

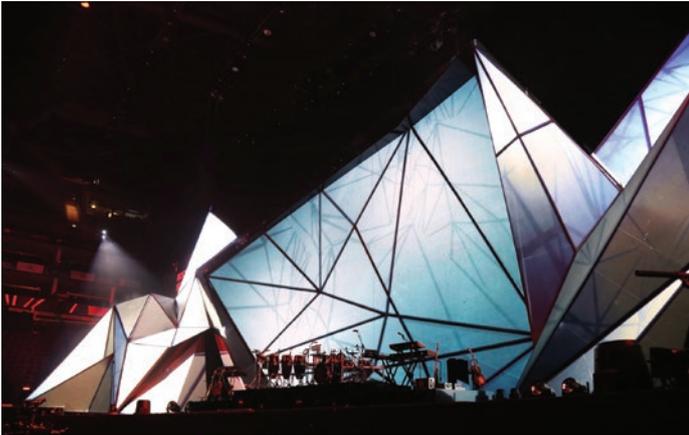
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3M adds wow factor to The BRIT Awards 2018 with Mastercard stage

When acclaimed stage designer Misty Buckley asked 3M to help create the set for The BRIT Awards 2018, the opportunity was too exciting to pass up.

In her industry, Misty is celebrated for having created numerous stunning sets through her company, Misty Buckley Production Design. These have been used for everything from the closing ceremony of the London 2012 Paralympic Games to the world-famous band Coldplay's A Head Full of Dreams tour.



In her initial email to Pen Webley, marketing team leader for the science-based technology company's Commercial Solutions division, Misty explained that she hoped to use 3M™ DI-NOC™ Architectural Finishes for her ambitious BRITs set.

Pen said: "Misty's email came out of the blue. When I read it, she seemed so enthusiastic that I wanted to chat to her right away.

"Then, when she shared her plans with me, I saw that the design was just stunning, so I got really excited. From that moment on, I was completely sold on the idea."

The dramatic, origami-inspired stage backdrop was to stand at 15 metres tall and 59 metres wide, comprising multiple folded and prism-shaped formations. These separate formations, with names like Iceberg, Moving Mountain, Peace Crane and Shard, would be cleverly constructed to look like one solid structure.

Misty's vision was of a giant metal construction, an appropriately awe-inspiring backdrop for the major musicians, footballers and other celebrities who would grace the stage on the night. However, for practical reasons — not least cost — this would not have been possible.

Instead, Misty wanted to manufacture her set using a steel frame, covered with a hard cladding of aluminium composite board and then wrapped in 3D-conformable DI-NOC finishes by 3M.

The innovative DI-NOC architectural finishes by 3M bear an astonishing resemblance to natural materials. Following the recent addition of 153 new patterns and textures based on the latest trends, the range now comprises more than 800 different designs, facilitating creative design both for interiors and exterior façades.

While the materials in the range accurately mimic the effect of everything from wood grains and stone to leather and textiles, Misty wanted to replicate the appearance of various solid dark metals.

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For each plane in her set, she chose a different pattern from 3M's Advanced Metallic, Metallic Hairline and Metallic ranges. The specific materials used were the DI-NOC Architectural Finishes AM-1697, AM-1702, ME-1434, VM-306, PA-039, ME-379, ME-377 and Mirror films by 3M.

To take things a step further, Misty also decided to try something that had never been done before with these materials: she wanted to projection map her entire structure using 23 laser projectors.

When audiences tuned in for the awards on 21 February 2018, the results were undeniably stunning.

Pen said: "I had never seen the product used in that way before. It looked incredible. It just goes to shows that, with the DI-NOC range of architectural finishes by 3M, the only limit is your own creativity."

She added: "This was a great opportunity to show a large audience how amazing the DI-NOC architectural finishes by 3M look once applied, which is important, because it can sometimes be difficult to envisage by just leafing through a booklet of patterns."

Pen and her colleagues were not the only ones wowed by end result. The stage design captivated architects, interior designers and the viewing public alike.

Production designer Misty said: "We were delighted with the response to our stage design for the BRITs, from both the industry and the general public.

"The DI-NOC range of architectural finishes by 3M allowed us to achieve an outstanding look that really brought our whole design together. The 3M materials responded incredibly well to projection, giving a texture and depth not seen before in conventional projection materials."

Despite its glamorous effect, this look can be achieved in projects of any size, for a fraction of the cost that one might expect.

