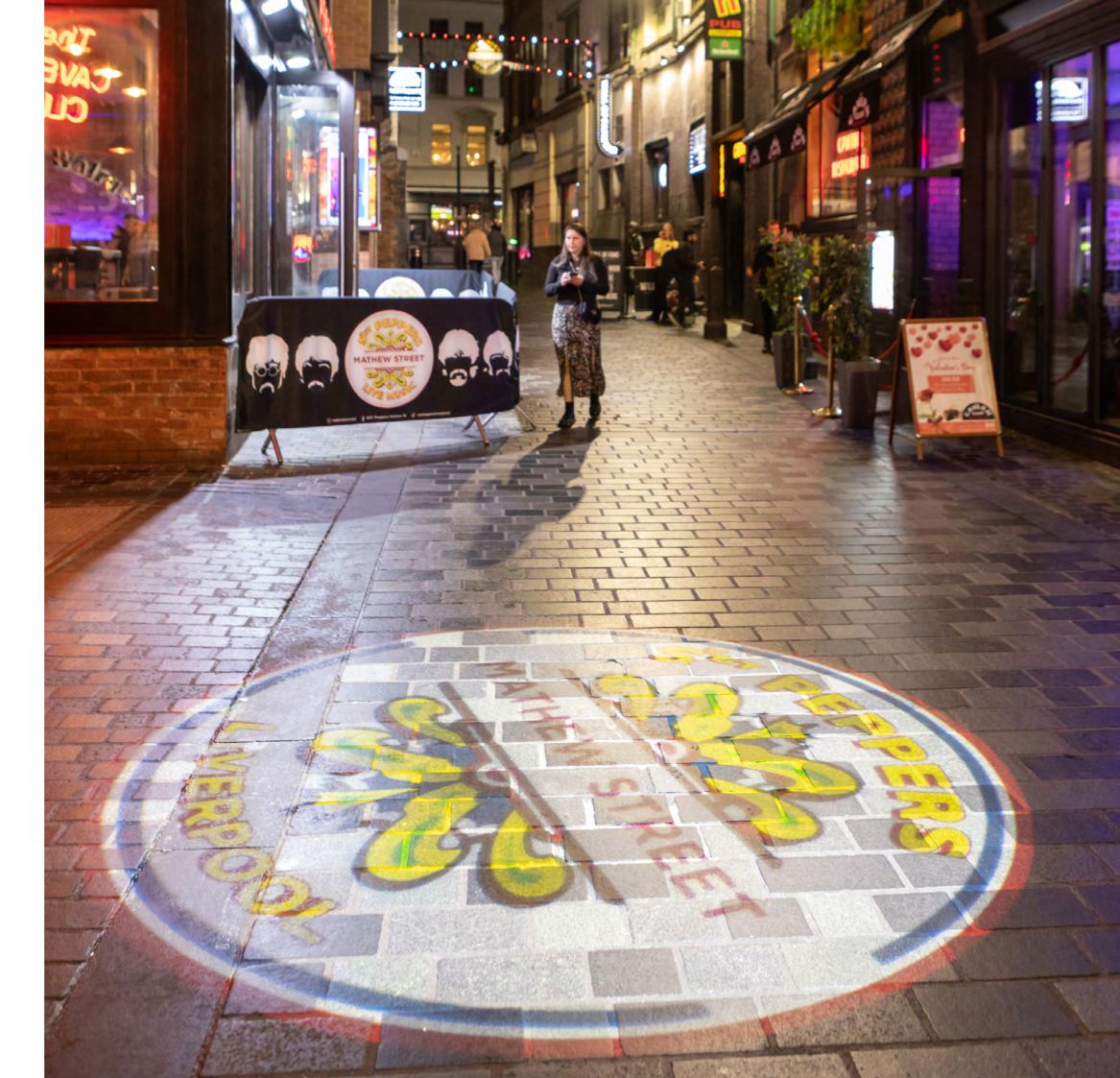


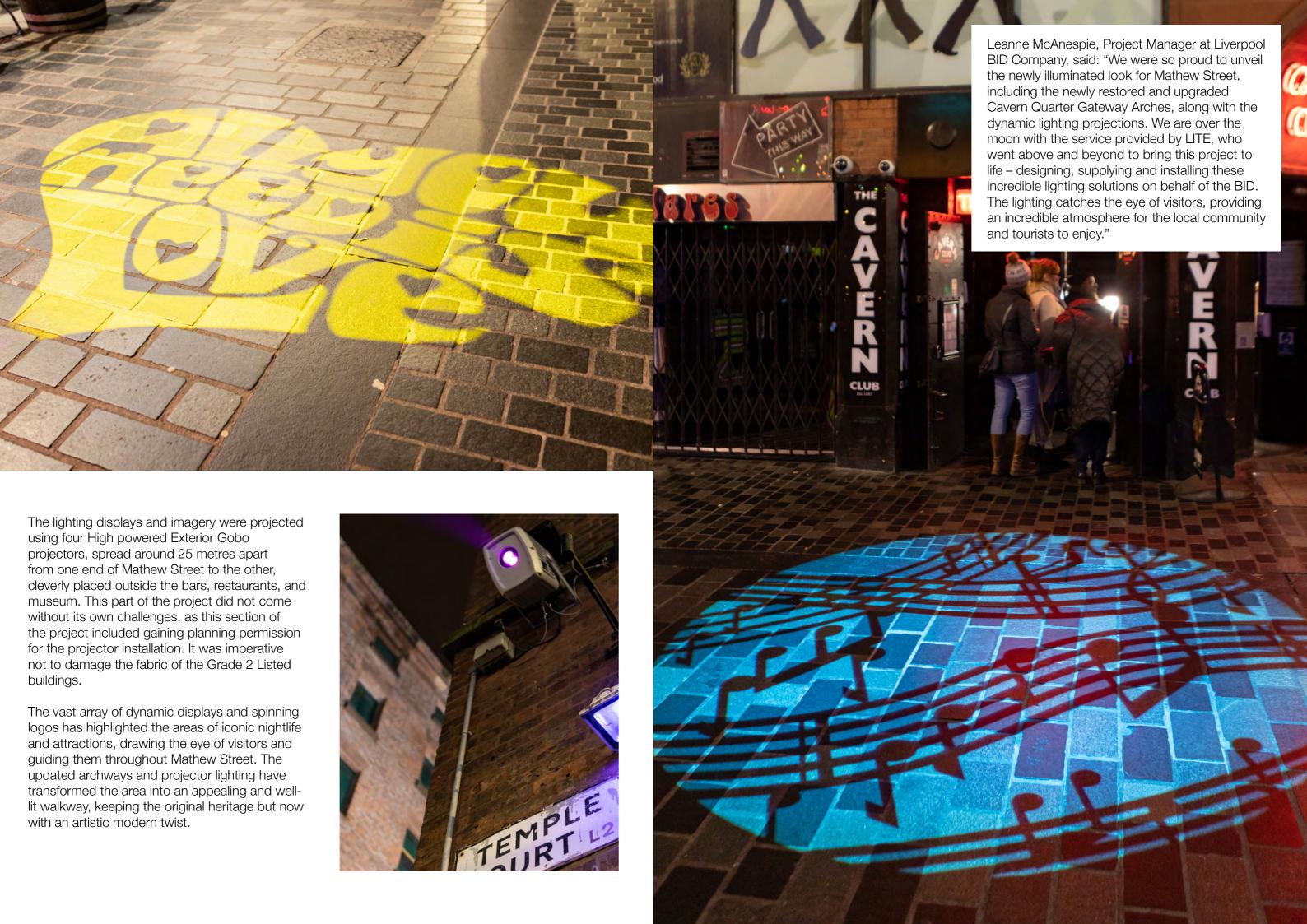
Mathew Street

Liverpool's most famous street, Mathew Street, is located in the Cavern Quarter at the heart of the city. The street hosts thousands of tourists a year who visit the attractions and hotspots of The Beatles, who played in the original Cavern Club on numerous occasions in their early career.

The area is used to celebrate Liverpool's musical heritage, with statues, stores, and the Liverpool Beatles Museum dedicated to the monumental band. The area is a hotspot for bars and pubs, with a vibrant nightlife made up of locals and tourists alike. Liverpool BID Company appointed LITE Architectural to supply the lighting solutions for the five Cavern Quarter Archways which decorate and signpost the entrances to Mathew Street. As part of the Retail & Leisure BID master plan, regeneration efforts for the area ensured new life was breathed into the archways which hadn't been touched since the 1990s. Restoration of the archways was part of the Liverpool BID Companies ongoing investment in the area, which has also seen LITE become involved even further providing solutions from their extensive portfolio of products to meet the project briefs. The five archways restoration, which decorate and signpost the entrances to Mathew Street was such a success that LITE were also appointed to complete a full design, supply and installation of a range of Gobo projectors to illuminate the walkways along Mathew Street. LITE worked alongside Liverpool BID to create and source around 24 bespoke designs for imagery that could be projected onto the walkway. This included images of musical notes, and the logos of bars and restaurants that the projectors were placed outside - The Cavern Club, Erics, and Rubber Soul. Icons as a nod to the Beatles include strawberries, diamonds and even a yellow submarine, projected along the street and in front of the Beatles Museum.

Client: Liverpool BID Company







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