

STUDIO
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SMASH 2023
AUTOMOTIVE
SPACE FOR
ANYTHING

STUDIO
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Ikon Estate, Droitwich Road, Hartlebury, Worcestershire DY10 4EU

drp^g

STUDIO
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COMMUNICATE
CREATE
INSPIRE

STUDIO
212

SPACE FOR YOUR AUTOMOTIVE NEEDS

Built in 1938 by the Ministry of Defence, Studio 212 is located on a former RAF maintenance base in Worcestershire. It was used during the Second World War to house and distribute engines and parts for the iconic Spitfire planes.

DRPG purchased the 4.2-acre site and converted it into the largest corporate communication studio complex of its kind in Europe.



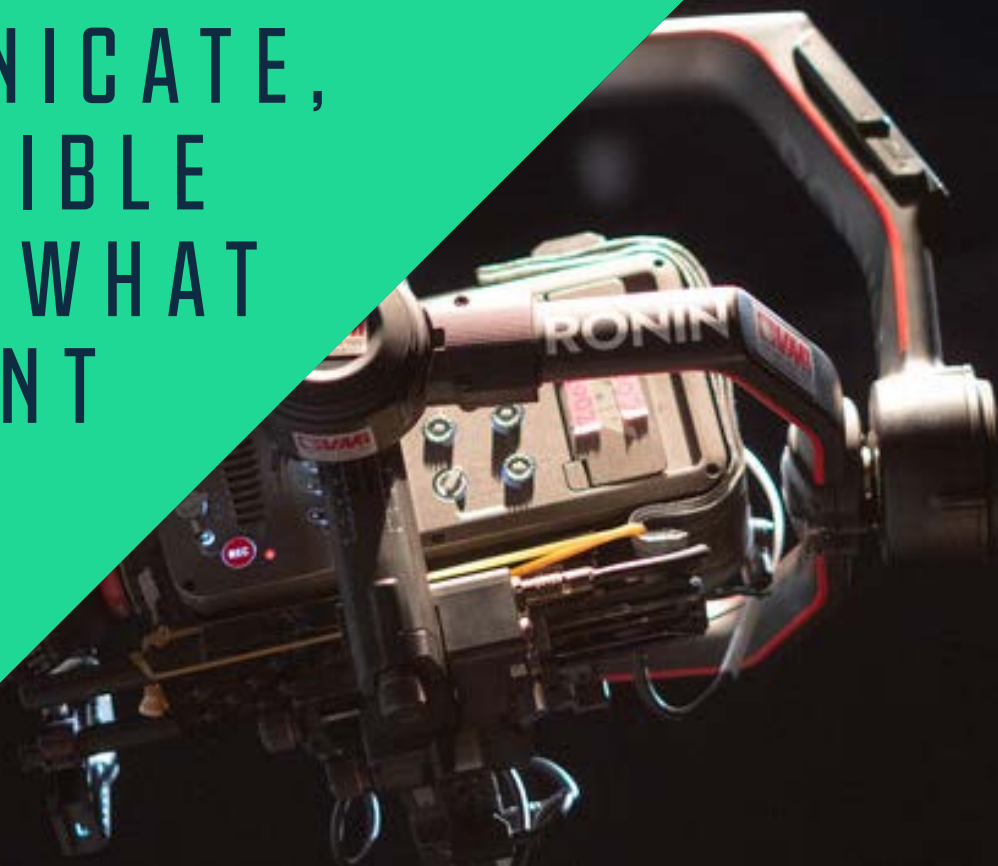
GOOD TO KNOW:

- Car parking for up to 50 cars
- Heated indoor mechanical area
- Indoor cleaning space with power
- Low price point for commercials
- Four main studio spaces
- Technical support on the doorstep
- Branding opportunities on site
- External space and rooftop catering
- Easy vehicle access on site and into studios
- Secure premises with 24-hour security
- Private meeting and training rooms
- Free, secure truck storage on site
- Great local roads and countryside
- Film and photography editing suites on site
- Route management and strong local authority/ police relationship
- Two, four-star local hotels within two miles of **DRPG**



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SPACE TO
COMMUNICATE,
BE FLEXIBLE
AND DO WHAT
YOU WANT





CHECK OUT OUR
SHOW REEL HERE



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FLEXIBLE SPACES

The size and variety of the spaces within Studio 212 make it a very flexible venue for events.

Our rooms include:

- Studio 1
- Studio 2
- Studio 3
- The Yard
- The Academy
- The Loft
- The Roof
- The Cinema
- Four meeting pods





studios

Studios

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PERFECT SPACES FOR

Automotive dealer training
Automotive demonstrations
and launches
Ride and drive experiences
Automotive press filming – features
and benefits, pans and scans
Automotive press photography –
features and benefits, pans
and scans
Live or pre-recorded
broadcast launches
Press activations and junkets
Company internal sales meetings
Location shooting





STUDIO 1

Studio 1 is the second largest and most flexible space we have. A perfect blank canvas, it allows us to create themed environments for everything from product launches, to training and film shoots.

Studio 1's versatility extends to vehicle access, and its floor and walls can be dressed in the materials needed to establish the perfect look and feel for your event. It includes a fully-equipped control room, motorised rigging points, three-phase power, split level stage, floor and wall projection, large wing area, three dressing rooms, a green room and is fully air-conditioned. Studio 1 is fully equipped to support creative projects, including live broadcasts and events in a cost-effective manner. Direct access to the Atrium and other meeting areas means audiences can easily move between different sessions and experiences.

DIMENSIONS

W 12M / L 15M / H 5M

CAPACITY

THEATRE	250
CABARET	200
BANQUET	200
BOARD ROOM	50
CLASSROOM	150
RECEPTION	300





STUDIO 2

Studio 2 is a fully equipped, soundproofed video recording and photography studio. This makes it an inventive space for filming and photography of features and benefits content, and the perfect environment for detailed shooting of your specific product.

Studio 2 is equipped with a full lighting rig, three-phase power, CYC track, air-conditioning, control room and live broadcast capabilities. The space has direct access to the Atrium, leading to the meeting spaces and the backstage areas. It can be themed in a multitude of ways and is ideal for our range of video and photography-based projects.

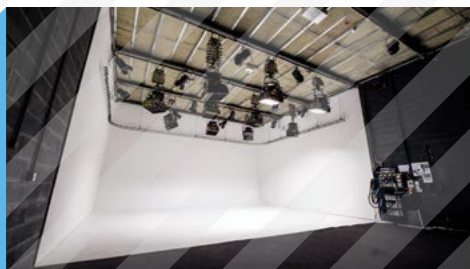
DIMENSIONS

W 8M / L 12M / H 5M

CAPACITY

THEATRE	100
CABARET	80
BANQUET	80
BOARD ROOM	30
CLASSROOM	70
RECEPTION	150





STUDIO 3

Our largest studio is a raw, industrial, and extremely versatile space. With white walls and concrete flooring, Studio 3 provides a complete blank canvas for unique launches, experiential events, pre and live broadcast launches, vehicle training and development, plus conferencing and exhibitions.

With complete blackout capabilities, a control room, rigging points for lighting, sound and projection, and three-phase power, Studio 3's 8m-high ceiling and open space allows for endless creative uses. Like our other studios, this space has access for vehicles and larger staging, set and exhibition elements. It also acts as an extension to Studio 1 and 2, with linking tunnels between the studios. These can also be themed to your event, which provides audiences with a sense of the unexpected when moving from one studio to the other.

Studio 3 also has the ability to transform into any environment imaginable through the power of the green screen. Transport your presenter or product into another dimension using Unreal Engine technology and our high-end filming and editing software.

