

# A summer of spectacle

*How large-format print  
can help events level up*







**Energising crowds and  
commanding attention across  
sports, festivals, and beyond**



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**Verity Fox**

Managing director at Dominion

## Summer belongs to the bold

A very specific feeling hits the moment you walk into a live event – often before you even register it consciously. It’s a culmination of the noise, with rallying crowds all cheering in chorus, and the atmospheric visuals that bring the whole experience together.

The latter, naturally, is very close to our hearts at Dominion. We help bring supersized excitement to these venues every day, with large-format print that’s built to command attention – and set the tone for the show before the first note or whistle is heard.

This summer, the adrenaline will hit harder than it has in years. On the sports front, we’ve got Wimbledon, the FIFA World Cup, and the Commonwealth Games, to name just a few. Meanwhile, even though Glastonbury is in its fallow year, music is still bringing us joys like

Reading and Leeds Festivals, Parklife, BST Hyde Park, and Creamfields. With such a packed events calendar coming up, the pressure to differentiate is more real than ever – crowds want a smooth experience, sponsors crave strong exposure, and brands need visual ambition to stand out both on site and online weeks later.

But it’s a complex and multi-faceted landscape. Luckily, it’s also one we know intimately – not because we organise events, but because we work closely alongside the people who do. We understand the timelines that can close without warning, the artwork that changes three days before install, and the access window that runs from 3am to 6am and not a minute longer. More importantly, we have rich experience in handling these challenges hitch free.

The Verity logo, featuring the word 'Verity' in a stylized, handwritten-style script font.





**This guide is for the project managers, agency leads, and print buyers who live under this pressure every summer. It's about what large-format print can genuinely achieve in these environments, what to consider when specifying it at scale, and the unparalleled value the right print partner can bring. Because big events deserve bold print, and bold print deserves a team that can actually deliver it.**

Verity Fox, managing director at Dominion





# A season of culture, connection, and experience

Summer 2026 arrives with an intense events calendar. At the forefront of sport, the FIFA World Cup brings a four-year crescendo of stadium production, sponsor activation, and broadcast exposure to reach beyond North America. It's a genuinely global feat that unites fans in their billions. To put the scale into perspective, the FIFA World Cup Qatar 2022 attracted a record-breaking 1.42 billion viewers for the final and engaged five billion fans across all media. The latter is more than half of Earth's human population.







