

# NIKE - World Cup 2010

This project was created ahead of the World Cup 2010 games where selected famous England soccer players were electronically scanned to produce a lifelike reproduction of their features, from this each face was then sculpted from HD Foam in intricate detail and painted. We then constructed large 3D walls from HD Foam and painted them in the same stone effect to resemble the surface of a mountain. The posters were digitally printed and lighting was added to illuminate the detailed areas. The concept for this project was to make the build look like the famous Mount Rushmore in America in the lead up to the opening game against the USA team.