DIMENSIONS

W 12M / L 22M / H 8M

CAPACITY

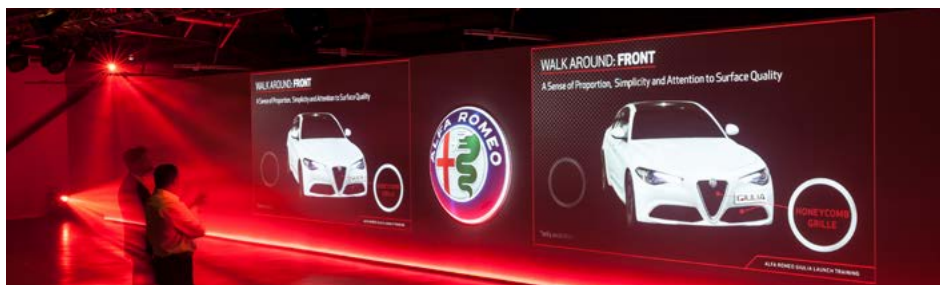
THEATRE	300
CABARET	250
BANQUET	270
BOARD ROOM	80
CLASSROOM	200
RECEPTION	360





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THE YARD

A flexible space that can transform into whatever you need it to be.

The Yard offers our clients a space that suits launch events, broadcasts and training.

It's a great space for any mechanical training or maintenance during an event, with indoor warm conditions for the Mechanical Crew team. This space can take over 20 cars, which can be stored safely and securely during your event while also remaining hidden to the public if your product is under embargo. This light, bright space has studio lighting and backdrops, electric and water points, plus easy access to the outside roads.

DIMENSIONS

W 10M / L 42M / H 8M

CAPACITY

THEATRE	500
CABARET	360
BANQUET	360
BOARD ROOM	150
CLASSROOM	300
RECEPTION	800



THE YARD



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SPACE TO LEARN,
TRAIN AND
COLLABORATE





**NEW
TRIUMPH
TRANT**



image

THE ACADEMY

**Learning and up-skilling
is at the very heart of
our business.**

Our fully kitted-out training hub provides a space with daylight to collaborate, learn and build teams. As well as all the creature comforts you'd expect, the Academy has projectors, screens and audio equipment for training sessions, classes or lectures. It's also connected to our master control room for live broadcast activities.

DIMENSIONS

W 8.5M / L 14M / H 2.5M

CAPACITY

THEATRE	100
CABARET	80
BANQUET	80
BOARD ROOM	30
CLASSROOM	70
RECEPTION	150



THE ACADEMY



THE LOFT

Escape to this fresh space to keep ideas flowing.

The Loft is an ideal solution when you're looking for a space to facilitate creative, business and training brainstorming sessions. This is a meeting space designed to hold meetings, catch ups or just to share ideas on the big white wall.

This daylight space can be transformed into the perfect meeting experience, with its own catering facilities, as well as screens, speakers and projection equipment available. Take your meeting out of the office and into the Loft.

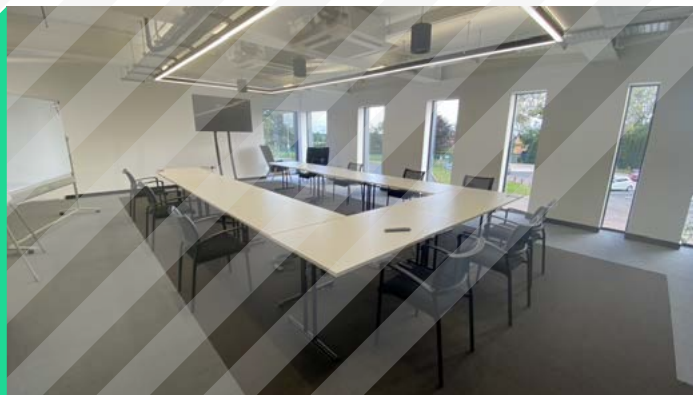
DIMENSIONS

W 7.5M / L 9.5M / H 2.5M

CAPACITY

THEATRE	60
CABARET	50
BANQUET	50
BOARD ROOM	20
CLASSROOM	40
RECEPTION	100





THE ROOF

**An outdoor working space
with exceptional views
across four counties.**

The Roof is the ideal outdoor work/
play space that really comes into its
own in good weather.

