SPEIRS MAJOR

LIGHT ARCHITECTURE

The Big 4, London, UK

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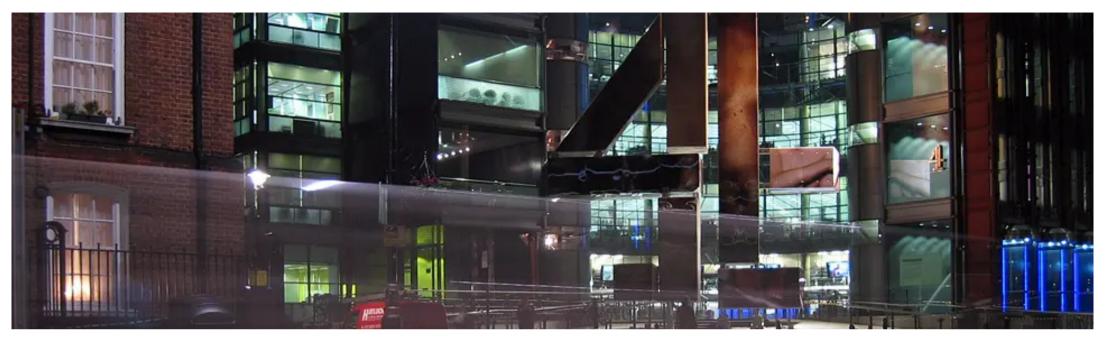
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Using light to reinterpret the image, form and narrative of a brand sculpture.

CLIENT Channel 4 DESIGNER Freestate

MAIN CONTRACTOR Mike Smith Studios PHOTOGRAPHER Speirs Major

PROJECT TEAM Keith Bradshaw, Andrew Howis

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Celebrating the 25th anniversary of Channel 4, the Big 4 was a project conceived and realised by brand communications agency Freestate and involved turning the company's iconic 4 logo into a 16-metre-high sculpture outside its headquarters in London's Pimlico.