



To **restore and transform** the neglected exterior of Bingo Godz, a popular bingo house in Farnborough, through **public artwork**, surface restoration, and **anti-graffiti coatings**.

BingoGodz wanted to **clean up** the visual appearance of the venue for the **local community** and create a **warm, inviting environment** that makes **elderly bingo guests feel safer**.

Two sets of **split double windows** - 3.5m x 2m (approx)
Four **exterior walls** each measuring 3.5m x 2m (approx)



THE CHALLENGE



Both the exterior brick walls and window panels were **heavily defaced with graffiti**, severely degrading the building's street presence and creating an **unwelcoming atmosphere**.

Prior anti-social behavior had left a **large smash** in one of the primary window panes. Preparing a **glass canvas** with **structural fractures** required a **specialist prep technique** to establish a **safe, flat surface** suitable for acrylic paint artwork.

Preparing **two different substrates**, porous exterior masonry walls and **glossy glass windows** to withstand outdoor weather. Both surfaces were prepared to be able to **withstand future vandalism**, which required a carefully staged approach.



THE SOLUTION



In order to bring **joy**, **colour** and **warmth** back to a **socially uninviting** section of property, we focused on making the design **bright and playful**. We specially mocked up the design to **fit the window**, avoiding the **smashed section** as much as we could. For the smaller window to the left, we **agreed to paint the company logo** in **bright colours** on a solid background.

The **high-impact mural concepts** featured across the two window sets were to be created using **premium artistic acrylics**, instantly **brightening up** the street. Once cured, the painted window murals and all four black-painted walls were to be sealed with a specialised, clear **anti-graffiti varnish** coat, ensuring any future tagging can be **wiped away** without **damaging the artwork**.



We **Deep-cleaned** all four 3.5m x 2m exterior walls to remove surface dirt, oils, and existing **spray vandalism**. To create a **bonding layer** between the glossy glass window and the paint, we applied a heavy-duty primer. We used high grade black acrylic paint across all four wall sections to completely remove residual tag marks and provide a **clean, high-contrast backdrop** for the piece.

To **repair** the smashed window panel without compromising **structural integrity**, the surface was thoroughly cleaned before applying a **heat-shrink vinyl** across the **damaged area**. After the vinyl was heat-sealed flat, the primer was applied on top to create a smooth, unified, and **stable** surface ready for detailed acrylic painting.



To make the design **pop from the street** whilst remaining **approachable**, we utilised a **vibrant, high-contrast colour palette** of hot pinks, crisp whites, sky blues, and bright yellows. The artwork featured **large, bold bingo numbers** rendered in a **clean, legible** typeface, ensuring the visual stayed **easy to read** for passing foot traffic and **elderly guests** alike. Balancing this clarity with **authentic street-art** energy, the bingo spinner handle and surrounding accent elements were classically styled.





The project was an **overwhelming success**, transforming the venue's exterior into a **celebrated local landmark** and becoming a **beacon of community engagement** and **daily joy**. By replacing signs of **long term wear** and **anti-social behavior** with a bright, **uplifted art mural**, the installation completely changed the feel of the surrounding Farnborough area. This made visitors feel **significantly safer** and **more comfortable** visiting the venue. This **revitalised curb appeal** directly translated into **commercial success**, driving a noticeable **surge in daily foot traffic** and a measurable **increase in overall venue revenue** as new and returning patrons were drawn into the **refreshed space**.

Beyond boosting the **high street's overall curb appeal**, the application of a **specialised anti-graffiti protective sealants** across both the painted window murals and all four brick walls provided Bingo Godz with a durable, **low-maintenance exterior business development asset**, built to withstand **weather exposure** and **future tagging** for years to come.



"We had a multitude of exterior-facing walls on the side of our building which were covered in **unsightly graffiti for years**. It was a complete eyesore, and we were receiving **complaints from customers**, as a bingo club the majority are elderly. It was unpleasant for the general public passing by our premises. We decided to address this, contacting **Aidan at JumpStart Studios**. After a quick site visit, he provided us with beautiful designs to cover the affected areas. Afterwards, he carried out protective coating to prevent graffiti from ever being applied again, now we can just rub it off with soap and water! I cannot **recommend the mural service enough**, we constantly receive compliments now and have noticed a **significant increase in footfall** through our business."

Simon Hannah | **Bingo Godz Owner**

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