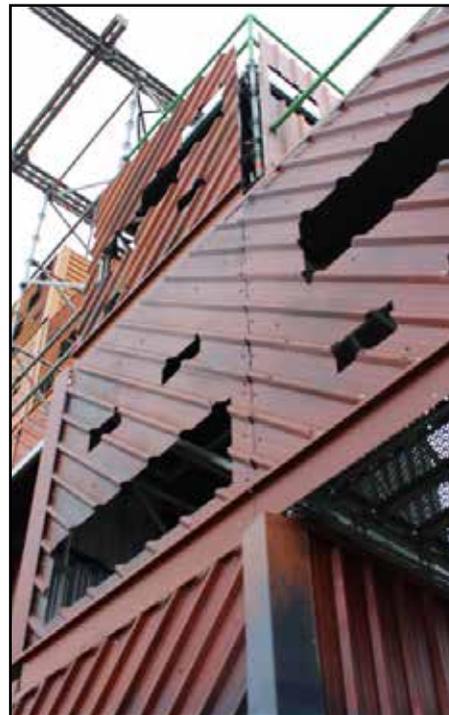
loading. The standard kit used in the project included scaffolding and our new decking system which had been designed in-house. This was all returned to our warehouse to be used on other projects.

Working at height is always a consideration when building temporary structures so logistics was another key consideration with the design. The higher levels of the structure were built on top of the large



45' bridging container when it was on the ground and then a tandem crane lift was used to position the top levels. This made for a safe working environment for our team. A project of this nature requires collaboration with other suppliers from the start. A number of production meetings were had with the lighting, sound and video suppliers. As with projects of this nature the production requirements changed several times. Sightlines were an important consideration and the design was changed to increase these, this then had a knock on effect with the positioning of the PA hang – the solution being the addition of fairly large industrial cantilever beams. "The whole things was amazing...you did brilliantly to deal with all our late changes"

Jonny Godsmark, Lighting Designer. Ground Control wanted the production to integrate seamlessly with the structure to ensure the stage worked in harmony with



the festival experience. Having an existing good working relationship with the team at Ground Control gave them the confidence that we could deliver this project on time and within budget. Although still a relatively new company, the team has considerable experience amassed over the years and we continue to learn and grow with each new challenge. Our passion to do the project was apparent in our very first conversations and meetings. Ben knew he had to award the project to a team who would give it their all and knew from the start that we really wanted to do it.

The end result being a structure 6 stories high and almost 50m wide, constructed from 70 tonnes of equipment including 7 containers, scaffolding, 6 staircases, more than 50 steel sheets customised to look like old containers, more than 100 precision cut holes for video and lights, VIP dance platforms and 20 tonnes of ballast.

It was when we started to lift the containers in to place that we realized just what an impact this structure was going to have. People working in all corners of the site came to see the structure, taking photos and asking questions. All crew had been asked not to share any details of the festival build on social media so to create a really wow factor for guests.

Throughout the festival, The Temple featured a lot on Facebook and Twitter. Even though not the main stage, there was always an incredible atmosphere in the dance arena, with many festival goers mistaking it for the main stage. It was such a proud moment for us when the designer came to site during the build and said with a tear in his eye that it was better than he could have ever expected.

“My design was challenging and I thought unbuildable, however the team at NoNonsense found a way”...Paul Atkinson, Designer