

Blom Extends Aerial Imagery Contract for Glastonbury Festival



Extending their long-standing relationship, Glastonbury Festival has signed a new three-year agreement with Blom to capture aerial photography of the site at Worthy Farm in Somerset, UK. Glastonbury Festival is the largest greenfield music and performing arts festival in the world. It takes place in late June.

Utilising wide-format cameras, the Norwegian company will capture 5cm GSD high-resolution RGB aerial imagery for the entire 7-square-kilometre festival site. The 1km tiled imagery is used for critical site planning, as well as to calculate tent pitch density, eliminate people crowding and project human crowd flow. Blom's data is used in conjunction with existing site plans and crowd safety information to carefully plot the best locations for stages, accommodation and facilities, ensuring a safe event for everyone.

Robert Richards, commercial director of the Glastonbury Festival, said the high-quality data Blom has delivered to the festival gives significant pre and post-event planning and operational benefits. The organisation is pleased therefore to entrust their aerial survey requirements to Blom until 2016, he added.

Amongst all the careful planning and detailing, Blom also provides a glossy print of the image to be proudly hung on the wall at the Glastonbury Site office. The company is delighted that Glastonbury Festival has selected Blom to provide aerial data over the next 3 years for this iconic and prestigious festival site, said Paul Evans, managing director, Blom UK.

Image courtesy: Blom UK.