AWS Summit London Themed Creative Experience

AWS Summit London 2026

CREATIVE CONCEPT

AWS Summit London was reimagined as a living, connected city — bringing together technology, people and London culture within one shared ecosystem. Each zone became a distinct district, connected by a common urban language, transforming the Summit from a technology showcase into a world visitors could move through, explore and experience.

OVERALL STORYTELLING

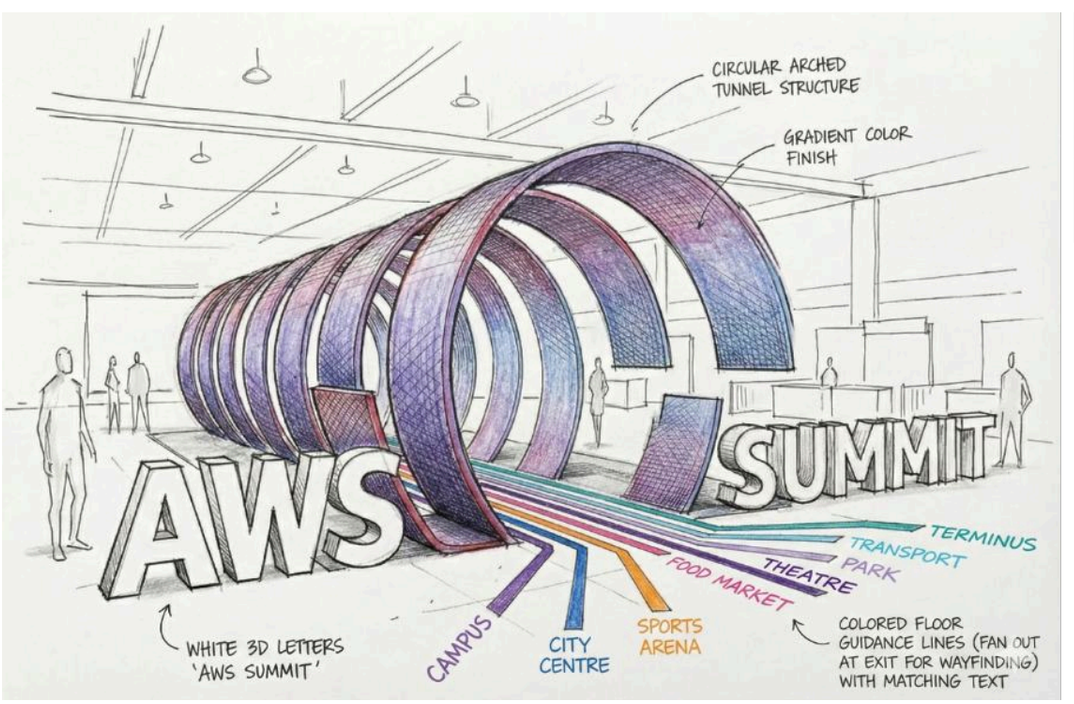
The experience was designed as a journey through a living AWS-powered city. Guests move from arrival into neighbourhoods, landmarks, green spaces, markets and entertainment — gradually discovering a familiar world shaped by British culture and connected through AWS technology. Rather than presenting innovation in isolation, the story embeds it into everyday city life, making the scale of the AWS ecosystem feel human, relatable and alive.

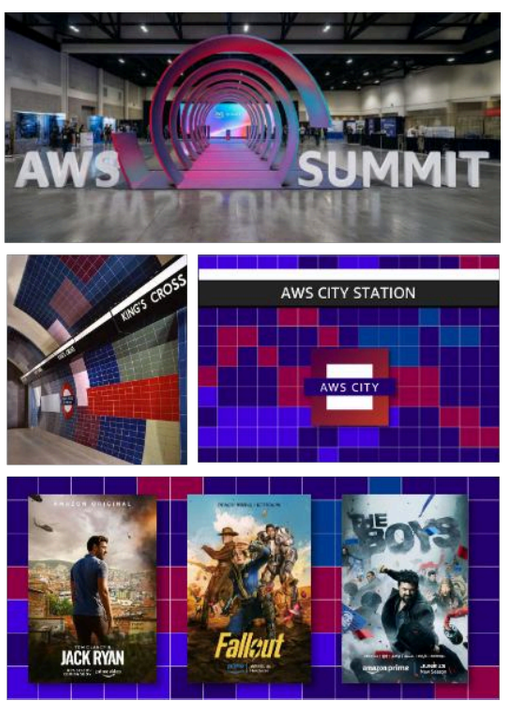
‘Terminus’

