



Case Study Masterpiece

CLIENT	Masterpiece London Ltd
PROJECT	Masterpiece London
PERIOD	June - July 2010-2020
LOCATION	Royal Hospital Chelsea, London, UK
STRUCTURE	Evolution II, Alure, Alu Halls



The Assignment

Masterpiece London is the summer's leading international cross-collecting fair for art, antiques and design from antiquity to the present day which attracts exhibitors from around the world. Since its launch in 2010 Neptunus have been contracted to provide the infrastructure for this high-profile week-long event creating a temporary gallery where multi-million pound art sales are conducted.

For the ninth edition of Masterpiece London organisers required a new look for the venue which would provide additional space for exhibitors and, at the same time, improve the flow of visitors through the exhibition halls.

The Solution

Previously the two main exhibition halls spanned 35 metres and 50 metres with the Evolution structures linked to a third smaller Evolution building that formed the fair's entrance, reception area, security check-point, cloakroom and media centre. For 2018 Neptunus' designers replaced the three structures by creating two huge roof spans – with the 35 metre hall now extended to a width of 65 metres.

The new layout provided a total of 15,525 square metres of space and enabled the internal fit-out team to create a new cruciform shape inside the temporary venue. An additional central aisle, running east to west at a right angle to the existing main aisle, was introduced to help improve the flow of visitors.

The new format provided organisers with more than 2,000 square metres of additional space overall to accommodate 160 exhibitors. Neptunus also rotated their Alure structure that formed the fair's Le Caprice Restaurant through 90 degrees and fitted it out with large panoramic window panels. An external covered terrace was also added to the Alure building that housed The Ivy Chelsea Brasserie – giving both restaurants excellent views of the Royal Chelsea Hospital.

The Challenges

Masterpiece London is set in the historic grounds of the Royal Hospital Chelsea. All events staged at one of the capital's most



famous locations are subject to rigorous restrictions. This requires meticulous planning and close collaboration with the site management team 20-20 Events to ensure the landscape is protected throughout the installation.

The new layout demonstrated the amazing flexibility of Neptunus' Evolution technology. Technicians were able to 'cut out' corners to work around the site space available and any obstacles that were in the way. The second exhibition hall measured 65m x 135m under a single span roof with only 12 internal support legs in the whole footprint which were cleverly hidden in the interior layout to provide additional space for exhibitors. Neptunus believes it is the first time that a structure with one 65m wide roof span has been built for an event in the UK.

As in previous years the time to install and remove all equipment was governed by strict deadlines. Services, such as lighting and air conditioning ducts, needed to be placed in the roof construction at ground level and be lifted with Space Frame hydraulics. The 65m x 135m roof with everything in it weighs over 175 tonnes, but was successfully lifted ahead of schedule.

Despite the new changes introduced visitors arriving at the main entrance off of the Embankment still encountered the experience that they were entering a gallery in a permanent building. Stabilo International, who are responsible for the magnificent fit-out and interior design, retained the wrap around the front of Neptunus' structures which form a fabric replica of the Royal Hospital Chelsea which is home to the legendary Chelsea Pensioners.

The Verdict

Lucie Kitchener, Managing Director of Masterpiece London, says: "We are delighted to have worked with Neptunus for the last 8 years, who have helped us physically realise our growing ambitions for the fair. This year, they've enabled us to increase the footprint of the fair which will work to improve the flow throughout the fair, and especially during our busy preview day. We're pleased to have been able to increase the number of exhibitors to 160 this year, which we feel is an optimum number for our guests to enjoy the best of international art, design, furniture and jewellery brought together under one roof."



FACTS & FIGURES



52,000 visitors



June - July 2010-2020



Built within just 14 days



15,252 square meter



Create the feel of a permanent building from a temporary structure