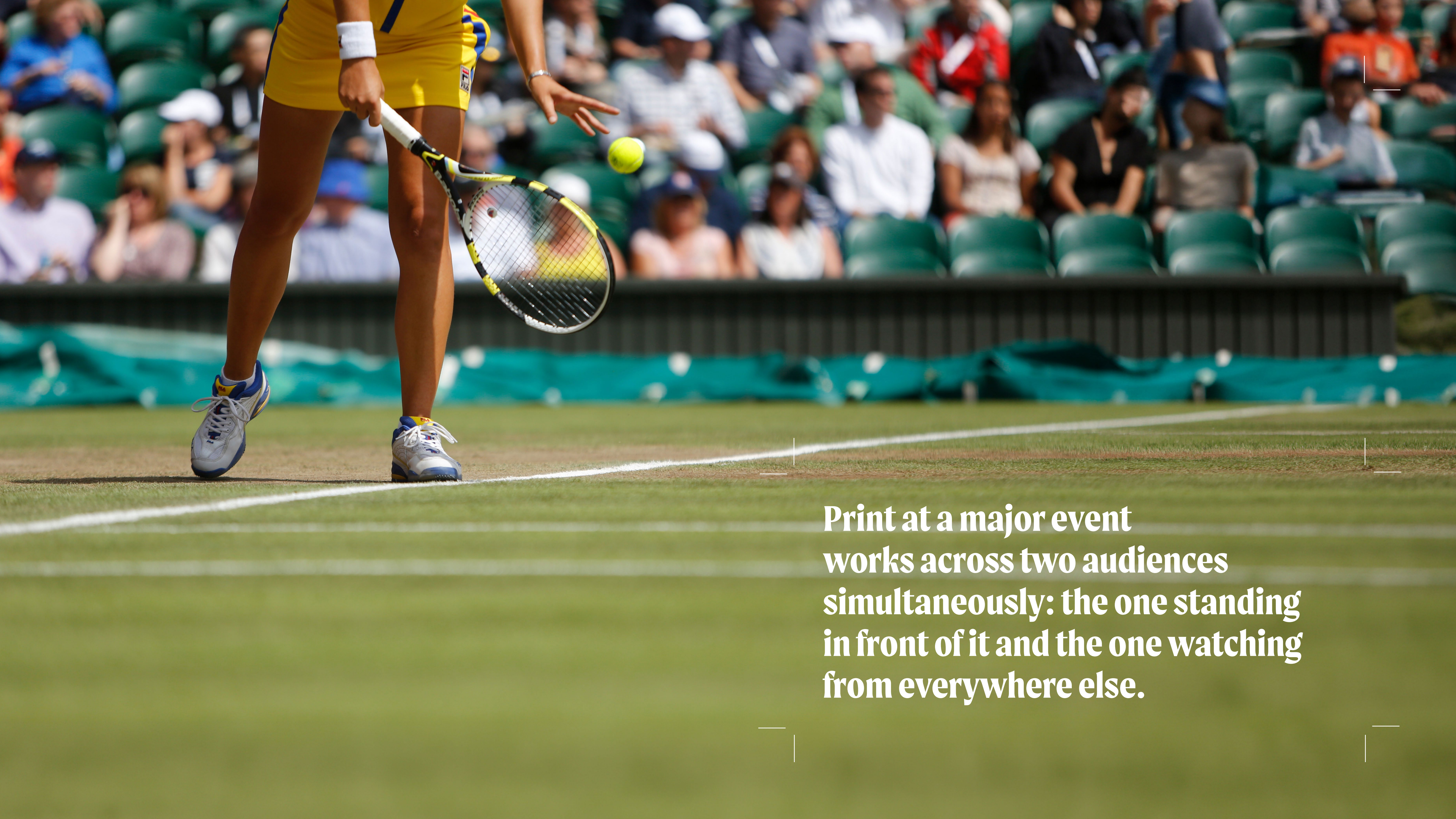
# Dominating a diverse audience

Closer to home, Wimbledon returns with its familiar blend of tradition and enormous commercial ambition, while the European Athletics Championships and the Tour de France deliver the kind of multi-venue, multi-city logistics challenges that push every supplier to their limits. In music, with Glastonbury taking a rest, the field is wide open. Reading and Leeds, Parklife, BST Hyde Park, Creamfields, and Latitude are all competing to own the cultural zeitgeist. Audiences are hungry for excitement, and the pressure to pack a lasting punch is intense.

What connects all these events, beyond their scale, is the visual infrastructure required to make them work. Print is not simply a decoration. It's how brands stake their claim on a venue, how sponsors fulfil their commercial commitments, and how organisers direct 80,000 people safely across a sprawling site.

What's more, these spectacles no longer exist inside the venues in which they are held alone. A stadium wrap can dominate social feeds around the world within seconds as attendees share their awe upon entry, while a festival banner frequently becomes a backdrop to a hundred thousand phone cameras for the weekend. Across numerous touchpoints, the branding potential is enormous – and its digital footprint is often bigger than the event itself.





**Print at a major event  
works across two audiences  
simultaneously: the one standing  
in front of it and the one watching  
from everywhere else.**