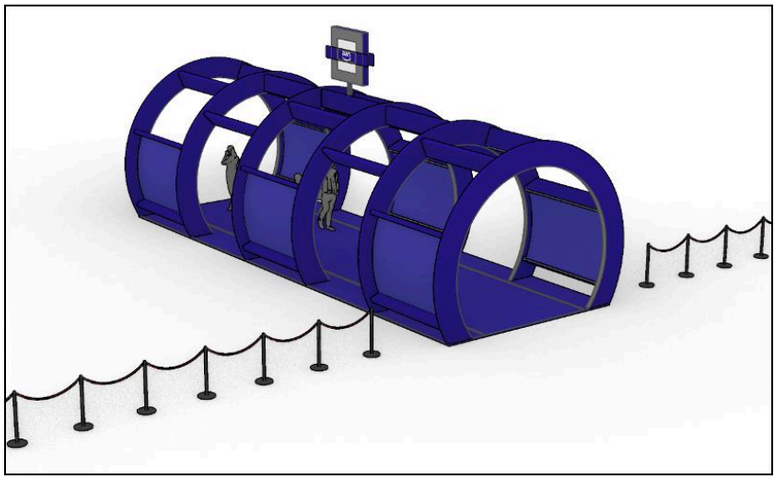
Registration marks the start of the journey into AWS City. Styled as a bustling station, with ticket-office registration desks, a station clock, and a departure board, it sets the scene from the moment guests arrive, welcoming them into the city and signaling the beginning of their experience.

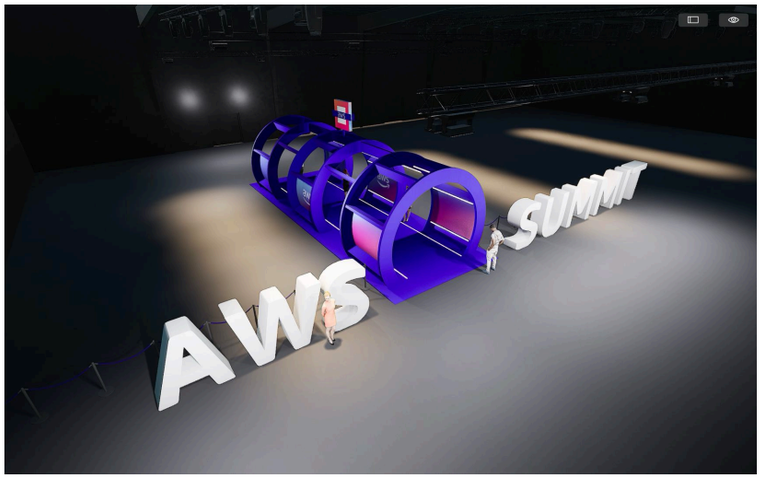
‘The Tunnel’

From the terminal, guests enter the Tube Tunnel, a transitional walkway designed to resemble a classic UK underground passage. This immersive tunnel links the registration station to the vibrant City High Street, creating a seamless shift from arrival to exploration as guests step fully into the City.



