

# Watford Football Club

**Like all professional sports teams, Watford Football Club are consistently striving for excellence on the pitch. Away from match-day, they also recognise the importance of delivering the best possible facilities for supporters and playing staff and have invested in creating a stadium and training facilities that are conducive to both sporting and commercial success.**

The Window Film Company are proud to have printed and installed a range of printed graphics and window films throughout the Hornets' Vicarage Road Stadium and their London Colney training base, each serving to improve the look, feel and experience of each location.

## The Vicarage Road "Family" Stand

Watford have a hard earned reputation as a family friendly club and work hard to ensure the visitor experience for supporters of all ages is an exciting and memorable one. In line with most other stadiums, Vicarage Road has a dedicated family section and this was an area identified for a series of visual improvements.

The brief was to add graphics to the walls throughout the concourse as well as at the entrance to the stand. These were all brick surface so The Window Film Company suggested the use of a specialist vinyl, a fully printable product that is designed exclusively for application to brick walls.

A great deal of thought went into the designs, with the final images combining interesting, eye-catching and interactive elements. The club ran a competition that invited young supporters to submit design suggestions and a number of these were used as part of the job. Other features included images that afforded young fans photo opportunities as well as the chance to measure their height against that of their Watford heroes, whilst a large timeline illustrated the key moments in Watford's history.



Brick vinyl was also applied at the entrance to the stand, giving the area a bright and welcoming ambience. The overall result of the installation was a complete transformation of the area, turning what had been drab, uninspiring brick walls into an array of impressive and welcoming features, serving to give the family stand a genuinely family feel.

## Hospitality Areas

Hospitality and corporate entertainment are a key revenue stream for every club. It's vital that these areas are as impressive and professional as possible, with visitors expecting an experience to remember. Vicarage Road Stadium is home to a number of executive boxes and suites and it was decided that the corridors leading to these areas were in need of an overhaul.

The Window Film Company were able to suggest digital wallpaper as the ideal solution. Digital wallpaper can be printed to feature graphics, illustrations or photographs and can be applied to virtually any flat surface. The durable nature of the product means that it is suitable for high traffic locations such as corridors and reception areas.

For the corridors it was agreed that a range of iconic images from the club's history would feature. It was decided to print these classic photographs in black and white to deliver a sense of history, whilst also creating a stylish, contemporary feel for what is an exclusive part of the stadium.

The world famous musician Sir Elton John has a long association with the club and one of the larger executive boxes bears his name. This area was also identified for an upgrade, with bespoke wallpaper created featuring unique Elton John themed artwork, utilising images sourced directly from his management team. Once installed, the wallpaper provided the setting with a unique, compelling and memorable appearance – an aesthetic worthy what is a premium stadium location.

The images helped provide the area with a very clear identity, providing supporters with both a talking point and a sense of belonging.



Vicarage Road Stadium also provides enhanced match-day experiences for a wider audience, with hospitality areas designed for a larger number of people. The brick walls in one of these more sizeable rooms had previously been adorned with framed photographs, but it was decided a more impactful solution was required. Floor to ceiling brick vinyl was printed and installed onto three large walls featuring striking action images, including a photograph from Watford's FA Cup Final appearance in 1984.

### The "Rookery End" bar areas

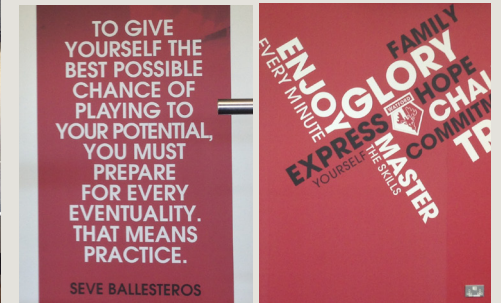
The Rookery Stand is at the south end of the ground and is home to the most vociferous Watford supporters. Within the stadium concourse are a number of bar areas and as some of the most popular parts of the stadium on match-day, these areas were targeted for an application of graphics. The walls in question were brick, necessitating the use of further brick vinyl. Large club motifs and memorable images were printed in full colour and applied to walls throughout the bar areas, the long lasting and durable nature of the vinyl ensuring a lengthy shelf life, despite the relatively demanding location.

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### Training Ground

Watford's training facility is based in London Colney and provides the squad with a fantastic base from which to work on fitness and tactics. The facility is home to the gym, often used for players coming back from injury. To make the gym a more inspirational environment, the decision was made to feature quotes from some of the world's most recognisable sports stars on the walls.

Digital wallpaper was printed and installed at strategic points throughout the gym facility, instantly giving it a more professional and personalised feel.



One of the other main parts of the complex is the communal dining room, a large space where the players and staff gather after training. It is used as a multi-purpose space, with players using it for rest and recreation as well as carrying out media commitments and conducting meetings. With such a wide range of important uses, it was considered vital that the space looked as impressive as possible. With several large walls identified, it was once again digital wallpaper that was the most appropriate product with a collage spanning over 10 metres in width and 5 metres in height printed and applied.

At the other end of the room a collage featuring a selection of the current playing staff was created and applied across the width of the wall, finishing an almost complete redecoration of the room and resulting in an impressive, stylish and professional space.

This work was carried out over a period of time by The Window Film Company's teams of trained and fully qualified installers. Their skill and attention to detail allowed them to fit a range of products, requiring a range of different application methods. Football Clubs are incredibly busy operations, meaning that installations had to be undertaken and completely at strictly managed times and again, thanks to the professionalism, experience and attention to detail of the installers, each component of the project was completed to both the high standard expected and the timescales required.

In isolation each of the parts of this job are eye-catching and impressive. When viewed as a whole they serve to show Watford as a club that care about their supporters, their staff and their image. The improvements speak volumes for the clubs ambition and provide facilities that are befitting of a club with their eyes on the Premier League.

### For more information:

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