



American Express Presents Roundhay Festival, Leeds, 2026.

Case study.



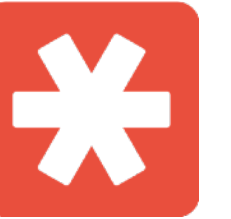
American Express Presents Roundhay Festival 2026.



Client	AEG Presents
Date	2026
Sector	Entertainment, Brands
Services	Design & engineering, Stages, Grandstands and seating, Brand activations, Hospitality structures, Starbox®



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Project summary

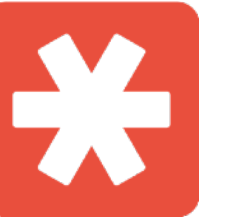
For the inaugural American Express presents Roundhay Festival, Star Live worked with AEG Presents to help transform Roundhay Park into a major live music destination.

Bringing together staging, production infrastructure, spectator seating and branded environments, Star Live delivered a wide-ranging package of temporary structures designed and engineered around the needs of the new festival.

The project drew on expertise from across Star Live to create the physical framework needed to welcome artists and audiences to Roundhay Park for the festival's first edition.



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The challenge

As a brand-new festival, Roundhay required an event infrastructure to be established from the ground up within a major urban park.

Star Live needed to create structures capable of supporting the requirements of artists, production teams, partners and audiences, while responding to the scale and character of the park setting.

The challenge was to bring those different requirements together into a cohesive temporary environment capable of supporting the ambition of the inaugural event.

Our approach

Star Live developed a joined-up solution spanning staging, production infrastructure, hospitality, seating and brand experience.

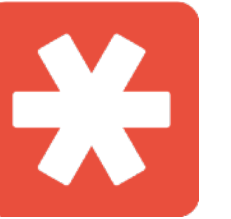
At the heart of the site was the VerTech™ main stage, supported by bespoke video structures and additional infrastructure including front of house, audio delay towers and camera platforms.

Starbox® modular structures provided flexible spaces elsewhere across the festival, while a large-capacity VIP grandstand created an elevated hospitality viewing experience with integrated accessible viewing facilities.

The package also extended into the audience-facing environment through the American Express brand experience, bringing together structural delivery and branded spaces as part of the wider festival site.



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Delivery

Months of planning, engineering and collaboration came together on site as Star Live delivered the structures that would support the festival's performance, production, hospitality and audience environments.

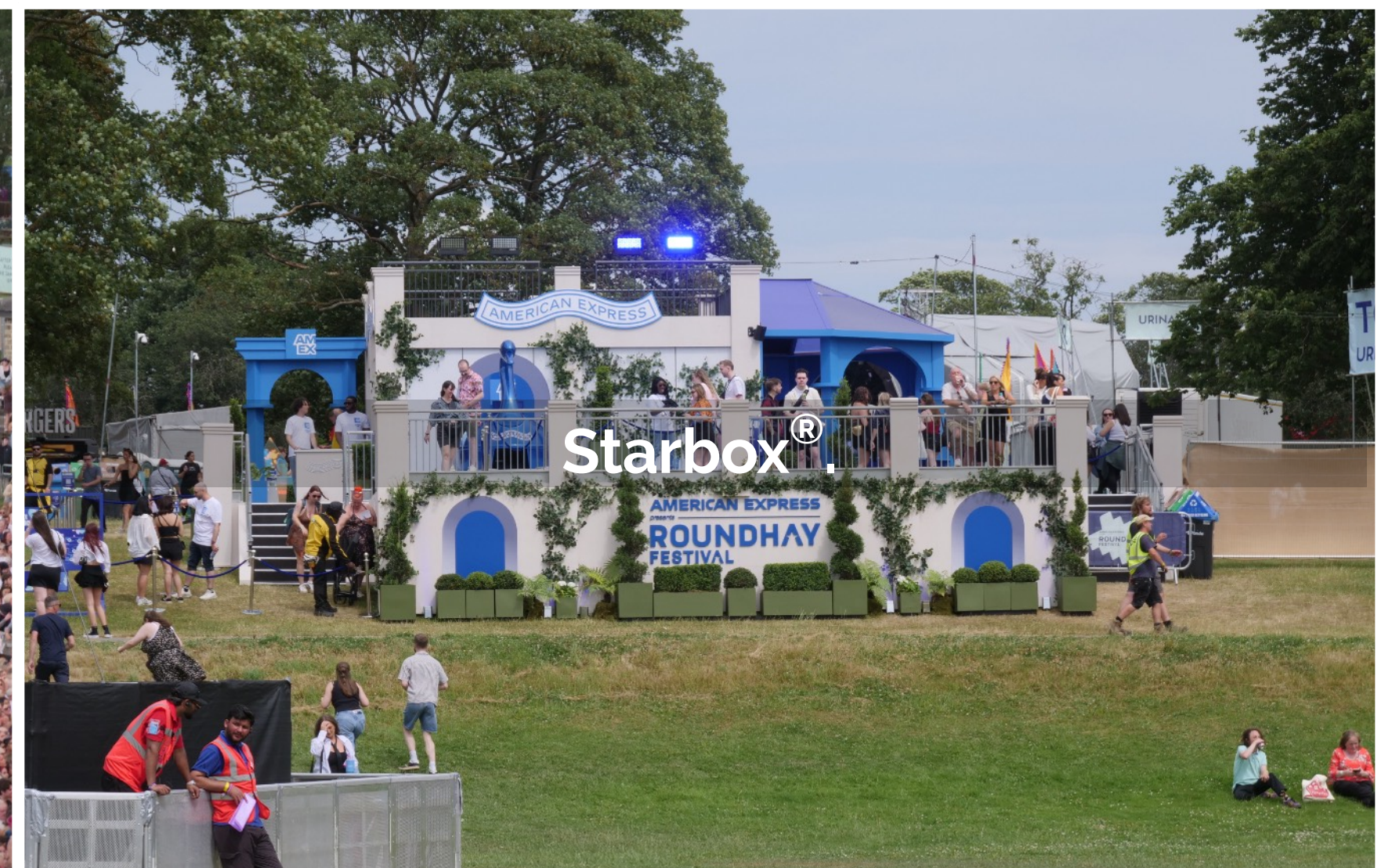
Working closely with AEG Presents and the wider production team, the different elements were coordinated as part of the wider festival build.

Outcome

The completed build transformed Roundhay Park into the setting for a new major live music event, creating the temporary environment needed to welcome artists and audiences for its inaugural edition.

For AEG Presents, Star Live brought multiple structural disciplines together through one coordinated team, helping create a cohesive festival environment from the first build.

The result provided a strong foundation for Roundhay Festival's inaugural edition and for the event to build on in the years ahead.





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