



Aura Brand Solutions Supports “The Greatest Gathering” – A Historic Celebration of 200 Years of British Rail

Over 300 signs installed and multiple trains refurbished and wrapped for the world’s largest-ever display of rolling stock.

Aura Brand Solutions is proud to have supported The Greatest Gathering – a landmark event held at Alstom’s historic Litchurch Lane site in Derby to mark the 200-year anniversary of the railway industry.

Welcoming over 40,000 visitors across three days, the event brought together the largest ever collection of heritage and modern rolling stock in one place, celebrating British rail’s heritage, engineering achievements, and bright future. Hosted by Alstom, whose Litchurch Lane site boasts almost 150 years of rolling stock production, the event saw all proceeds from ticket sales donated to charity.

Aura was approached by Alstom to help deliver a seamless visitor experience through the allocation, supply, and installation of extensive event signage and wayfinding solutions. Working closely with Alstom’s French design team, we surveyed the site, advised on signage types and placements, and delivered a full signage scheme that supported navigation, branding, and accessibility.

Danny Wright, Project Manager at Aura, says ‘Managing the signage for The Greatest Gathering was a huge privilege. From the first site survey to installing the final sign, our focus was on helping visitors have a smooth and enjoyable experience. It was a true team effort and seeing it all come together for such a historic occasion was incredibly rewarding.’

Aura was also tasked with the refurbishment and full train wraps for several vehicles displayed at the event:

- Two Class 50s – ‘Ark Royal’ and ‘Exeter’, owned by Class 50 Alliance Limited and used for heritage tours, wrapped in Alstom’s Greatest Gathering design
- Class 150 Sprinter (built 1986), owned by Porterbrook
- Class 47, wrapped for Rail Engineering Services in a design created by their team

All trains were wrapped using 3M premium wrap material with anti-graffiti protection, providing durability and striking visuals.

Several trains previously wrapped by Aura were also featured at the event, including the Avanti and TfL Pride trains, Drax 50th Anniversary locomotive, Loram RGX grinder, and the recently unveiled Railway 200 Inspiration Train.

Despite tight timelines, the project was delivered with exceptional speed, attention to detail, and teamwork – thanks to the dedication of Aura’s specialist rail team and close collaboration with Alstom.

John Bekalo, Head of Rail at Aura, says: “We are proud to have played a part in such a monumental event. Our team pulled together to deliver large volumes of signage and rolling stock wraps under tight deadlines in collaboration with Alstom, all with the aim of contributing to an unforgettable celebration of Britain’s rail story.”

Ben Goodwin, Communications Director at Alstom, says “The team have been a delight to work with from the outset and were integral to us delivering the world's largest-ever gathering of historic and modern trains. From concept to execution, Aura Brand Solutions demonstrated creativity, professionalism and an unwavering commitment to excellence.”

Aura Brand Solutions is honoured to have supported such a landmark event in the UK’s rail calendar, celebrating the legacy of the railway and its role in shaping the future of transport.

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Notes to Editors

Media Enquiries

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About Aura Brand Solutions

Aura Brand Solutions is one of Europe's leading commercial graphics and visual communications companies. We have been delivering branding and image management services since 1927 for leading global and national brands, right through to growing SMEs, across a wide range of industries and sectors.

We provide branding solutions across three key areas:

- Livery solutions for commercial and public service fleets.
- Flexible turnkey solutions to enhance, protect & maintain rail rolling stock.
- Comprehensive architectural branding for building interiors and exteriors.

In addition, our brand-focused marketing agency provides full-service marketing from strategy to implementation. Through a collaborative approach we tailor highly effective strategies that get you results, covering everything from content to design to PPC.

We pride ourselves on our close working relationships and providing market-leading solutions that faithfully and consistently project your image, protect your assets, and build your brand.

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