

From Sea To Sky: 3M Canada's Large Format Graphics at the 2010 Winter Games in Vancouver

3M helps showcase the natural beauty of B.C. and the artistry of athletic performances.

Since announcing its sponsorship as the official supplier of large format building and vehicle wraps for the 2010 Olympic and Paralympic Winter Games on June 11, 2007, 3M Canada has been instrumental in helping the Vancouver Organizing Committee for the 2010 Winter Games (VANOC) transform the look and feel of Vancouver's cityscape. Featuring huge images of Canadian athletes and the natural beauty



of British Columbia, 3M Canada's first installation of Olympic-inspired wraps set sail from Germany in September 2007 aboard one of three Super-C Class ferries owned by B.C. Ferries. As the world's largest known marine application of large format graphics, both sides of each ship have wraps that are 10 metres tall and 152 metres in length installed.

After successfully launching its sponsorship at sea, 3M Canada's commercial graphics division began helping members of the Olympic family initiate their own sponsorships across Canada. With applications of all sizes adhering to a variety of surfaces, 3M's graphics are visible at the Vancouver International Airport as well as Petro-Canada gas stations across Vancouver.

One of its largest applications involved wrapping the BC Lottery Corporation's headquarters in Kamloops, British Columbia both inside and out. Featuring a goalie stretching over 40 feet tall, the wrap brings

attention to company's sponsorship and instills Olympic pride among employees.

Similarly, the Royal Bank of Canada (RBC) installed what is believed to be one of the largest building wraps in the world. This 44,000-square-foot image almost completely covers the east side of the RBC tower in downtown Vancouver.



Much of the inspiring look and feel decorating VANOC's buildings and vehicles in blues and greens for the Games is in the form of large format graphics. Some of the organization's most iconic buildings, such as the Richmond Olympic Oval (ROO) and the Pacific Coliseum, feature large 3M graphics, as well as its fleet of 4,600 vehicles, 500 buses and eight ice resurfacing machines. 3M graphics also appear on outdoor venue grandstands.

Technology Takes Wraps Beyond Decorative Appeal

Television crews in the ROO found fluctuating light levels from the building's large exterior windows affected their ability to track speed skaters flashing around the oval. Recognizing the need for people around the world to watch the Games clearly, VANOC turned to 3M for a solution.

Leveraging its expertise in large format graphics, 3M created a unique layered film construction which involved laminating the graphic film onto a layer of solid black print. The images visible from the exterior are clear and bright, and inside, natural light is successfully blocked out.





Richmond Olympic Oval



3M Film Installed: Unique Obstruction Using Block-out Films

Size: 42,000 square feet

The broadcast team required consistent lighting to film speed skaters and asked 3M to create a solution to prevent natural light from entering the building. The unique block-out design was created specifically for the Games

Vancouver Olympic and Paralympic Centre



3M Film Installed: Unique Obstruction Using Block-out Films

Size: 18,000 square feet

To ensure consistent lighting during broadcast, 3M created a block-out treatment to prevent natural light from entering the curling rink.

Vancouver Olympic Village



3M Film Installed: Perforated Window Films and Block-out Films

Size: 14,000 square feet

The graphics are meant to enhance this beautiful venue, not obstruct athletes' view of Vancouver.

Grandstands



3M Film Installed: Mesh Banner

Size: 2,000 to 32,000 square feet

3M put graphics on 15 grandstands which took extreme engineering and installation techniques. For this challenging graphic application, installers were propelled hundreds of feet in the air on ropes.

Fleet & Buses



3M Film Installed: Changeable Adhesive Films

Size: 200,000 square feet

3M wrapped 4,600 cars and SUVs and half transition to the Paralympic Games. The adhesive technology used doesn't damage paint; the graphics are removed when the vehicles are decommissioned.

Royal Bank of Canada



3M Film Installed: IJ8171/8518+ 8624/8545

Size: 49,900 square feet

Currently the world's largest building wrap, the RBC graphic application was installed during winter months compounding the technical challenge.



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