

# Levy and 20.20 Partner to Supercharge Fan Experience and Venue Design

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Levy, a leading sports and entertainment hospitality provider, and 20.20, a premier experience [design] consultancy, has announced a formal partnership that will enhance and strengthen Levy's expertise in brand development, compelling storytelling, and innovative design.

The move follows a successful collaboration that began in 2024 and will see 20.20's strategic design services as a new addition to BUILT by Levy, the company's brand and experience innovation arm. 20.20 brings a new perspective and skillset to Levy's experiential team, specialising in brand storytelling and premium hospitality design, helping to conceive unique customer experiences, brand identities, and activations to redefine the fan experience in iconic sporting and entertainment venues.

"Our partnership with 20.20 has already shown the immense potential of combining our operational excellence with their creative brilliance," said Rak Kalidas, Chief Creative Officer at Levy. "This partnership is a huge step in our mission to redefine the future of experiences. Offering 20.20 as part of the BUILT by Levy team is a natural evolution that will allow us to push the boundaries of what's possible. Their strengths in brand storytelling and premium hospitality design are a perfect complement to our existing offer, and together, we will create truly unforgettable experiences for our clients and their guests."

Jim Thompson, Managing Director, 20.20 commented, "We are incredibly excited about this partnership with Levy. Our shared vision is to create experiences that are not only memorable but also deeply connected to our clients' brands and venues. We look forward to combining our creative expertise with Levy's operational excellence to deliver truly unique immersive experiences."

20.20 will retain its independence, operating as a distinct business and continuing to work directly with its



own client base. The company will continue to be led by Managing Director, Jim Thompson, and Executive Creative Director, Jon Lee, ensuring the unique creative energy and market-leading approach that 20.20 is known for remains at the forefront.