

Campbell Hay

For Immediate Release

Bespoke Ping Pong Table Designs That Come To Life With Augmented Reality

7 July 2021 – Art of Ping Pong and London based design agency Campbell Hay have collaborated on 8 uniquely designed ping pong tables. Inspired by the theme of opposing states, the graphics designed by Campbell Hay capture the dynamic nature and signature moves of ping pong. With the use of Instagram filters, the typographic tables are further brought to life through animation and augmented reality. The tables are installed at Islington Square – activating the public space with design and sport.

Two of the 8 tables have been permanently installed as part of the public realm, while 6 smaller ‘ArtTables’ are displayed in a gallery setting at Islington Square when not in use. Through vibrant colours, bold and animated typography, the designs express the joy of the game – watch the tables bounce, smash and block.

“The opportunity to use design and ping pong to bring people back together after the year of social distancing we’ve been through was such a unique one. We really wanted to see how far we could push the concept.” **Charlie Hay, Creative Director at Campbell Hay**

“It was exciting and challenging as it’s not everyday that we get to design graphics for ping pong tables. For each table we explored a different design solution that expressed the theme. The addition of augmented reality brings the tables to life and captures the energy of ping pong.” **Wai Ming Ng, Design Lead at Campbell Hay**

“It was an absolute pleasure working with the super talented team at Campbell Hay. We love their designs and the addition of the AR feature was a really clever and unexpected touch. Giving our ArtTables a new life in the digital world is so much fun!” **Algy Batten, founder of Art of Ping Pong**

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For further information and images, please contact Campbell Hay: carolyn@campbellhay.com

About Campbell Hay – campbellhay.com

Campbell Hay is a London based brand consultancy founded by Elly Campbell and Charlie Hay. We work in partnership with our clients to uncover insights and develop narratives that are brought to life with precision and imagination. With a multi-disciplinary team of strategists, creatives and developers we express brands in memorable and intelligent ways that delight and surprise audiences.

About Art of Ping Pong – theartofpingpong.co.uk

Art of Ping Pong express our love of the game through the creation of products, events and collaborations. This has seen us work with Nike, Selfridges, Mr Porter, Shoreditch House, The Hoxton Hotel Group, Estrella Damm and many more. We are on a mission to become the most spirited ping pong brand on the planet. As part of this journey we have a strong focus on supporting good causes. We have produced many of our own charity exhibitions and auctions and since our inception in 2013 we have raised over £22k.

Islington Square – islingtonsquare.com

Islington Square, designed by architects CZWG, is a mixed use neighbourhood development in the heart of one of London’s most diverse boroughs. Situated just off Upper Street the scheme brings together a host of lifestyle shops, cafes, restaurants and leisure around a central public boulevard.