

FIRE SAFETY FOR FRAMESTORE'S TEMPORARY IMMERSIVE INSTALLATION

CLIENT

Framestore London

COMPANY SECTOREntertainment and
Advertising**KEY ELEMENTS**Temporary Fire Suppression
Safe Evacuation**KEY CLIENT CHALLENGE**

Framestore, a globally renowned creative studio specialising in visual effects, animation, design, and immersive experiences. Partnering with leading brands, filmmakers, and creative agencies, Framestore is celebrated for its Academy Award-winning work and cutting-edge projects that redefine the boundaries of imagination. At its London Studio, Framestore faced the challenge of installing a temporary structure within its Atrium to house an interactive and immersive video experience, spanning from the Lower Ground to the Seventh Floor. Ensuring the safety of this installation was paramount, given its location in a 'sterile area' and the potential impact on existing fire safety systems.

The Atrium, a key architectural feature of Framestore's London Studio, was designated as a 'sterile area,' meaning it was free from flammable materials and posed minimal fire risks under normal circumstances. Introducing a temporary structure for the immersive installation introduced new fire hazards, particularly given the presence of LED screens and electrical components. Damien Smith, Building Service Manager at Framestore, emphasised the importance of maintaining fire safety standards: "Introducing new features to a building impacts existing fire safety systems, so we wanted to ensure the new temporary structure was properly protected."

CASE STUDY

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THE SOLUTION

To address these challenges, Framestore enlisted the expertise of a fire risk assessor to evaluate potential hazards and recommend mitigation measures. The assessor collaborated with Surefire, part of the EA-RS, to discuss a possible solution. After a series of technical briefings and consultations, the UltraGuard system was identified as the ideal solution for temporary fire protection within the Atrium. The UltraGuard system combines advanced detection and suppression technologies, ensuring rapid response in the event of a fire.

IMPLEMENTATION

The installation of the UltraGuard system was meticulously planned and executed to meet Framestore's specific needs:

- **Detection Sensors:** Strategically positioned behind the immersive LED screen to ensure early detection of potential fire risks.
- **Fire Suppression System:** The UltraGuard system was configured to provide immediate suppression capabilities, minimising the risk of fire spreading within the temporary structure.
- **Power Shutdown Link:** Surefire engineers installed an automatic shutdown link to cut power to the LED screens if the UltraGuard system was activated. This measure was critical in preventing further electrical risks during a fire event.



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PROJECT RESULT

The UltraGuard system was successfully installed and integrated into the Atrium's temporary structure. Damien Smith praised the collaboration and outcome: "The Surefire team was fantastic, and everything has been installed and is working perfectly - amazing!" The project not only ensured the safety of the temporary installation but also demonstrated Framestore's commitment to prioritising safety without compromising on creativity and innovation.

Framestore's London Studio's successful implementation of a temporary immersive installation highlights the importance of proactive fire safety measures when introducing new elements to existing spaces. By partnering with a qualified fire risk assessor and Surefire, Framestore effectively mitigated potential risks, ensuring a safe and captivating experience for its audience.



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