

The O₂

Create illustrations around The O2 landmark that relate to three key themes.

Background to The O2

With the completion of The O2, AEG Europe has given London what it has always needed: a world class entertainment destination. Under our already iconic roof in Greenwich lies a state of the art live music venue (indigO2), 11 screen multiplex cinema, exhibition centre (The O2 bubble), an entire street of bars, restaurants and leisure attractions (Entertainment Avenue) and most breathtaking of all - The O2 arena. It is this arena at the heart of the venue which promises to put the capital right at the forefront of the industry. Playing host to the most sought after names in rock, pop and classical music, as well as staging must-see sporting events (including the 2012 Olympics), theatrical productions and shows for all the family... The O2 arena will deliver a truly unbeatable line-up of international stars.

Advertising The O2

Given its iconic look we understandably use images of the O2 and its iconic roof in much of our advertising. Included in the project pack is a dramatic image that we make use of extensively, along with a technical illustration of the tent.

Illustrating The O2!

We would like you to use one or both of the images in the project pack and create illustrations and images in any style you like to enliven the sky around our iconic landmark. Your artwork would need to frame and accommodate additional tactical content added at a later stage, so should not dominate the scene.

Themes

We would like you to create illustrations based on each of the themes below. These are broad themes, and each would accommodate a variety of possible events and elements:

- Music
- Family Entertainment
- Sport

The artwork will need to be versatile enough to allow for supporting text or a tactical image to be dropped in. This may be an Elton John image over the top of musical artwork to make it gig specific or a Disney image and some supporting copy over a family themed illustration.

Mandatories

You will need to produce artwork for each of the three themes.

The only mandatory is that you work with the image in the project pack, and have fun!

Deliverables, Artwork and Additional Information

For guidance on how to submit your work please adhere to the main deliverables information at <http://student.aisforawards.org>

Any additional supporting information referenced in the brief, including artwork and logos, can be found in the project pack at <http://student.aisforwards.org>