ſ	Project Name:
	Nike 6.0 Freeride Area, Redhill, Gloucestershire
	Project Manager:
	Paul Bliss paul@blissimages.com
	Client:
	Nike UK
	Project Value:
	£20,000.00

Trail Type	Design	Build
GREEN		
BLUE		
RED		
BLACK		
DOWN HILL		
4CROSS		
SKILL AREA		
JUMP PARK		
PUMP TRACK		
MULTI USER		
ACCESS ROAD		





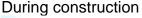
Case Study

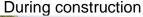
We were contracted to design and build a freeride area at Redhill In Gloucestershire to be used for a Nike 6.0 team photo shoot. The brief was to create a focused site, full of huge, technical jumps and features.

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







DMS Company Accreditations:















