

Project Name:

**Nike 6.0 Freeride Area,
Redhill, Gloucestershire**

Project Manager:

Paul Bliss
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Client:

Nike UK

Project Value:

£20,000.00



Case Study

We were contracted to design and build a freeride area at Redhill In Gloucestershire to be used for a Nike 6.0 team photo shoot. The brief was to create a focused site, full of huge, technical jumps and features.

The design had to allow the professional freerider's to push their riding skills beyond what they were used to, and allow them to create new tricks to fit the constructed landscape. The design also needed to create beautiful sculptural shapes that would look good in Nike 6.0 advertising campaigns.

The freeride area was used to great effect by the Nike 6.0 team riders and the images that resulted from the subsequent photo-shoot were used in international advertising campaigns and online viral marketing.

The project gave us a chance to design and build experimental mountain biking features at the limit of our imagination. This experience has allowed us to undertake research that has influenced all areas of our mountain bike trail design and construction provision

Trail Type	Design	Build
GREEN	<input type="checkbox"/>	<input type="checkbox"/>
BLUE	<input type="checkbox"/>	<input type="checkbox"/>
RED	<input type="checkbox"/>	<input type="checkbox"/>
BLACK	<input type="checkbox"/>	<input type="checkbox"/>
DOWN HILL	<input type="checkbox"/>	<input type="checkbox"/>
4CROSS	<input type="checkbox"/>	<input type="checkbox"/>
SKILL AREA	<input type="checkbox"/>	<input type="checkbox"/>
JUMP PARK	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
PUMP TRACK	<input type="checkbox"/>	<input type="checkbox"/>
MULTI USER	<input type="checkbox"/>	<input type="checkbox"/>
ACCESS ROAD	<input type="checkbox"/>	<input type="checkbox"/>

During construction



During construction



DMS Company Accreditations:



INVESTORS
IN PEOPLE



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