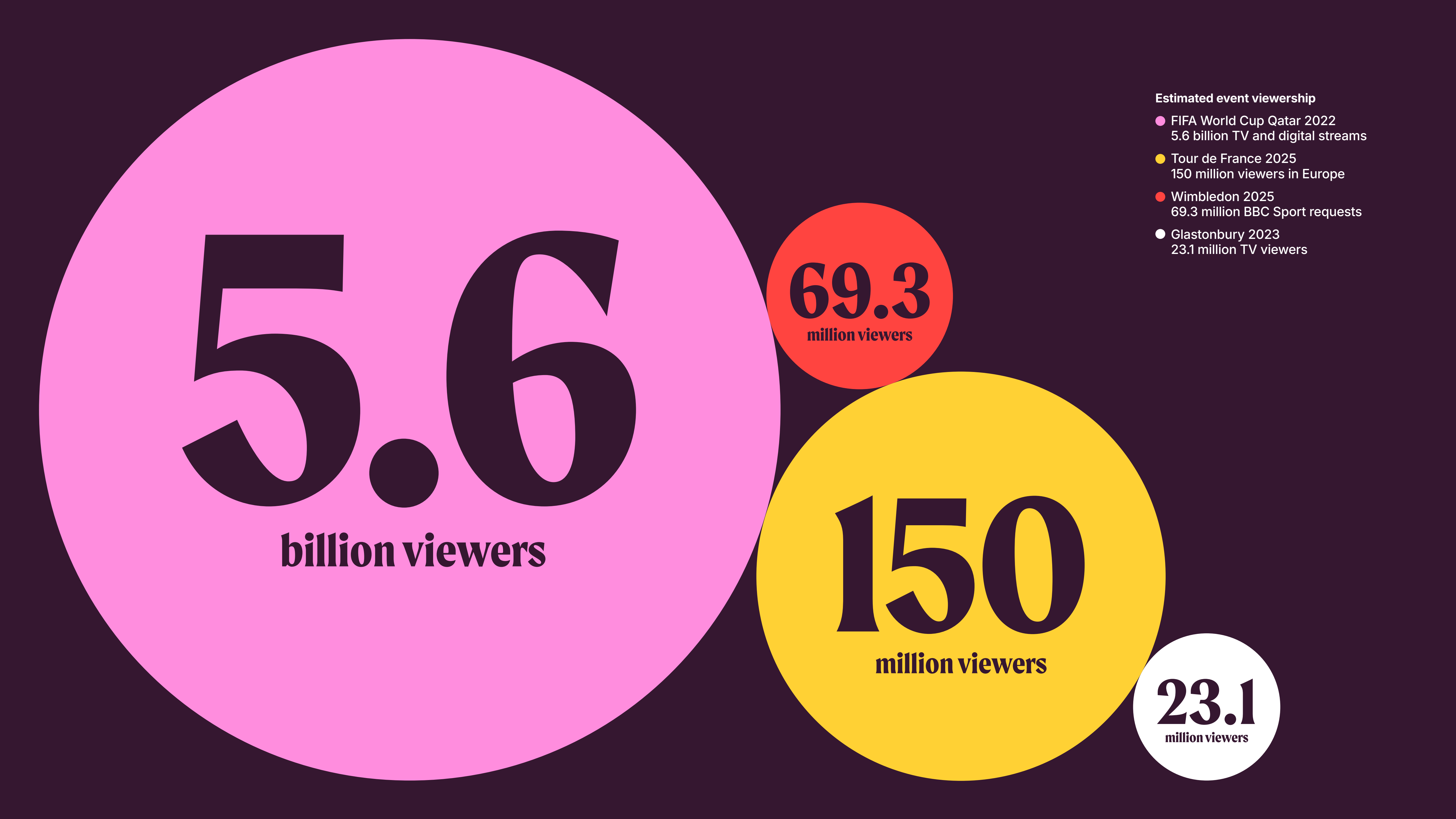




**As a result, forward-thinking print buyers are now thinking about format selection, material performance, and brand consistency from the outset. Print needs to guide, engage, and protect attendees on the ground. It should hold up under professional lighting rigs, survive unpredictable weather, perform cleanly in front of broadcast cameras, and deliver visual consistency across formats ranging from a 60-metre building wrap to a directional floor vinyl. It needs to feel cohesive across every touchpoint and be delivered, installed, and, in some cases, removed within access windows that allow no margin for error.**







**5.6**

**billion viewers**

**69.3**

**million viewers**

**150**

**million viewers**

**23.1**

**million viewers**

**Estimated event viewership**

- FIFA World Cup Qatar 2022  
5.6 billion TV and digital streams
- Tour de France 2025  
150 million viewers in Europe
- Wimbledon 2025  
69.3 million BBC Sport requests
- Glastonbury 2023  
23.1 million TV viewers





# Big print that plays to every crowd

Large-format print is a catch-all term, not a single product category. Within it comes a highly specialised collection of formats, each with its own technical demands, material requirements, and role within the live environment. Understanding how they function, both in isolation and as a harmonising whole, is what separates a high-performing print from products that simply get made. This is often where we begin the conversation at Dominion.



## Built to pull focus

This is the print that defines a venue before a single attendee has found their seat. From building wraps and stadium fascia graphics to large-format entrance displays, these assets work at a scale that is genuinely architectural. They're responsible for creating a showstopping first impression, and they're frequently the image that travels furthest.

At this size, substrate choice is critical. Mesh materials allow wind to pass through rather than act as a sail, preventing dangerous billowing on large vertical surfaces. Meanwhile, heavyweight PVC with reinforced eyelets and welded seams handles tension loading over extended spans. Colour matching demands careful calibration too – what looks right on screen frequently shifts when reproduced at 30 or 50 metres, particularly across joins in multi-section installations.

## Built to move people

Wayfinding at scale is one of the most technically demanding and most undervalued applications in events print. In a site of 80,000 people, directional signage is not a logistical afterthought, but a critical safety function and a significant brand touchpoint. Often, it's one of the first pieces of print attendees physically interact with.

Material selection is typically driven by surface type, weather exposure, foot traffic, and the specific substrate the print will be applied to or suspended from. For example, floor vinyls for outdoor use require anti-slip laminates rated for wet conditions, to ensure they're safe for all visitors. Meanwhile, barrier covers need to handle repeated tensioning and de-rigging across a multi-day event without degrading, and lamppost banners face constant movement and UV exposure that cheaper materials simply will not survive.

There's also a subtler specification challenge at play: legibility. Wayfinding print needs to work at reading distance under variable lighting, which means font weight, contrast ratios, and laminate finish all have a direct bearing on whether your crowds reach the right location on time.



# Built to energise the atmosphere

When print lives inside the action, it performs in some of the most demanding visual environments. Specialist venue lighting is intense and often directional. Professional cameras are unforgiving of surface texture, sheen, or colour inconsistency. A matt laminate that reads beautifully in ambient conditions can reflect badly under studio-grade lighting. And a fabric substrate that photographs cleanly on a press proof may behave differently when lit from below.

Silicon edge fabrics and modular lightbox frames have become increasingly prevalent in these environments for good reason. The tension system produces a perfectly flat, seamless surface with no visible fixings, making them ideal for installations that need to look pristine from every angle, while the LED illumination enhances colour vibrancy and ensures consistent visibility that stays sharp. For venues with

complex geometry or tight access restrictions, modular aluminium frame systems also allow complex installations to be broken into manageable components, assembled quickly, and reconfigured across different venue layouts.

Tifos sit at the most spectacular end of this category, providing a vast, choreographed display unfurled by fans across entire stands. Technically, they represent some of the most challenging print projects in the live events sector. The engineering of the fabric, the handling sequence, the folding logic, the rigging plan, the weight distribution across hundreds of participants – each needs to be considered alongside the print itself. But when they work, they are genuinely extraordinary – the entire stadium stops, showcasing large-format print at its most visceral.



## Built to be shared

Fan zones, brand activation spaces, and sponsor experiential environments are designed with one eye firmly on the phone camera. Print in these spaces – including branded backdrops, photographic hoarding panels, printed gazebos, exhibition stands, and immersive structural graphics – needs to be engineered with travel in mind.

Substrate and finish choice matter more here than many initially appreciate. A gloss laminate can produce distracting reflections in flash photography, while a highly textured surface reads well in person but loses definition in a compressed phone image. The most effective activation print tends to use smooth, colour-rich materials that photograph cleanly across a wide range of light conditions. Getting this right at the specification stage, rather than retrofitting after installation, is the key to driving fame through social feeds.