Featuring space for tables, relaxing
chairs and even a stage if needed,
this engaging outdoor space
boasts stunning views across the
Worcestershire countryside. The
Roof is also connected to our master
control room for broadcast activities.

DIMENSIONS
W 7.5M / L 20M

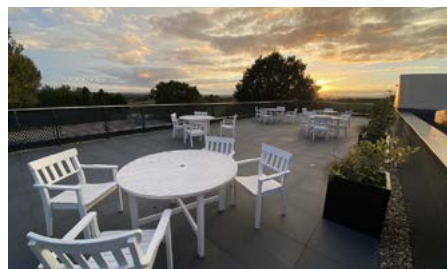
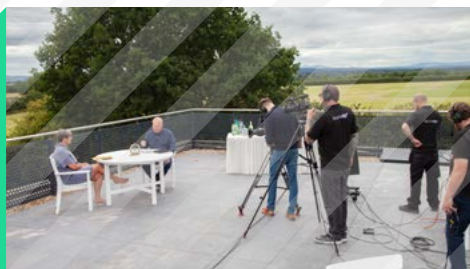
CAPACITY

RECEPTION

100



THE ROOF



THE CINEMA

**Present, watch and share
in this fully-functional
cinema room.**

Our film and broadcasting studios are backed up by their very own cinema. This is the perfect space to show off your great work to your internal teams or to press junkets. The space can also be fully branded to your needs.

With 32 seats and projection, the Cinema is ideal for small presentations, viewings and learning sessions, and is fully equipped with surround sound, air-conditioning and controllable lighting. We can even provide the popcorn!

DIMENSIONS

W 5m / L 7m / H 2.6m

CAPACITY

32



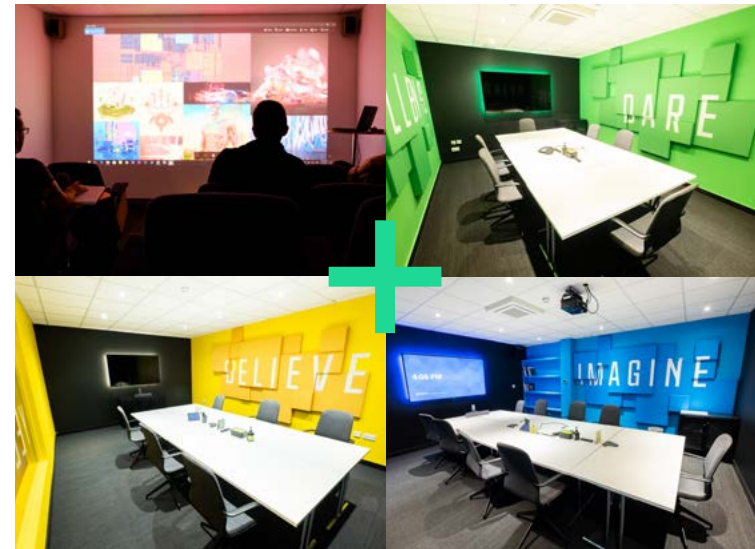


MEETING PODS

The Red, Green, Blue and Yellow Pods are four meeting spaces that can be hired individually or as additional breakout rooms.

Each pod has a modular table layout that easily configures to your needs, as well as a wall-mounted plasma screen that connects to a laptop. Additionally, the Blue Pod has a ceiling-mounted projector, a large screen, video conference facilities and a sound system.

Each pod has dimmable lighting, a wall-mounted plasma and a conference telephone.



