

SMART SPACE | EVENTS

Optimising logistics for events involving 5k to 5 million visitors.



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1. London Olympics 2012 Media Hub
2. Optimising the design of 20km pedestrian corridor for Hajj pilgrimage in Makkah
3. 10KSA Guinness World Record event, Riyadh

Global mega events are now commonplace and huge volumes of international visitors must be managed as part of any major event strategy. From big picture to minute details, our experts can provide the specialist data and advice required to ensure the smooth and safe running of highly respected events.

Buro Happold's Smart Space team have a proven track record in optimising operational logistics of major events that enhance visitor experience. We understand the benefits of efficient layouts, intuitive wayfinding, and effective operational management.

We help the event organisers better understand the crowd behaviour, activity patterns and visitor preferences.

With a holistic look at pedestrian and vehicular desire lines, we can formulate a strategy to improve crowd flows.

Accurate modelling provides a basis on which to assess potential risks and implement counter measures to negative factors such as poor access, congestion risks, bottlenecks and pinch points. In addition, it allows us to optimise the placement of retail, congregation, safety buffer, etc.

Such analytical foresight makes crowd flow modelling a powerful tool in all stages of planning, and a valuable resource when dealing with client meetings and public consultations. The resulting solutions are therefore extensively tested with a minimised risk of undesirable and/or unsafe congestion.

Our portfolio spans many prestigious projects, including 10KSA Guinness World Record event in Riyadh, Makkah Hajj pilgrimage event, Nashik Maha Kumbh event India, Swiss National Day event, Sochi Winter Olympics and London Olympics 2012. Reema Bandar Al-Saud, princess of Saudi Arabia's tweeted on our work on the 10KSA event: "Buro Happold team were outstanding and vital to our success". Our work optimised the complete crowd flow logistics to help 10,000 women form the longest human chain.