## Built to brand the broadcast

Press conference backdrops, interview walls, pitchside sponsor boards, centre circle banners, crowd flags, and camera-facing event dressing are ultimately designed for an audience that will never set foot in the venue. Every frame of broadcast coverage, online highlight reel, and clip shared from a post-match interview carries this print with it. For rights holders and sponsors, this is frequently where the real return on print investment lives.

The specification requirements for broadcast-facing print are precise. Moiré patterning, caused by the interaction between printed halftone dots and camera sensor grids, can render a carefully designed backdrop unwatchable on screen. Colour calibration for broadcast environments also differs from standard visual matching, and surface finish has a direct bearing on how materials perform under the high-CRI lighting typical of media facilities. For event organisers keen to maximise value, the key is to capture these details at the earliest possible stage.







# Your event print arsenal explained

Choosing the right large-format print product is not a styling decision, but one that carefully hinges on event specification. Here's the full Dominion range for sports and events environments, with a plain summary of what each does and where it belongs.







## Flags

Outdoor fabrics that come in standard and custom shapes, used for venue entrances, fan zones, and sponsor activations.



## Teardrop flags

A curved, self-supporting format on a ground spike or cross base, designed for high-footfall areas requiring multi-angle visibility.



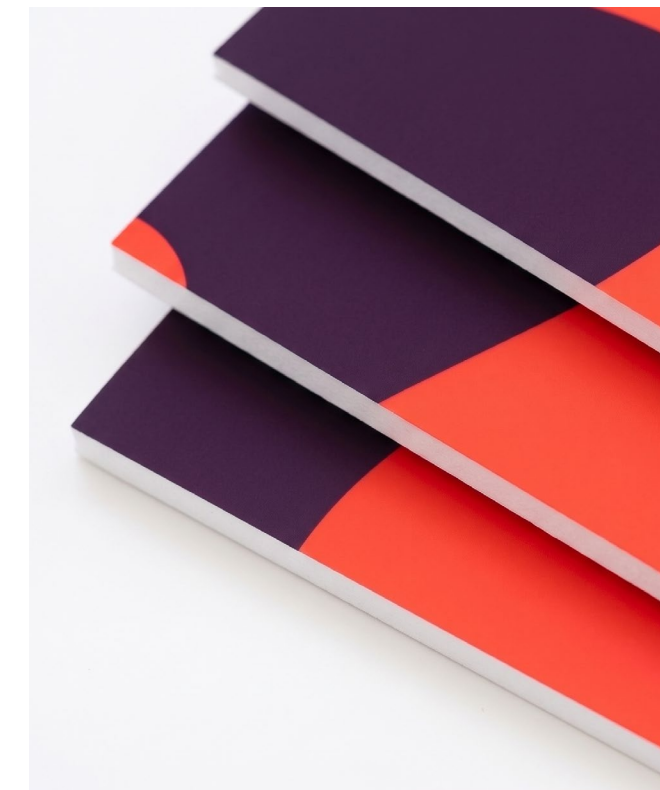
## Lamppost banners

Double-sided panels mounted on strong bracket arms, used for brand presence and wayfinding along event approach routes.



## Banners

PVC and fabric formats across a range of weights, with welded hems and reinforced eyelets for outdoor tension applications.



## Boards

Rigid print on Foamex, Correx, or composite substrates, used for temporary signage, sponsor identification, and directional applications.





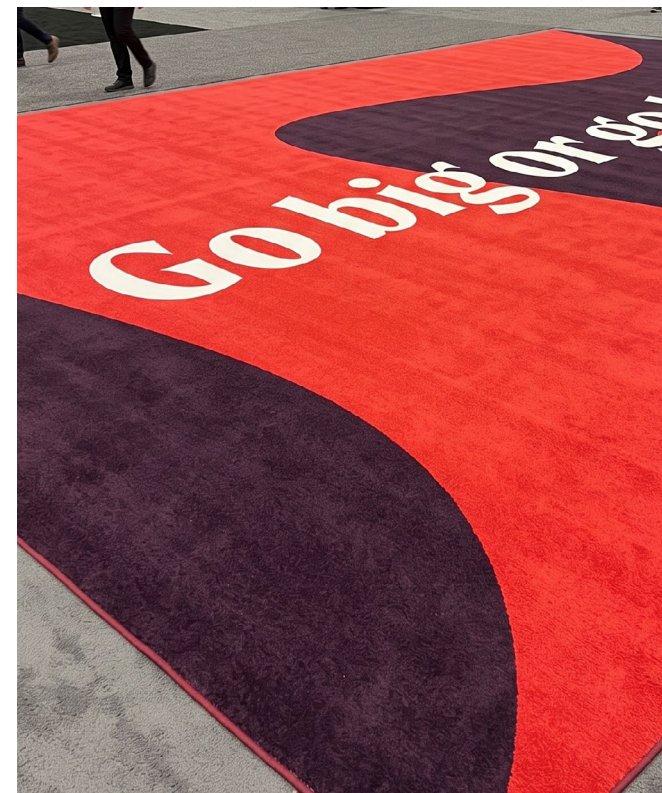
## Wayfinding signage

Directional and informational print systems, produced to site-specific layout and legibility requirements.



