

# Event Power for London's iconic Queen Elizabeth Olympic Park



**CLIENT:** INDEPENDENT UK TEMPORARY POWER SUPPLIER  
**LOCATION:** EAST LONDON  
**PROJECT:** EVENT POWER FOR 2 DAY SPECTACULAR IMMERSIVE FESTIVAL

When one of our long standing customers called up to provide event power for this dramatic music festival, we of course jumped at the chance.

Powerhire were again fortunate enough to work in partnership with Innovation Power to provide temporary event power for this spectacular two day music celebration being held at London's iconic Queen Elizabeth Olympic Park over the May Day Bank Holiday weekend.

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# CASE STUDY

Arcadia celebrate their 10th anniversary in spectacular style following its recent world tour with their first ever London festival. The festival includes music from top DJs from RAM records, world renowned artists including Eats Everything, Rudimental, Groove Armada and headliners Leftfield and Sven Väth in addition to fantastic musicians from the worlds of drum and bass, house, techno and dance all against a backdrop of a 50 tonne robotic spider (built from reclaimed military hardware), pyrotechnics, 50ft fireballs and much more.



This year saw the launch of the brand new Reactor arena – a 360 degree indoor immersive space with lighting, lasers and performance along with a world exclusive - the Aboriginal Whadjuk Noongar tribe performing an ancient Aboriginal ceremonial song, the Yallor Keeninyar. The performance hadn't been performed outside of their community since 1901 – a true part of history in the making.

Following numerous visits to site by our sales technician and meetings between the customer and production team, Powerhire were well equipped in providing the necessary power within the guidelines set out by the production team and the London Legacy Development Corporation.

Our generator engineers were busy in the weeks leading up to the delivery date ensuring that all the equipment was serviced, tested, cleaned and presentable ready for delivery to site.



In collaboration with the organisers, Powerhire's logistics team safely delivered and positioned their generator sets, ranging from 40kVA to 300kVA synchronised and fuel tanks ranging from 1000L to 3000L one week prior to the commencement of the event.

Our customer was very happy and the weekend was a huge success, with around 17,000 people per day enjoying the sights, sounds and sunshine of this immersive festival! We can't wait for 2019!



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