

London's Ethereal Olympic Legacy

By Zac Bolan



IN STARK CONTRAST to recent host cities such as Beijing, Sydney and Athens, a significant portion of London's Olympic infrastructure will vanish following the games. This transformation, made possible through the use of temporary structures and very large format inkjet printing, ensures the London games will be devoid of expensive white elephant projects that haunt many former host cities.

Of London's 34 Olympic venues, only eight are new structures purpose-built for the games with most of these downsizing post-Olympics. The Athletics Stadium used for opening and closing ceremonies will have seating reduced from 80,000 to 25,000 for example. The remaining venues were either temporary structures or existing sites bedecked with VLF inkjet signage for Olympic events (such as Wembley Stadium). Even construction sites such as those found on London's exclusive Regent Street were masked with inkjet façades. ☺

