

Agri Bank contacted Showplace in September last year with a brilliant challenge for us.

As they were announced the headline sponsor for the Lamma 2014 event, they'd been offered a permanent building at Peterborough Arena. However they didn't feel it looked as inviting as it could be.

We were set with the task of creating a farmer friendly environment. Jamie and our design studio came up with the plan for a 'Barn away from home.' This led to us completely wrapping the 3.5m tall building in a tension fabric brick banner wall. Then decking out the inside with hay and a huge array of branding. To complete the 'Barn', we erected a Custom Printed Moda Canopy to the entrance to ensure no attendees passing would miss the 'Agri Bank Barn'