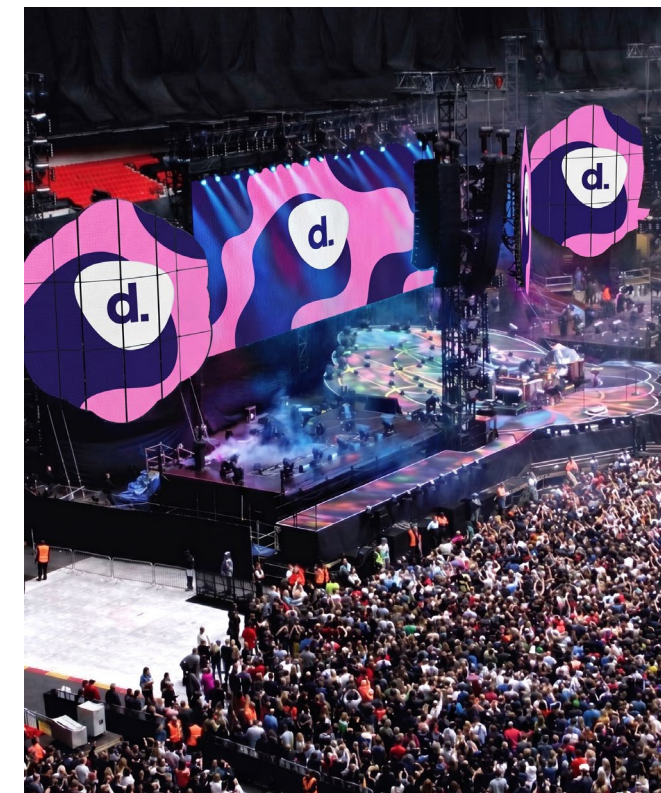
## Printed flooring

Self-adhesive formats applied to glazing, smooth surfaces, and hard floors for vibrancy, versatility, and easy maintenance.



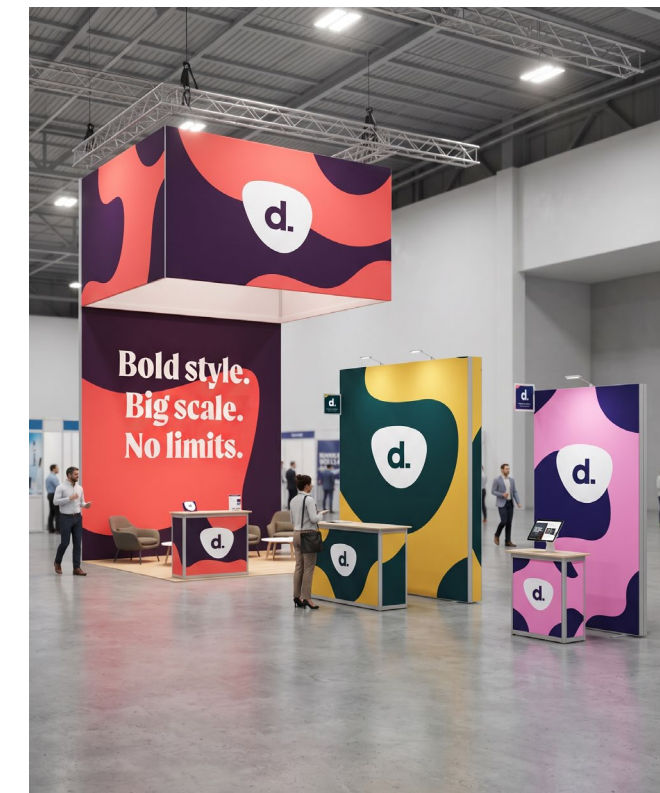
## Exhibition carpets

Custom-printed flooring for brand environments, sponsor spaces, stages, and experiential activations.



## Stage backdrops

Supersized fabric or vinyl for main and secondary stages, press facilities, and broadcast backgrounds that need to excel.



## Exhibition stands

Modular and bespoke display systems for sponsor activations, brand villages, and hospitality environments.





## Cafe barriers

Printed surrounds for outdoor hospitality and dwell zones, built for quick installation and easy rebranding between events.



## Heras fence banners

Printed mesh for temporary security fencing, with an open weave that prevents dangerous wind loading on fence panels.



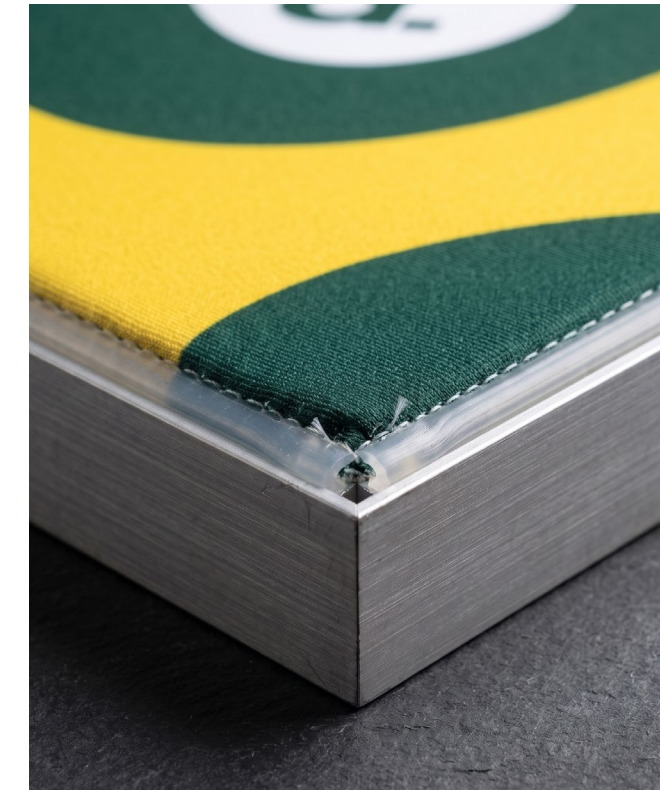
## Tension frame system

Aluminium extrusion systems – including pop-up lightboxes and single- and double-sided tension fabric systems – designed for fast installation and reconfiguration.



