

Play The Bluey Way Campaign

5 Tower Murals for BBC Studios' Bristol Activation



The Brief

TPF London approached Art Sync four weeks before a live event deadline needing help with an ambitious public art project. This brand activation event was for the 'Play The Bluey Way' Campaign run by BBC Studios.

The brief was to take five designs created by Ludo Studio and reproduce them as a cohesive large-scale mural across five towers, each standing six metres tall, with colour accuracy and character consistency that matched the original artwork exactly.

Each tower would consist of five Foamex panels, creating 25 panels in total. TPF London needed a practical solution for how they would be prepared, painted and protected by a team capable of bringing the project to life.

Challenge

Having limited experience delivering public art, TPF London needed support creating a full production plan to get the project across the line. Guidance around artist capacity, production methods, paints and materials was needed to achieve the quality and long-lasting finish they wanted.

Lacking an existing network of artists, the client also needed help building an experienced creative team at short notice.

With only four weeks until the activation, and two weeks needed for production, there was a tight window to source the right artists and secure a studio large enough for all 25 panels.

The scale of the panels also meant transportation needed careful planning. Once installed, each panel would have 14 visible bolts, so organising final touch-ups was an important consideration.

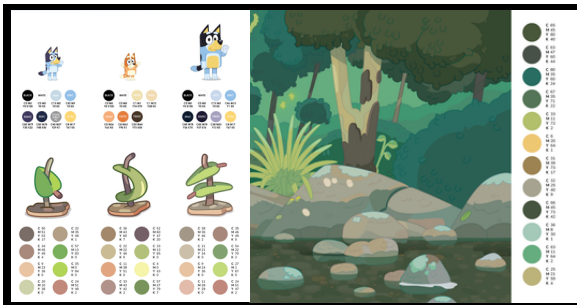
Delivery Approach

Team Curation

Using our existing artist network, we were able to secure five lead artists for the project, each bringing years of relevant experience. Alongside this, we brought in a team of six assistant artists to support the workload.

Colour Matching

The supplied digital designs used CMYK colour codes, which can be difficult to translate accurately into exterior masonry paints. We sourced all the paints to ensure consistency across the five towers, working with our Valspar expert and hand-mixing difficult colours to keep the final colours true to the original designs.



Studio Setup

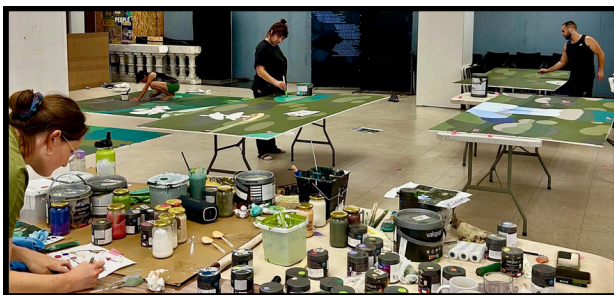
We secured a studio large enough to take full delivery of all 25 panels and accommodate eleven artists. A single controlled environment meant we could monitor quality across all five towers and maintain consistency.

Quality Control

Throughout production, we regularly checked each panel against the original designs, raising any issues early and maintaining a consistent quality across all five towers.

Timeline Management

With a tight production schedule, we worked closely with the lead artists to track progress and manage the schedule throughout. When the panels arrived two days late, we adapted the production plan and brought in additional labour where needed to keep the project on track.



Installation and Finishing

Once the towers were installed, we commissioned one of our lead artists to hand-paint the metal fixing bolts ensuring nothing interrupted the artwork in the space.

The panels were finished with an exterior varnish rated for outdoor exposure, ensuring the artwork held up for the full six weeks in a public square.

The Results



- Delivered and installed on schedule, ahead of the launch event
- All five towers accurately reproduced from the supplied digital designs
- Produced using durable exterior materials for a long-lasting public display
- All 25 panels safely transported and delivered to Millennium Square
- 200+ guests attended the sold-out launch event
- Six weeks of public exposure in Millennium Square, extending the activation beyond the launch event
- Coverage across 14+ articles and publications
- Paid creative opportunities provided to 11 local artists

The Impact

Play the Bluey Way was a campaign centred around play and human connection. Producing the murals by hand, with a team of local artists, felt naturally aligned with that.

The result was something physical and distinctly human at the centre of the activation, giving people a piece of the campaign they could experience in the real world.

And unlike the launch event itself, the murals stayed. For six weeks they remained in Millennium Square, continuing to put the campaign in front of the public long after the event had finished.



Client Feedback

“Art Sync were an absolute pleasure to work with on this project. We approached them with a large-scale brief on a very tight timescale, and their team were exceptional from start to finish.

They developed a comprehensive management plan that gave us complete confidence in delivering the project successfully.

The artists they selected were incredibly talented and brought the artwork to life in a way that exceeded our expectations. We are delighted with the final result and couldn't be happier with how the project came together. We very much look forward to working with Art Sync again in the future.”

Rebecca Brown - Production Manager, TPF London

Your Next Campaign

If you're planning a brand activation or physical campaign and want to explore what public art could bring to it, we're always happy to chat.

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