

## Royal Mail 10 years of the London Eye



### A decade, in the blink of an eye...

Researched and designed by Neon, the Royal Mail celebrating 10 years of the London Eye pack and stamp sheet brings to life some of the incredible facts about the design and development of this well-loved London icon.

Including interviews with architects, giving first hand insights to the design and build of this amazing structure, the pack documents the wheel's journey from sketch to reality. Neon has been working with Royal Mail from the day we started. As well as this pack and stamp sheet, other projects have focused on the London 1908 and 2012 Olympic Games, as well as celebrating some of the special locations around the country in the Glorious United Kingdom Smiler sheet, to name just a few...

### Kind words...

*"A well designed pack and stamp sheet, stuffed full of interesting factoids! Huge thanks."*

**ALASTAIR PETHER**  
Design Manager  
Royal Mail