## Lightboxes

LED-illuminated display systems for premium brand environments, available in modular configurations for complex layouts.



## Silicon edge fabrics

Tension-mounted graphics that produce a perfectly flat, wrinkle-free surface that looks seamless from multiple angles.





## Gazebos

Branded temporary shelter structures for fan zones, sponsor villages, and outdoor hospitality areas.



## Tifos

Vast choreographed displays unfurled by sports fans across the entire stadium seating, uniting supporters and inspiring players.



## Crowd flags

Lightweight handheld pieces curated to shape atmosphere and demonstrate allegiance, with giant crowd surfer flags running beyond 20m.



## Centre circles

Pitch-applied graphics for sponsor branding and event identity, produced to governing body specification.



## Dibond

Aluminium composite rigid panels for premium outdoor use where a long lifespan and a high-quality finish are required.





## Building wraps

Large-scale mesh or PVC graphics for external facades, engineered for wind loading across extended spans.



## Stand wraps

Printed covering for seating areas (grandstands), hospitality structures, and temporary buildings that often focus on advertising and promotion.



## Large mesh banners

Open-weave, large-format material for exposed locations where solid substrates would create unsafe wind resistance.



## Seat kills

Custom-printed covers used to brand blocked or restricted sections within arenas and stadia, creating visual interest and clarity.



## Pitch board

Weather-resistant panels placed around the perimeter of sports and events fields to boost exposure for sponsors.





# How proactive partnership helps ease the pressure

Specifying large-format print for a live event involves a set of technical decisions that are easy to get wrong, particularly under time pressure. A substrate chosen without considering the lighting conditions it will perform under. A colour profile signed off on screen but never proofed on the actual material. A format selected for its visual impact without accounting for the access restrictions that make it impossible to install in the time available. A file set up for digital use, scaled to ten metres, and sent to the press without anyone questioning the resolution. And this is just the beginning.





**Dominion's role in this process is small yet significant. We are large-format print specialists, not event organisers. But the assets we produce sit at the heart of the live event experience, and the pressures surrounding its delivery are ones we know in great detail. When timelines are so tight and the margin for error is slim to non-existent, proactive partnership means anticipating the questions before they become problems, flagging specification risks before they become reprints, and ensuring the print element of a highly coordinated jigsaw is something nobody has to worry about.**



## Where technical rigour makes the biggest difference

The questions a genuine print partner asks at the start of a project are not complicated, but they are often overlooked. What are the lighting conditions under which the print will perform? What does the installation surface look like, and has the substrate been chosen with that in mind? Has the colour been proofed on the actual material, rather than solely on screen? What is the plan for removal, and are there reuse opportunities worth building into the specification now?

The experienced project managers and agency leads who deliver major events tend to have most of this covered. They know the venues, they know the timelines, and they've managed enough live days to anticipate where things go wrong. What a dependable print partner adds is not expertise they lack, but a specialist layer of technical rigour applied specifically to the print element. Someone who has already thought about the venue lighting conditions, the substrate behaviour under overnight rain, and the artwork bleed on a six-panel join. The right conversation at the right moment does not rescue a poorly run project, it simply removes one more variable from an already complex puzzle – and in live events, this is worth a great deal.



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## Colour looks different on different substrates

The same colour profile can look noticeably different on a mesh banner versus a fabric flag. This is not a production error. It's the natural consequence of how fundamentally different these production processes are, and understanding the distinction is what makes the difference between a campaign that looks cohesive and one that's mismatched.

PVC is printed digitally, with ink sitting on the surface of the material. Combined with a reflective white base, this produces a bright, glossy finish with high colour saturation. Fabric, meanwhile, takes an entirely different route. The ink is sublimated directly into the fibres rather than sitting on top of them, resulting in a rich, deeply embedded colour that won't crack or peel, performing particularly well in backlit applications or where lightweight materials like air mesh are required. It's a different kind of vibrancy to PVC, but no less punchy.

Different materials, like flags and fabrics, are also produced on dedicated machinery using different inks, which means colour matching isn't simply a case of applying the same profile – it requires substrate-specific calibration from the outset. Dominion handles all colour matching and profiling in-house, which means we're well placed to build cohesion across mixed-media campaigns, and it's something we do consistently well. Beyond this, we'd also always recommend creating a proof on the material before going to full production. Many cut this step to save spend, but it only costs a fraction of a full product reprint.



## Lighting changes everything

It's also worth considering how print behaves when it's captured rather than viewed in situ. More people photograph events than ever before, and camera flashes – whether from a mobile phone or a professional lens – can dramatically alter how a finished print reads. What's more, cameras often use high-CRI lighting to render colour with exceptional accuracy, which means any muting or misalignment can become especially stark on films and images.

For venues running a live feed to big screens, or any event likely to be professionally filmed, moiré patterning is a specific risk worth planning for. It occurs when the halftone screen frequency used in printing clashes with the pixel grid of a camera sensor, producing an interference pattern – a rippling or shimmering effect – that can make an otherwise well-produced visual look completely wrong on screen. It won't be visible to the naked eye in the room, which is exactly what makes it easy to overlook until it's too late. The good news is, specifying the correct line screen frequency offers a straightforward fix. However, the decision needs to be made at the file setup stage, not after the camera rolls.