MEETING PODS

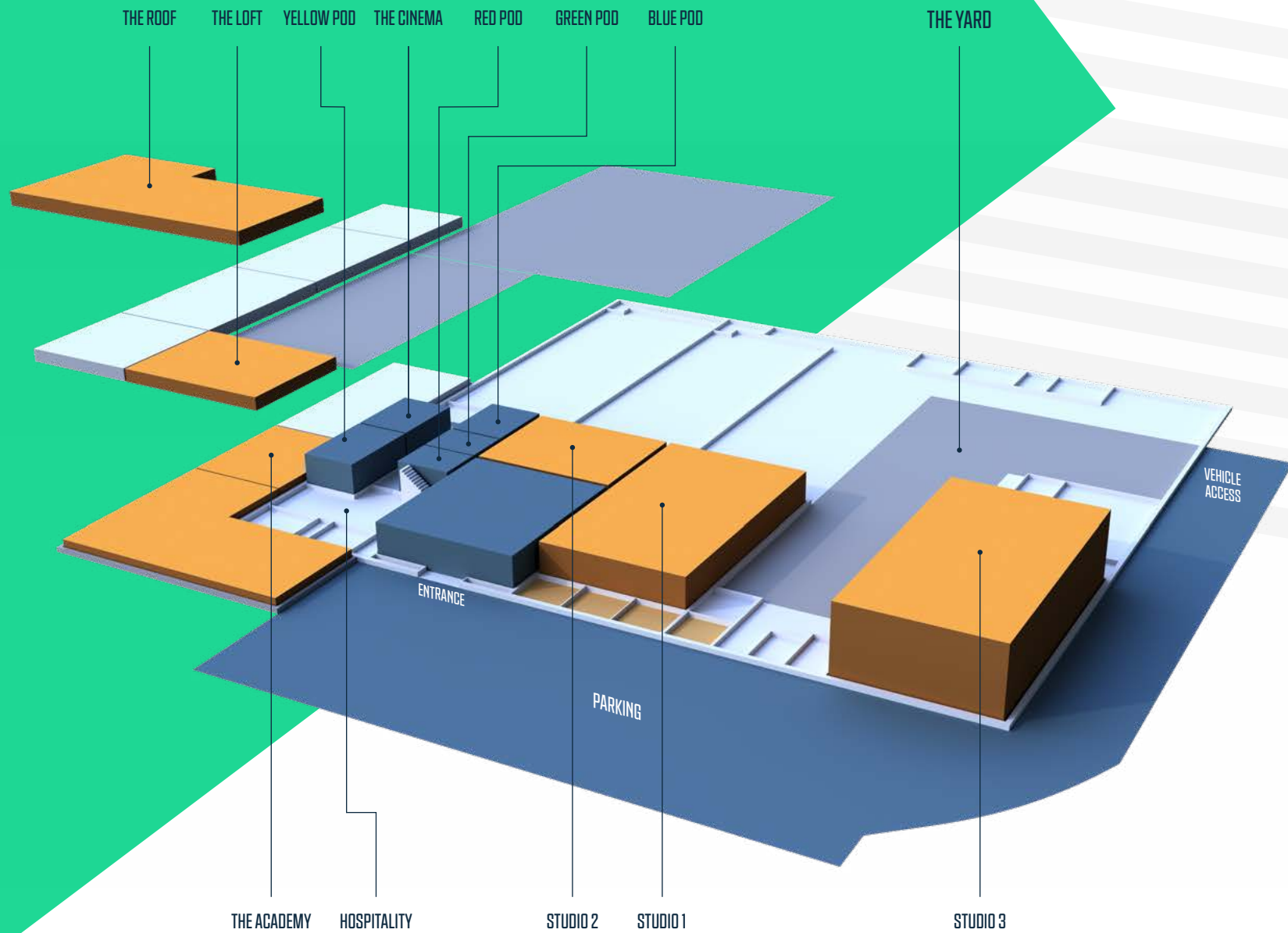


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THE SPACE

SPACE	DIMENSIONS	THEATRE	CABARET	BANQUET	BOARD ROOM	CLASSROOM	RECEPTION	DAYLIGHT	BLACKOUT	THREE-PHASE POWER
STUDIO 1	W 12m / L 15m / H 5m	250	200	200	50	150	300	No	Yes	Yes
STUDIO 2	W 8m / L 12m / H 5m	100	80	80	30	70	150	No	Yes	Yes
STUDIO 3	W 12m / L 22m / H 8m	300	250	270	80	200	360	No	Yes	Yes
THE YARD	W 10m / L 42m / H 8m	500	360	360	150	300	800	Yes	Yes	Yes
THE ACADEMY	W 8.5m / L 14m / H 2.5m	100	80	80	30	70	150	Yes	No	No
THE LOFT	W 7.5m / L 9.5m / H 2.8m	60	50	50	20	40	100	Yes	Yes	No
THE ROOF	W 7.5m / L 20m	N/A	N/A	N/A	N/A	N/A	100	Yes	No	No
THE CINEMA (TIERED SEATING)	W 5m / L 7m / H 2.6m	32	N/A	N/A	N/A	N/A	N/A	No	Yes	No
RED POD	W 4m / L 5m / H 2.4m	20	N/A	12	12	N/A	N/A	No	Yes	No
GREEN POD	W 4m / L 5m / H 2.4m	20	N/A	12	12	N/A	N/A	No	Yes	No
