



**WHITE LIGHT**  
a d&b solutions company

## Johnnie Walker Princes Street Case Study



### ***Integration of complex lighting and AV installation for flagship new global visitor attraction***

#### **The Project**

Diageo's Johnnie Walker Princes Street is a global flagship visitor experience located in Edinburgh city centre's West End. Following an extensive 4.5 year site remodelling, the venue - which opened in September 2021, is at the heart of Johnnie Walker's £185 million investment in whiskey tourism for Scotland.

Global experience design and production company BRC managed the entire project, appointing all contractors for every element of the complex brief. Following separate, rigorous tender processes, BRC engaged technical solutions specialist White Light, a d&b solutions company (WL) as the project's lead integrator for lighting and AV.

#### **Project Summary**

Client: BRC Imagination Arts

Project: Johnnie Walker Princes Street

Location: Edinburgh

Onsite: October 2020 - September 2021



**WHITE LIGHT**  
a d&b solutions company

## Johnnie Walker Princes Street Case Study



### The Brief

The multi-purpose venue includes two rooftop bars, a terrace with city views and an interactive experience taking visitors on a journey through the 200-year history of the whisky company. Across eight floors, different zones feature tasting hubs, live entertainment, a museum, immersive performances from actors and host-led tours.

To achieve the bold vision for this global flagship attraction, a vast and robust technical infrastructure was required to seamlessly integrate the multi-discipline elements and enhance the overall experience.

### The Delivery

Working closely with the detailed architectural blueprints, WL designed the state-of-the-art installation specification for the external architectural lighting, house and full show lighting systems, large LED displays, audio and video solutions throughout. The entire rig had to be automated with full tracking control.

While site works were underway and technical designs had been approved, WL conducted a substantial off-site rig build and product testing demo at its HQ in Wimbledon. In autumn 2020, the project team first gained access to the Edinburgh site to commence install.





**WHITE LIGHT**  
a d&b solutions company

## Johnnie Walker Princes Street Case Study

### The Results

Diageo's Global Director Luxury & Retail - Anya Haarhoff said: "I write to you on behalf of Diageo to express our gratitude to everyone at your company who played a role in delivering our Johnnie Walker Princes Street visitor experience in Edinburgh.

Four and a half years in the making, Johnnie Walker Princes Street is the centrepiece of Diageo's £185million pound investment in Scotch whisky tourism in Scotland and sets a new benchmark for quality visitor experiences. We could not have achieved this without the efforts of our suppliers, contractors and partners and we are grateful for the levels of commitment, energy and inspiration that your team contributed to the project.

The response we have received from our visitors and stakeholders alike has been overwhelmingly positive on every aspect of the Johnnie Walker Princes Street experience and I believe everyone who played a role in delivering the project can be extremely proud of their contribution."



### Contact us

#### Installations enquiries:

[Installations@WhiteLight.Ltd.uk](mailto:Installations@WhiteLight.Ltd.uk)  
+44 (0)20 8254 4800

[www.WhiteLight.Ltd.uk](http://www.WhiteLight.Ltd.uk)