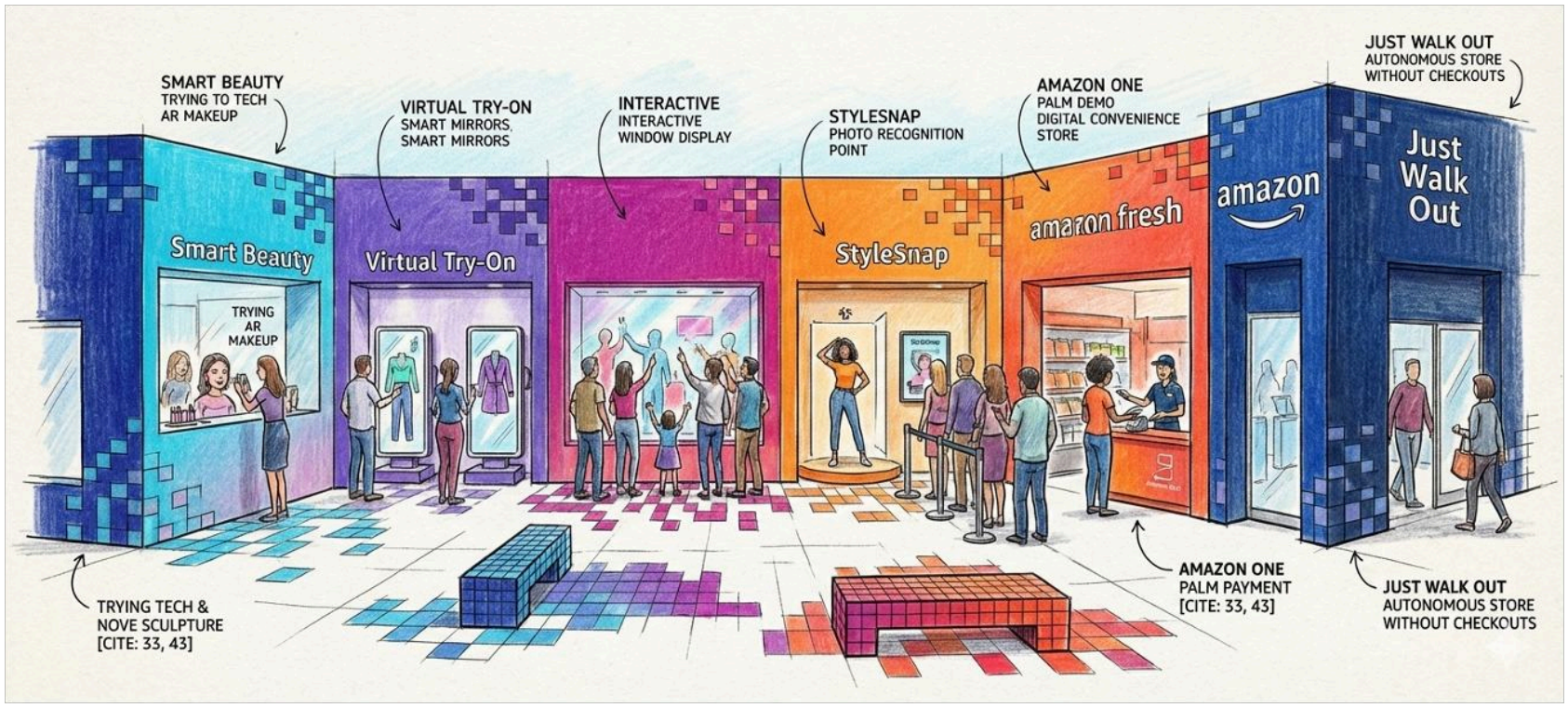






‘The Neighbourhood’

The Neighbourhood brings AWS London City to a human scale, a vibrant district where technology, community and everyday life come together. Familiar urban spaces become opportunities to discover how AWS innovation connects and powers the world around us.


SMART BEAUTY
TRYING TO TECH
AR MAKEUP
VIRTUAL TRY-ON
SMART MIRRORS,
SMART MIRRORS
INTERACTIVE
INTERACTIVE
WINDOW DISPLAY
STYLESNAP
PHOTO RECOGNITION
POINT
AMAZON ONE
PALM DEMO
DIGITAL CONVENIENCE
STORE
JUST WALK OUT
AUTONOMOUS STORE
WITHOUT CHECKOUTS
Smart Beauty
TRYING
AR
MAKEUP
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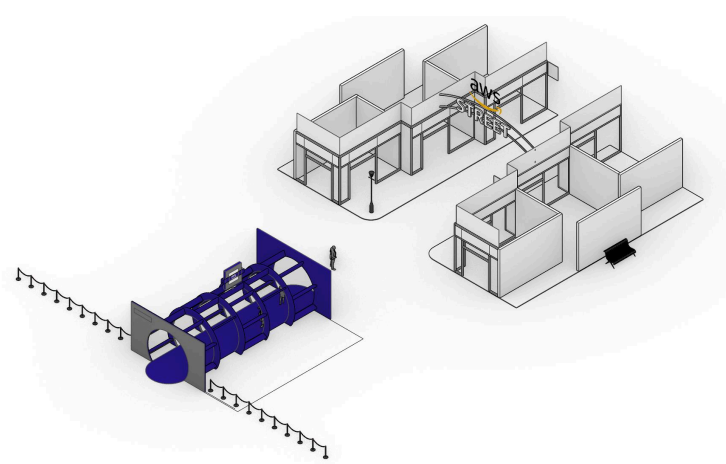
JUST WALK OUT
AUTONOMOUS STORE
WITHOUT CHECKOUTS

