



Giant Rugby Ball fact sheet

Prepared by: Tourism New Zealand

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- The giant inflatable Rugby Ball is a unique venue designed to gain huge exposure for New Zealand internationally as the host of Rugby World Cup 2011.
- The Giant Rugby Ball has appeared in Paris, France (2007); London, England (2008); Tokyo, Japan (2009); and Sydney, Australia (2010).
- The Ball itself is a temporary inflatable venue that measures 25 metres long, 17 metres wide (at its widest point) and 13 metres high. It can hold up to 220 people.
- The venue takes five days to construct, and took 9 months to create.
- A key feature of the Ball is a 10-minute audiovisual experience which is a journey through New Zealand mythology, culture, history and landscapes that transforms the interior of the Ball into a variety of New Zealand environments from the depths of the ocean, beaches, volcanoes and bush walks, to the sidelines of rugby games.
- New Zealand's Inside Out Productions created the AV show with Auckland's SpyGlass Ltd handling the projection technology. In 2008 the Ball was awarded a Gold Award in the Design Institute of New Zealand's BeST Design Awards.
- Many dignitaries have visited the Giant Rugby Ball including the Queen and Prince Philip, New Zealand Prime Minister's Helen Clark and John Key, the IRB Board, many mayors of the cities it has visited, Māori King Kiingi Tuheitia, Hon. Dr Pita Sharples, All Blacks, former All Blacks, ambassadors and TV celebrities.
- In each city the ball has been welcomed by the local city with a cultural ceremony involving both local and Maori culture. Highlights have been the Shinto blessing in Tokyo and a welcome to country from the Aboriginal people in Sydney.
- An estimated 75,000 people internationally have visited and experienced the Giant Rugby Ball.
- The Sydney deployment was a record-breaking appearance that surpassed expectations, with 26,670 people passing through during the 10 days it was open.
- In London the ball was the venue for the live telecast of the Rugby World Cup Pool Draw.
- The Giant Rugby Ball has been installed on Queens Wharf for RWC 2011 with help from Lotteries Grant Board funding as part of the REAL New Zealand Festival.
- This is the first time the Giant Rugby Ball has been seen on New Zealand shores and will be open to the public during the Tournament.