

REVIEW

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SWATCHES

Motor City super wrap

A team of five companies hired by the **National Football League (NFL)** were responsible for installing what is believed to be the largest ever custom-shaped adhesive-backed vinyl building wrap. The Décor Design Team, with the theme "The Road to Forty," designed, printed and installed the wrap on the **General Motors Renaissance Center** in downtown Detroit—the site of the NFL Headquarters for Super Bowl XL.

The mammoth building wrap displayed the Super Bowl XL brand with bright reds and blues and featured a massive football. It was suspended at least 50 stories from the ground, spanned 21 stories and stretched across 72 columns of windows. The wrap covered a total of 677 windows and roughly 24,748 square feet of surface area.

Also featured was a prominent Cadillac logo measuring 39' 6" wide x 36' 7" high, spanning five stories tall by 10 columns of windows wide. It covered 46 windows and was approximately 1,681 square feet in area.

"This was an incredibly creative and challenging project that [was] the signature mark for Super Bowl XL," says Cameron Smith, principal and creative director with Salt Lake City-based **Infinite Scale Design Group** and member of the Décor Design Team. "We are excited to work with the NFL to give Detroit its look for one of the largest sporting events on earth."

The design of the building wrap was created by Infinite Scale Design Group and printed by **Vision International**—both Salt Lake City-based companies that worked on the 2002 Salt Lake Olympic Winter Games.

The installation was led by Philadelphia-based **Roe Fabricators**. In charge of the overall project management was Dallas-based **subjectMATTER**, while **C. Dall Brown Lighting**, Plano, Texas, coordinated the lighting components.



The largest custom-cut adhesive-backed vinyl building wrap ever installed adorned the GM Renaissance Center in downtown Detroit for Super Bowl XL. The wrap was suspended 50 stories from the ground, spanned 21 stories high, and stretched across 72 columns of windows.