

## Edinburgh International Book Festival

Our second installment of summer events features our involvement in the hugely successful Edinburgh International Book Festival.



Once again, this summer saw McRobb Display help in the transformation of Edinburgh's Charlotte Square into the world's largest book festival. The Edinburgh International Book Festival take over the site for 2 weeks every August.

Our involvement however started months earlier with the official launch of the festival programme. We produced various bannerstands and branded materials along with signage for the opening of the Box Office.

Work starts in earnest when we move to site, led by the Count Down Board with its removable numerals that are updated each day. Header panels are printed for the bookshop shelving categorising the vast array of literature on sale.

Site signage and banners are then erected throughout the gardens. Each of the main theatres has its own venue board which is updated daily using the integral dry wipe facility.



The glazed, theatre doors are blanked out to stop prying eyes and all windows receive branding to aid visibility.



A couple of days before the doors open, the entrance tent is erected. McRobb Display print in full colour onto a heavy duty, coated PVC which is then fabricated into the main marquee gable. Our final undertaking is to take down the Count Down board, replacing it with the simple message 'Come on in!'.

If you want to find out more about our event services or how McRobb Display can help you attract the clients you're after, please call 0131 556 9633 or email [addie@mcrobb.co.uk](mailto:addie@mcrobb.co.uk)