aws
STREET



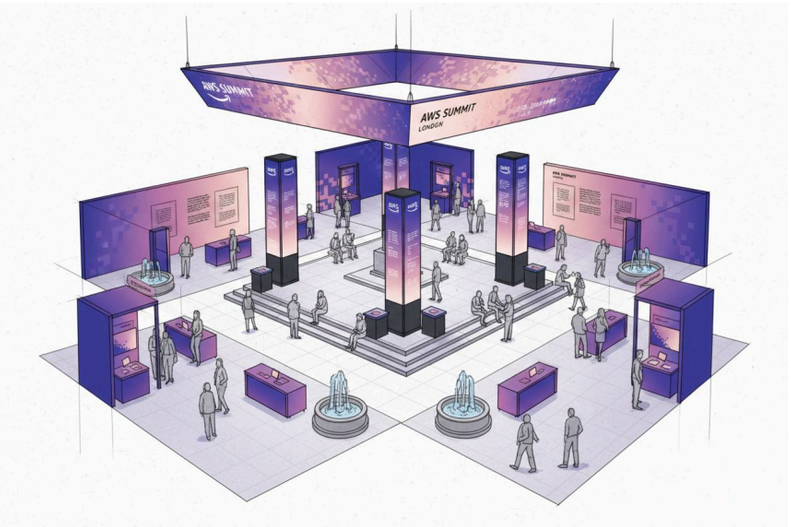
AWS for Industry Pavilion
AWS STREET

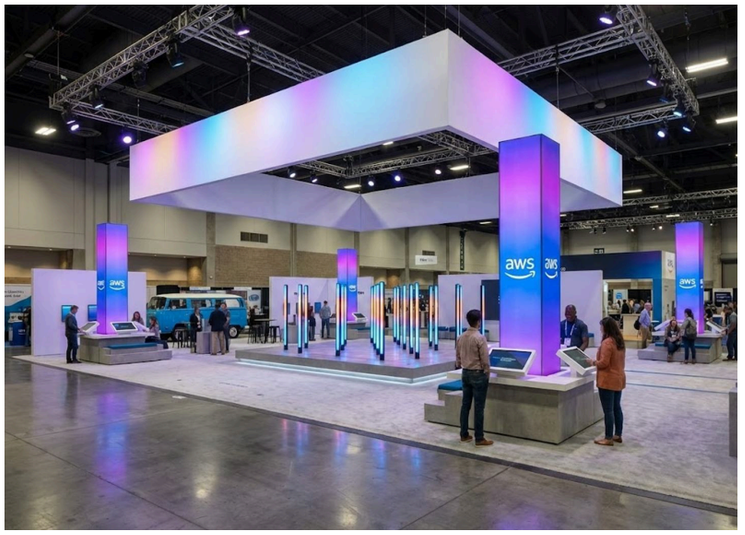
One Amazon Lane
One Amazon Lane

Financial Services
AWS SUMMIT LONDON
AWS for Industry Zone
HCLTech
Public Sector
AWS FOR INDUSTRY ZONE
aws

‘City Centre’

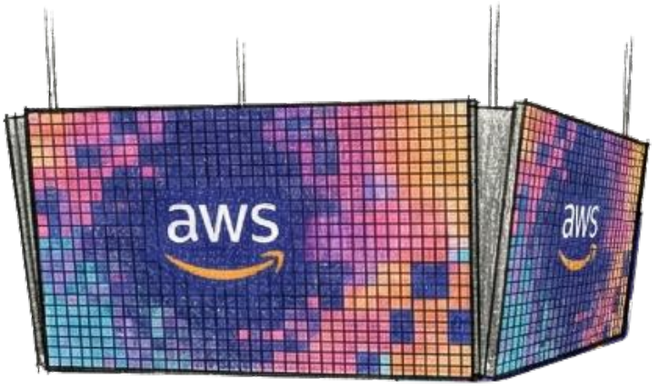
The City Centre is the beating heart of AWS London City, a dynamic hub where innovation, industry and ideas come together. From AWS Village and partner showcases to technical expertise, emerging technology and live talks, the district brings the wider AWS ecosystem together in one energetic, connected destination.



