?We're Record Breakers! The Guinness World Records™ Title for the Largest Disco Ball Is Ours!

Monday 8 September, 2014

It's been the centrepiece of the Magic Meadow throughout Bestival's four-day Desert Island Disco jamboree, and now we are utterly ecstatic to declare that our frankly magnificent disco ball has set a new GUINNESS WORLD RECORDS title! Topping the tape at 10.33 metres, the dazzling disco beauty is as high as a three storey building, is covered in 2,500 mirrored tiles that would stretch out for a kilometre if you laid them end to end, and is filled with 350 cubic metres of air; equivalent to one thousand beach balls!

Verified by Mark McKinley from GUINNESS WORLD RECORDS the Disco Ball was measured by surveyor Ollie Salter at midday on Sunday (7th September), before clinching the record when it was raised and spun, with a suitably disco-tastic light show, at the start of Chic featuring Nile Rodgers' epic finale set on Sunday evening. And now we're very proud say that Bestival holds the GUINNESS WORLD RECORDS title for the Largest Disco Ball.

Rob da Bank said: “We love a challenge at Bestival, so when Nile Rodgers asked us to do something spectacular we knew it had to be beyond amazing. We don't do things by halves, we get immersive and take them head on, so we're very proud to have cracked the world record. Our Desert Island Disco has been utterly incredible, and to top it all off with the GUINNESS WORLD RECORDS title for the Largest Disco Ball is the best feeling ever!”

Official GUINNESS WORLD RECORDS Adjudicator Mark McKinley said “I've had a professional surveyor measure the disco ball, I have verified the measurement and can reveal it is 10.33 metres in diameter.”

Disco legend Nile Rodgers originally laid down the gauntlet and asked Bestival to create the world record breaking disco beauty to accompany his hit-packed and exclusive Desert Island Disco set. Relishing the challenge Josie and Rob da Bank sought to pull together a crack team to build the Disco Ball with cool creatives NEWSUBSTANCE and their top man Mungo at the helm. Aiming to top the previous record of 9.98 metres, Bestival's creative crew have surpassed themselves and bagged a new GUINNESS WORLD RECORDS title!

Talking directly from Bestival's Desert Island Disco today our mad scientist from NEWSUBSTANCE Mungo Denison commented “It's taken the team three months of blood, sweat and mirror tiles to design and fabricate this gigantic beast; it's been a fantastic journey.”
Capping what was undoubtedly the greatest Bestival of all time, the GUINNESS WORLD RECORDS title for the Largest Disco Ball is a dream come true for the Bestival crew and our proudest moment so far.
Roll on 2015 for even more boundary busting behaviour!
Dancing Information Services & Communication Operations:- www.Bestival.net / Facebook / Twitter / Instagram / Tumblr

Ends

NOTES TO EDITORS:

ABOUT BESTIVAL

Bestival is an award winning four-day boutique music festival set at Robin Hill in the heart of the Isle of Wight.
Best Major Festival 2012
'Fans' Favourite Festival' 2011
'Best Major Festival' 2010
'Best Medium-Sized Festival' 2005, 2006, 2007, & 2009
(UK Festival Awards)
The wonderful world of Bestival was born out of ten fun years of pioneering music events and record releases from Rob da Bank's Sunday Best empire. Along with Creative Director and wife Josie da Bank and co-founders/partners John and Ziggy from Get Involved, Rob has fulfilled his dream of creating the ultimate modern-day festival. On a mission to change the face of independent festival culture, the fearless foursome bring magic to the shores of the Solent and spread the love worldwide.

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It's Rob and Josie da Bank's creative vision that sets Bestival apart. While the massive musical brain of Rob ensures the Bestival line-up is the most eclectic you'll ever experience, it's Josie's creative wand that casts its magic over Bestival land. From the most original boutique campsite experience, to the Bollywood Cocktail Bar, a Wishing Tree Stage, fancy dress en masse and even a landlocked Port, it's this uniqueness that makes Bestival a wondrous world of discovery and adventure that will inspire peace, love and dancing not only every September but all year round…

ABOUT NEWSUBSTANCE

NEWSUBSTANCE is a Leeds based studio specialising in show design and bespoke performance structures. We offer a gateway for clients to access global talent and creativity designed from both a strong performance point of view and engineering perspective. We work with a broad range of clients from brands and bands to city authorities and Governments, high net worth individuals to global corporations, helping them all to deliver their messages in the most creative way possible. We produce compelling, performance and design driven solutions across a full mix of activities including opening & closing ceremonies, site specific installations, experiential and PR stunt activations, exclusive private parties, festivals & Concert tours, red carpet animation, customer events, automotive and retail launches.

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