

SPEIRS MAJOR

The Big 4,
London, UK

LIGHT ARCHITECTURE

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Using light to reinterpret the image, form and narrative of a brand sculpture.

CLIENT
Channel 4

DESIGNER
Freestate

MAIN CONTRACTOR
Mike Smith Studios

PHOTOGRAPHER
Speirs Major

PROJECT TEAM
Keith Bradshaw,
Andrew Howis

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Celebrating the 25th anniversary of Channel 4, the Big 4 was a project conceived and realised by brand communications agency Freestate and involved turning the company's iconic 4 logo into a 16-metre-high sculpture outside its headquarters in London's Pimlico.