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Contra Vision® helps light up the Tyne for a spectacular countdown to the Bupa Great North Run!

This year the Bupa Great North Run will see its one millionth finisher cross the line, a world first for an event of this kind.

To celebrate this milestone, on Thursday 4th September the Newcastle Gateshead Quayside and the River Tyne was transformed into a giant outdoor arena for the Great North Run Million Opening Ceremony, marking the official countdown to the 1 millionth finish of the race on Sunday 7th September.

The spectacular opening ceremony featured live performances from Dire Straits legend and local hero Mark Knopfler, Sting, the Unthanks and Chase and Status.

The event was a multi-media spectacular, with fireworks, animations, giant sculptures and video mapping onto the iconic Sage building. This is where Contra Vision came in as The Sage has been wrapped in our material to allow for image projection on the night but also ensuring the building was usable during the run up to the event, by maintaining vision out.

The installation was particularly challenging as the windows of The Sage are not rectangular and each one differs, planning was also essential due to extremely tight deadlines.

The site was surveyed by AA Signs Ltd of Gateshead who also project managed production and delivery of the pre-packed kits for each individual window. The material was specified by AAA Signs who chose to work with distributor William Smith because of their extensive capabilities and material support.

This was an extremely creative application of our material linking the benefits of see-through graphic technology with a dynamic visual and musical event.

The Newcastle Gateshead Quayside came to life with spectacular set pieces designed by Jon Bausor, a specially commissioned film and animation by BAFTA award-winning artist [Tal Rosner](#), music composed by Ivor Novello-winning Dan Jones and performed by Northern Sinfonia, and performances by hundreds of volunteer performers choreographed by Nathan



Curry; all combining to tell the spectacular story of the North East. Contra Vision is proud to have played a part in this.

Tickets for the concert and event sold out weeks ago, however you can catch it on YouTube and also on BBC 2 on the evening of Sunday 7th September on the Bupa Great North Run highlights coverage.

About Contra Vision Supplies Ltd

Contra Vision Supplies Ltd is the exclusive worldwide licensee of Contra Vision Ltd's portfolio of Intellectual Property (with the exception of USA, Canada and Mexico) and offers the widest range of see-through graphic products in the market.

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Notes for Editors



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