## Weather matters for material choice

Most events print lives outdoors, often for multiple days, in conditions that cannot be entirely predicted. Material specification for outdoor applications needs to account for wind loading, UV exposure, rain, temperature variation, and the physical demands of installation and de-rigging. These are not secondary considerations to be resolved on site, but central decisions that need to be built into the brief from the start.

On a large vertical installation, for example, mesh materials reduce wind resistance and prevent the dangerous sail effect that solid alternatives like PVC can create at scale. Tension fixing methods, including welded hems and reinforced eyelets, as well as additions like dragon tails – strips welded to the back of a banner that allow it to move with the wind rather than fight it – play an equally important role in keeping large-format print safely and securely in place across the duration of an event.

For all outdoor applications, it's also worth considering how prolonged rain and sun exposure might impact durability. Appropriate laminate choices and substrate weights are key to improving resistance to moisture, temperature variation, and prolonged sun exposure across a multi-day run. When it comes to ground-level print, such as floor vinyls and carpet graphics, anti-slip ratings and tack levels need to be matched carefully to the surface type and expected foot traffic, particularly where wet conditions are likely.



## Artwork setup has a downstream impact

Events print is produced at a scale where small artwork errors become very visible problems. Some of the most common issues we encounter include:

- **Insufficient resolution at output size.** A file that looks sharp on screen or works perfectly in a brochure can appear visibly pixelated and soft when reproduced at 65 metres.
- **Incorrect colour mode.** Files built in RGB for digital use behave unpredictably when converted for wide-format print, producing results that can look convincing on screen and noticeably off on the material.
- **Missing bleed on panel-join graphics.** At banner scale, the misalignment this causes across joins is immediately obvious and difficult to resolve without reprinting.
- **Fonts not converted to outlines.** Text that hasn't been flattened before submission can reflow or be substituted entirely during production, altering layouts in ways that only become apparent when the print comes off the machine.
- **Spot colours not translated for wide-format profiles.** Colours specified as precise brand values, such as a Pantone reference, need to be converted for wide-format output, or they can shift in ways that are hard to correct once a run has begun.

None of these problems are difficult to prevent. They simply require artwork guidance that's specific to the format and the production process, issued clearly at the start of the project. For project managers coordinating print across multiple suppliers and formats under time pressure, this guidance is one of the most practical things a print partner can offer. It removes a category of avoidable delay at precisely the moment when no delays can be afforded.



## Installation access windows drive specification decisions

In a live event environment, the installation window is often the most constrained part of the entire project. Access may be limited to overnight hours, with venue management requiring all work to be completed before the gates open. In a complex multi-level installation, teams might have mere hours from when the venue hands over the space to when it needs to look finished.

This shapes print specification in ways that are not always obvious. Modular frame systems that can be assembled by two people, without specialist equipment or complex fixings, are often preferable to a single-piece installation that requires an elevated working platform and a full crew. Similarly, fabric graphics that fold compactly, route easily, and tension quickly can make an overnight install achievable where a rigid alternative would not. Knowing the installation conditions before specifying the format is essential for safeguarding success down the line.





# Streamlining the journey from idea to audience

A successful live event print project has a great deal of movement in it, but decisions made early in the process have a direct bearing on what is achievable at the other end. This breakdown shows exactly where Dominion comes in, and where we make a material difference from the initial brief to live day.





A step-by-step guide



**Dissecting and digesting the brief**

A print brief that arrives without context is one of the most common sources of avoidable problems in live event production. Venue geometry, surface materials, fixing point locations, access restrictions, lighting conditions, broadcast framing, sponsor colour governance – each one has a direct bearing on what gets specified and how it performs. Dominion’s starting point is always to understand the environment before making any format or material recommendation. It’s a small investment of time at the front end that removes a significant number of variables from an already complex production schedule.



**Format and material selection**

This is where our technical knowledge truly earns its place. Selecting a format that’s visually striking but logistically impossible to install within a given access window creates a problem that no amount of good production can solve. Similarly, specifying a material without accounting for the lighting conditions, surface type, or weather exposure it will face is a decision that tends to reveal itself at the worst possible moment. Dominion’s role here is to apply rigorous, experience-led thinking to the specification before it’s locked in, ensuring the final product is genuinely fit for the environment it’s going into.



**Artwork preparation and proofing**

In many cases, the artwork stage can be a major time drain on event print projects – and usually for reasons that are entirely preventable. Large-format production has specific technical requirements around resolution, colour profiles, bleeds, and panel joins that differ considerably from those for digital or small-format work. Dominion provides detailed and practical artwork guidance at the outset of every project, from colour accuracy and substrate-specific proofing to file setup and panel alignment, paying meticulous attention to every detail so nothing reaches production carrying a problem that could have been caught earlier.





04

## Production and finishing

Wide-format print production involves a series of finishing processes specific to each format, application, and installation environment. Reinforced hems and eyelets, rope hems, stitch joints, dragon tails, anti-slip coatings – every one should be considered and matched precisely to how and where the print will be used. Dominion’s production process is centred around the installation, so everything arrives on site ready to go up, rather than demanding problem-solving deviation in a time-critical access window.

