

Farnborough Airport and Edmiston launch the largest ever air-side advertisement on the airports radar tower



The construction of the radar tower advertisement is now complete

1st September 2022...// Europe's leading private aviation airport, [Farnborough Airport](#) announces the completion of the largest ever air-side advertisement. As part of a fully immersive guest experience, Farnborough Airport's two-sided radar tower advertising wrap consists of two 10.8m wide and 15.3m high graphic panels, which when combined, surpasses the previously largest Dubai International Airport's advertising site of 28m x 6.2m and Fort Dunlop's iconic Cometh the Hour advert measuring 25m x 20m.

As part of the partnership the award-winning terminals have been blanketed in Edmiston red and a new designed lounge, *The Edmiston Lounge*, offers clients a space to relax before and after flying. At *The Edmiston Lounge*, guests can experience a fully bespoke design, filled with rich fabrics and furniture paired with Edmiston photography, a travel library, works of art, and yacht models.

Simon Geere, CEO of Farnborough Airport, says *"We're excited to launch the final part of our immersive guest experience with Edmiston, adding to our already unrivalled private travel experiences. We're proud to say it's the largest air-side advertisement in the world and we look forward to our clients enjoying the entire experience on their next visit to the airport."*

The new experience is part of a wider development plan at Farnborough Airport to enhance customer experiences including a £55million Hangar 3 investment, Domus III, and the introduction of SAF (Sustainable Aviation Fuel) and HVO fuel (Hydrotreated Vegetable Oil) to reduce both flying and onsite emissions.

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For more information, please contact Clare Buchanan, Ellen Christophers, Camilla Horner, and Tanya Mansharamani at Grifco PR at farnboroughairport@grifcopr.com. For future partnership enquiries please contact Katherine Roach at katherine@thelightwheel.com or +44 (0)7974 643094.

About Farnborough Airport: Farnborough Airport is Europe's leading business aviation airport, the home of British aviation and first business aviation airport to achieve carbon neutrality. The most modern airport of its kind, Farnborough Airport offers five-star service, exclusivity, and privacy within easy reach of London, making it the premium choice for those looking to travel safely, flexibly, and efficiently. With health and wellbeing more important than ever, business aviation is fast becoming a preferred option for those wishing to travel with complete assurance. From the moment passengers arrive at Farnborough, they can expect exceptional service at every point in their journey through the airport, including a dedicated concierge service on hand for every need. The award-winning terminal offers multiple lounges, private meeting rooms, refreshments and even gaming consoles to keep younger travellers entertained. Passengers can also travel with their dogs or cats as Farnborough offers a Pet Travel Scheme with on-site vet to allow beloved companions to travel safely around the world.

About Simon Geere: Simon joined Farnborough Airport from Macquarie Infrastructure and Real Assets (MIRA), bringing with him a wealth of experience, with over 25 years in aviation and airport leadership roles. Formerly holding both board positions and senior roles across several UK and European Airports, Simon is also currently a board member of Aberdeen, Glasgow and Southampton Airports, in addition to Farnborough Airport. Originally setting out to be an architect, Simon changed course and undertook a degree in Transport Studies which introduced him to his now long-standing career in aviation. He started at BAA plc in 1994, later joining London Luton Airport as General Manager Aviation and then Business Development Director, responsible for the airport's revenue generating projects. Joining MIRA in 2002, Simon took charge of driving operational performance across the European airport portfolio whilst steering the business through the many challenges faced by the aviation sector in the past 20 years.

Edmiston: The Business of yachting

About Edmiston: The most recognisable brand in the yachting world; Edmiston is one of the worlds most successful and respected yacht brokerage companies. With offices in London, Monaco, New York, Newport and Mexico City, Edmiston is a company synonymous with revolutionising yacht marketing. The company has been involved in some of the most important yacht sales, charter and new construction transactions of the last 20 years; and continues to inject innovation and energy into every one of its activities. Founded by Chairman Nicholas Edmiston in 1996, the company is today headed by Jamie Edmiston who has been Chief Executive since 2014.

About Jamie Edmiston: One of the most recognisable faces in the yacht business, Jamie joined his father's business in 2001 following an early career in strategic brand development. The architect of the distinctive Edmiston identity he worked initially in London. He then then to the United States to establish the Edmiston name before returning to Europe. In 2011 Jamie

had a brief hiatus from yachting, leading the successful takeover and revival of the British luxury brand LINLEY. He returned to Edmiston as Chief Executive in the Autumn of 2014. Well known as an innovator and visionary, he is also one of the most proactive and successful deal makers in the industry, being responsible for putting together some of the largest and most complex deals of this decade.