

CASE STUDY: BBC TRUCK OF WONDER

Creating unique space and event solutions

www.showplace.co.uk



CLIENT

In 2022 the BBC released a new six-part series in partnership with IKEA known as 'The Great Home Transformation Show'. Hosted by Nick Grimshaw and Emma Willis, the series was centred around The Truck of Wonder, delivering home makeovers to families across the UK.

EVENT

The Great Home Transformation Show

GOAL

To bring the BBC's vision to life and customise the Showplace truck to become The Truck of Wonder.

SOLUTION

Showplace adapted the truck's interior to contain an immersive mobile mood board where each family experienced a tailored vision for an intelligently designed new family home interior.

A bespoke operational programme was implemented to cater for logistical requirements. Showplace also took care of all vehicle checks and adherence to regulations to ensure that the show ran as smoothly as possible.

RESULTS

1. Successful series

The Great Home Transformation series was a success, resulting in many families enjoying new home interiors across the UK.

2. Positive feedback

The BBC were pleased with the final result for The Truck of Wonder and would consider using Showplace's services again for future roadshows.