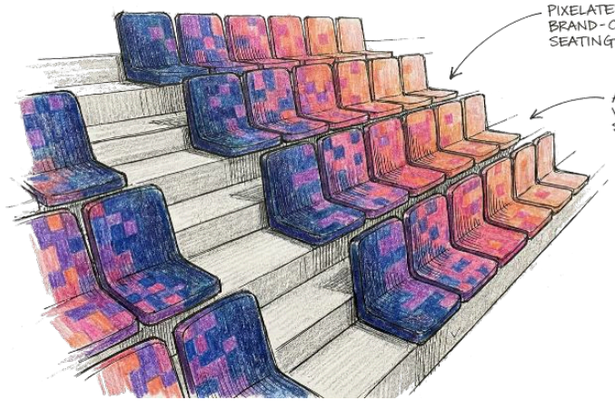


Sports Hall ‘Arena’

The Arena is the high-energy playground of AWS London City, where sport, entertainment and technology collide. Through interactive challenges, live performance and data-powered experiences, guests become part of the action, experiencing how AWS technology transforms the way we play, compete and connect.

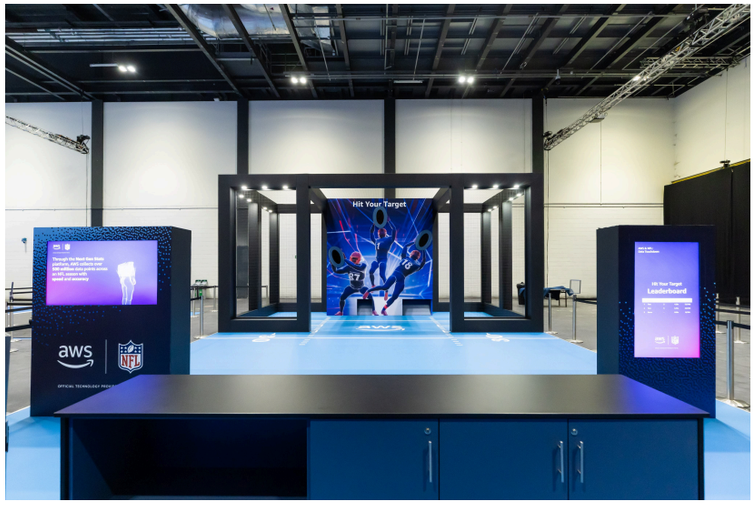


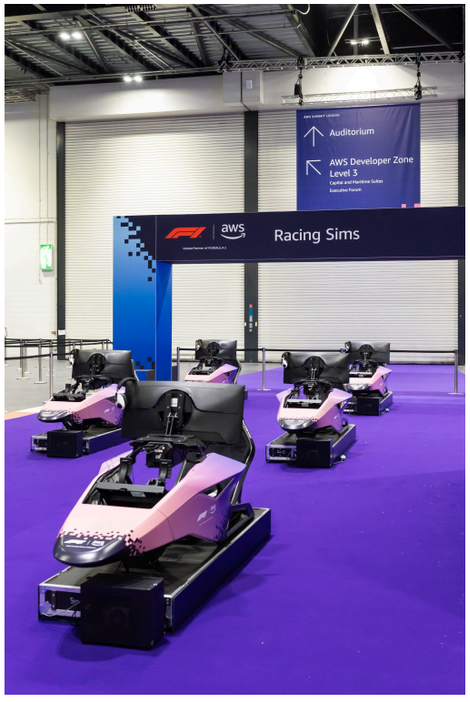
LARGE LED SCREEN, PLAYING VIDEO



PIXELATED BRAND-COLORED SEATING

AWS BRAND VISUAL STYLE





Performance you
can count on
Ready for AI that
can hit every note?
AWS North Zone
AWS Sports Zone