



McLaren at One Hyde Park

When McLaren announced the launch of its brand new supercar, the MP4 - 12C, it was clear it was a very special vehicle. It was also clear that it was going to require a very special showroom.

The Window Film Company UK Ltd was engaged to aid in the completion of the Formula One giants home for its latest new creation at one of London's most exclusive addresses - One Hyde Park. The showroom, known as McLaren London, was the first of its type.

After liaising with project co-ordinators, The Window Film Company were able to recommend an external grade, high quality vinyl film that would protect the high grade glazing during the showroom fit-out, whilst also providing full time privacy - a vital component of the job with car enthusiasts across the world keen for an early glimpse of the new premises.

The chosen vinyl was a brilliant white, onto which The Window Film Company printed bespoke McLaren graphics, designed specifically for this job. The result was a striking window display, perfectly in keeping with the sleek, dynamic design of the building, whilst providing both protection for the glazing and privacy, whilst also raising awareness of the showrooms imminent opening.

Phase two of the job involved the removal of the film, as part of the process that saw an authentic McLaren Formula One car winched into the showroom and mounted on the wall to form an eye-catching display. The careful selection of vinyl by The Window Film Company meant that it could be removed quickly and easily, leaving no residue on the high spec glazing.

With the iconic car in place, privacy was again of paramount importance, so our installation teams worked through the night, fitting a new set of film featuring a new set of bespoke graphics, to the front of the building, allowing the fit-out to be completed.

Project: McLaren Showroom Fit-out SW1

Required: Temporary privacy Bespoke, branded

Solution: Full colour print onto external grade white vinyl