3D BRANDING

Case Study

Project

Penwal engineered, fabricated and installed the giant 1:3 Scale Airbus A380 replica for Emirates Airways, at London's Heathrow Airport.

The replica, the size of a real Boeing 737, has been certified as the largest airplane model ever built.

Scope of Work

- Design Refinement
- Engineering
- Project Management
- Sculpt and Mold Making
- Fabrication of Elements
- Craftsman finish
- Custom Lighting
- Installation

Client

Emirates Airways.

The 1:3 Scale Airbus A380 has a wingspan of 80', making it the size of a real Boeing 737.

Iconic Advertising to Impress the World

Emirates Airways decided to make a big splash to announce the launch of its A380 service into Heathrow, by commissioning a giant replica of its airplane to fill the roundabout at the airport's entrance. With 26 million vehicles passing every year, Emirates had a very large audience to impress.

Penwal helped them achieve that goal. We designed the replica, determined the proper size, produced renderings for approval, and then engineered, fabricated and installed the plane in record time.

The final creation, shipped to Heathrow in an Antonov cargo jet, was the size of a real Boeing 737, and was certified by Guinness and the Smithsonian as the largest aircraft model ever built!

Penwal designed the 1:3 Scale A380 and produced renderings.

The giant replica was fully fabricated in our 61,000sf shop.

The model sits outside the entrance to Heathrow Airport.

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