BLUE POD	W 5m / L 6m / H 2.4m	30	20	20	20	N/A	N/A	No	Yes	No
YELLOW POD	W 4m / L 5m / H 2.4m	30	20	20	20	N/A	N/A	No	Yes	No

THE SPACE



CATERING

Eating together creates a sense of community and reinforces culture and values. For this reason, DRPG is always careful to tailor our catering to both our client's preferences and the message behind their event.

Based in Worcestershire, we are perfectly located to source fresh, local produce. Equally, we are close to large urban centres, which makes it easy for us to provide a range of high-quality world food.

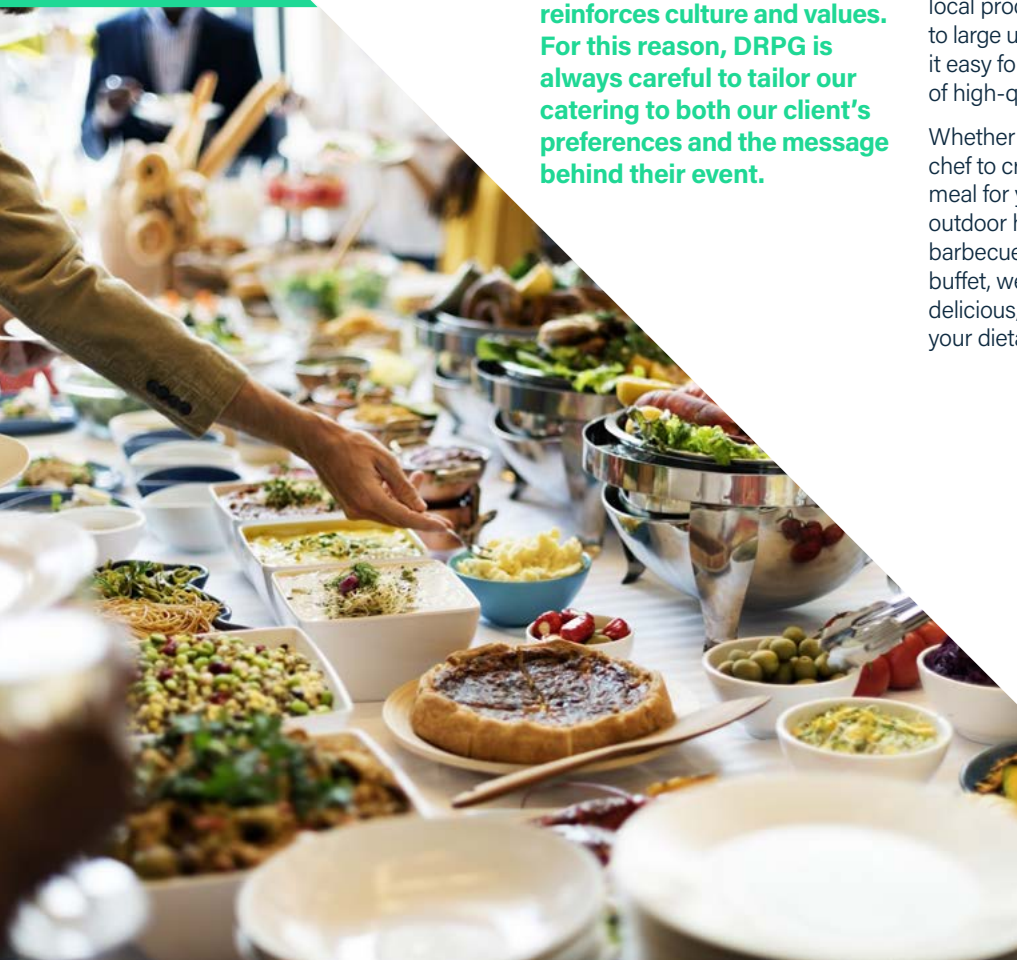
Whether we call on a renowned chef to create a sit-down evening meal for your guests, build an outdoor hog roast, organise a barbecue, or provide a simple buffet, we make sure we provide delicious, healthy food that meets your dietary requirements.

