

A RECORD-BREAKING EVENT TO RAISE BREAST CANCER AWARENESS



10KSA HUMAN CHAIN EVENT RIYADH, SAUDI ARABIA

Saturday 12 December was a historic day for Saudi Arabia, as 10,000 women from across the Kingdom joined together to raise awareness of breast cancer by attempting to gain a new world record for the longest human ribbon. The venue for the 10KSA event was Princess Nora University in Riyadh and, in honour of such a momentous occasion, our client wanted to create a celebratory 'Olympic village' atmosphere combining education, entertainment, art and culture.

BuroHappold Engineering was asked to carry out people flow modelling to support the development of an integrated event plan. We started by holding a meeting with the event programming team to determine the key operational opportunities, constraints and risks associated with people movement. Once the preferred location of each of the activities had been agreed, our team used our in house SmartMove software to undertake computational people flow analysis that would help us assess how best to provide the 10,000 participants with a comfortable and safe environment, and move them around the site.

From the offset, there was a lack of clarity and direction for the event overall – from the logistics of transporting participants from the drop-off point to the main site, to the timing of activities throughout the day, to how the women could be gathered together for the record attempt. Our client promoted the event via social media, but preferred not to have any form of registration prior to the day, which meant there was also level of uncertainty around how many people would turn up.

In response, our engineers liaised closely with the asset management, fire and transport teams to outline all the risks associated with the event – from emergency situations, to too many or too few participants turning up on the day. We then worked with our client to develop the high level strategy for the event – defining the timings of the different elements, finalising the site layout and access points, as well as anticipating likely participant behaviours (such as arrivals, dwell times and walking speeds).

CLIENT
Alfa International

PROJECT VALUE
£35k

DURATION
Completed in 2015

**SERVICES PROVIDED BY
BUROHAPPOLD**
People flow modelling and space analysis

This information was then used to inform the capacity of key elements of the event, such as security screening areas, toilet facilities, and the number of buses required to transport participants around the site.

We also added significant value when it came to developing the ribbon formation strategy. Using our in-house SmartMove software, we undertook computational people flow analysis to help devise, test and refine the procedure for getting the 10,000 women in place. This ensured that they were safely and efficiently organised into the ribbon formation, while also guaranteeing the requirements to break the Guinness World Record were met. In addition, the animations we created from our people flow simulations throughout this planning and development phase were so clear and engaging, they were not only used to communicate the strategy to our client, but also the participants on the day.

Ultimately, the BuroHappold team pulled the event together for our client – developing clear strategies for both the organisation of activities and the logistics of moving participants around the site. This ensured the day ran smoothly and without incident, and our client was very appreciative of this. It also meant that, on the same day as they voted for the first time in the country's history, the women of Saudi Arabia broke the largest human ribbon record to promote breast cancer awareness, a feat that was covered by media across the globe.