05

## Logistics, delivery, and installation

For a live event, delivery is not a standard logistics operation and should never be treated as one. Access windows, unloading restrictions, on-site storage constraints, and installation sequencing across multiple zones or venues all need to be factored into how print is packed, labelled, and transported. A pallet that arrives in the wrong order for the installation sequence, or materials packed for storage efficiency rather than site practicality, can cost hours that are not available to lose. Dominion plans delivery and, where required, installation around the realities of the site, so print doesn’t become the one deliverable holding everything else up.

06

## Takedown, disposal, and reuse

End-of-event logistics demand the same planning attention as installation. While many of our clients in sports, events, and festivals manage their own takedown and disposal processes, others take advantage of our help to extend print’s value and environmental footprint from the outset. Modular frame systems, for example, are designed to be dismantled quickly, stored compactly, and redeployed across future activations without degradation. Meanwhile, fabric graphics produced on the right substrate can survive multiple events with proper care, reducing both cost and waste across a season.





**For materials that genuinely are single use, responsible recycling is an increasingly important consideration. Dominion uses recycled plastics across a range of its print materials, all of which can be recycled again after use – either returned to Dominion or directed through appropriate waste streams – keeping them out of landfills and closing the loop on the production process.**





# Making summer events sustainable

For high-profile events, the tension between visual ambition and environmental responsibility is felt more acutely than almost anywhere else. High volumes of print, quick turnaround campaigns, and the physical demands of live environments mean materials are under intense scrutiny throughout their entire lifecycle – and rightly so.





**For the experienced project managers and procurement leads working in this space, this isn't new territory. What matters is having a print partner whose processes and material choices are authentically aligned with those expectations, rather than simply paying lip service to them. This is a focus that resonates just as strongly with the Dominion team.**



## Water-based inks

We use water-based pigments in all our dye-sublimation processes, significantly reducing VOC emissions compared to solvent-based alternatives – without compromising on colour vibrancy or outdoor durability.



## Mindful materials

We've invested in fabrics that give new life to old materials, from PE and PET textiles made from recycled plastics to fully recyclable and reusable substrates that are built to go around again.



## Reusable systems

Modular frames, tension fabric systems, and reusable structural components are specified with longevity in mind, designed to be dismantled, stored, and redeployed with ease to reduce single-use print.



## Closing the loop

We recycle beading, banners, and production waste to keep materials out of landfill. For clients managing their own takedown, we can even take end-of-life print off your hands to ensure responsible disposal.





# Our headache-free headliners in action

Talk is easy. What truly matters is who trusts you when the stakes are high and the world is watching.  
Here are two projects that show exactly what Dominion is made of across the worlds of music and sports.







## Bespoke stage carpet for Coldplay

Keen to recreate its vibrant album artwork on stage for its world tour, British rock band Colplay needed a trusted solution that ticked all the right boxes. Crucially, the print needed to look flawless. But more importantly, it needed to withstand the rigours of performing every day – non-slip, camera friendly, fire safe, durable, and quick to move around between shows.

We created a bespoke felt weave carpet, split into five sections, that could be rolled, transported, and relayed with ease. It gave the stage a dazzling burst of colour that popped under lights and cameras, stayed safe for performers, and was effortless to clean. Riggers loved how easily it could be lifted and installed, while its durability made it cost-effective across multiple legs – so much so, extra sections were commissioned for additional US dates.

[Click here for the full case study.](#)





# Bradford Bulls case study

With a landmark fixture on the horizon and an 11-year-old void beneath the hospitality suite crying out for attention, Bradford Bulls needed a bold banner produced and installed at pace. When the brief came with complications – no suspension framework existed, the original supplier couldn’t meet the deadline, and the artwork files were pixelated and unfit for large-format reproduction – Dominion stepped in end to end.

We engineered a bespoke frame to suspend the banner safely, rebuilt the artwork files from scratch to meet production standards, and delivered a 4.7m x 67m banner – with reinforced hems, heavy-duty eyelets, rope-stitched edges, and 12 welded dragon tails – within two days of artwork approval. The space was transformed, supporters “chuffed to bits”, and Bradford Bulls now has a proven blueprint for future campaigns.

[Click here for the full case study.](#)





# Ready for the summer spotlight?

The events that define a summer season do not simply fall into place overnight. They are the product of thousands of interconnected decisions made under pressure, often by small teams orchestrating activity day and night, where even minor decisions can have a major ripple effect. While print is not the whole picture, it plays a significant part, and it deserves the same rigour as any other component.







# The partner for peace of mind

Dominion has spent four decades earning the trust of some of the world's most revered brands, from touring musicians to Premier League clubs. Yet, though our equipment and scale are both considerable, our reputation is not built on our production capability alone. Importantly, it's grounded in how we work – the attention to detail that catches a specification issue early, the adaptability that absorbs a last-minute artwork change without derailing a schedule, and the experienced counsel that helps clients make better decisions under pressure.

If your summer calendar is taking shape, there's no time like the present to get in touch. Whether you need help specifying print that moves crowds safely or creating immersive brand environments that stop audiences in their tracks, we're here to help.



**We're a critical friend as much as a supplier; a dependable cog that turns without pause, so the people coordinating the more complex machine around it have one less thing to worry about.**



# dominion.

To turn your next summer event into  
a stress-free spectacle, call our print  
experts on **01274 309 999** or email  
**[sales@dominionprint.com](mailto:sales@dominionprint.com)**