IMMERSIVE SUSTAINABLE INSTALLATION MAKES WAVES

Quiksilver, Boardmasters Festival

**PROJECT**
Sustainable art installation

**TARGET AUDIENCE**
Surfing enthusiasts and festival-goers

**LOCATION**
Boardmasters Festival - Newquay, England

**SERVICES**
Creative design, production and installation of interactive stand

**CHALLENGE**
One of the world’s largest surfing and lifestyle brands, Quiksilver, approached MCI UK to design, produce and install a sustainable art installation for high profile events.

**SOLUTIONS**
In an active and ongoing effort to raise awareness about plastic pollution in the world’s oceans, MCI UK developed the concept of a life-size, barrelling wave made out of recycled plastic bottles. Using 7 cubic metres of plastic, this eye-catching installation had a two-fold purpose; to promote Quiksilver’s new boardshort product and to act as an educational statement. All of the plastic used to create the stand makes up only a tiny fraction of the plastic waste floating in the oceans and waterways across the world.

Inside the wave sat a real integrated surfboard, ready for participants to ride the wave of sustainability! Quiksilver launched a social media competition and encouraged people to have their photo taken in the wave to win a pair of the recycled fibre boardshorts. The sustainable installation made its first headline at Boardmasters Festival (8 – 12 August 2018) before travelling on to other high-profile events including the Quiksilver Pro France – Europe’s largest professional surfing event with a global audience.

**RESULTS**

- 2,500+ recycled plastic bottles used
- 100M recycled plastic bottles by Quiksilver
- 10% world’s plastic is recycled
- 3 day stand installation build
- 50K+ boardmasters festival-goers
- 10 recycled bottles in each boardshort

Find out more: [www.mci-group.com/contact](http://www.mci-group.com/contact)