



QVC
REMOVABLE SAIL SHADING

Client: QVC

QVC HEADQUARTERS, CHISWICK

Clients: QVC

For their outdoor shoot QVC required an 'instant' awning that can be rapidly erected or removed for sun or rain. It was necessary to design an awning of approximately 5 x 5m with lightweight mats and simple tension devices. Here we used carbon masts (Selden) and yacht winches (Barton).

We were able to demonstrate that the sail and assembly could be deployed and removed in under 5 minutes.

The carbon masts weigh 8kg each compared to 26kg in stainless steel.