Our fully qualified, on-site Catering team carefully schedules around your precise requirements and is available to provide drinks and refreshments to delegates throughout the course of the day and evening. The service we provide complements the food on offer, from catering teams who manage the buffet and advise on dietary requirements, to fine dining for evening functions.

DRPG's creativity extends to the kitchen. Our creative team is adept at working with chefs to

present food in a way that delights delegates and reinforces the story behind the event - all while preserving the taste, quality, and experience.

Whether your delegates are attending an awards dinner or a drinks reception, breakfasting on arrival at a conference, enjoying a coffee with colleagues, or networking during lunch, **DRPG** has the facilities and expertise to provide food and drinks packages to suit the delegate experience and exceed expectations.





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LOCATION

DRPG sits on the county borders of Worcestershire, Shropshire, Herefordshire and Warwickshire, as well as the Welsh border being just 40 miles away. With stunning scenery all around, this makes it an ideal location for road experiences.

All routes can be designed and planned according to your agenda and requirements to get the most out of the activation.



WORCESTERSHIRE

PRESS RIDE ROUTES



ROUTE ONE

The longest route at just over 187 miles takes in three counties and features the perfect venue to stop at for refreshments or to capture content mid way.



ROUTE TWO

This 78-mile route will take just over 2.5 hours to experience, featuring the great historic town of Ludlow and incorporating a route stop.



ROUTE THREE

A similar length and time as Route 2, this one showcases the glorious Shropshire countryside where you can experience the mountainous terrain of Church Stretton.



ROUTE FOUR

This route is perfect for a quick experience. At just over 40 miles, it includes several great A and B roads in Worcestershire.

LOCAL HOTELS

We are lucky to have two, four-star hotels within a few miles of our headquarters. These are perfect for guests, press, colleagues and staff. DRPG has preferred rates with these hotels, meaning you get more for less.

Hogarths Stone Manor Hotel is the leading local hotel, mixing characterful architecture with stunning modern furnishings.

Brockencote Hall Hotel is a beautiful Victorian county manor set in over 70 acres of parkland, with luxurious bedrooms and a 3 AA Rosette restaurant.

If you require three-star hotel properties, there are over five hotels in the surrounding area.





INTERESTED?

If any of the spaces or experiences fit your business roadmap, or you feel you can use DRPG as a new and exciting location, please visit:

drpgroup.com/automotive-at-studio-212

Alternatively, if you'd like to chat, walk through the spaces or even take a drive around our great surrounding roads, please get in touch with our team to arrange a private tour:

automotive@drpgroup.com



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