

Eurovision Song Contest 2012 Crystal Hall an Instant Hit

Mercedes-Benz Roadshow
A-Class Pavilions
tour Europe



Olympic and Paralympic Games in London

Right at the Heart of the Biggest Sports Spectacle in the World



Isabelle C. Nüssli

The Only Constant is Change. And Change Means Opportunity.

The NUSSLI Group has made a name for itself as a reliable partner domestically and internationally. We are very proud of that fact, and our clients will be able to rely on our continued efforts now and in the future. As the saying goes: „The only constant is change“, therefore, we continuously adapt to changing market requirements.



Andy Böckli

We have initiated various changes on the basis of last year's experiences, beginning with changes at the top in terms of leadership and operations: In spring, Isabelle C. Nüssli took on the chairmanship of NUSSLI Group as planned, and Andy Böckli became the Group's new CEO.

In order to increase our competitive edge and to ensure our sustained business success in the long term, the Board of Directors has reviewed and realigned the strategy of the NUSSLI Group in close cooperation with the CEO. Three key objectives were identified:

- Increased proximity to our clients and markets for sustainable growth
- Full utilization of our synergy potential for more cost efficiency
- Dedicated leadership involvement for increased flexibility and efficiency

These pillars will help us address the requirements of our clients more fully, while continuing to expand on our traditional NUSSLI values. We had several opportunities this year to demonstrate our qualities: During the construction of Baku Crystal Hall, Sasso San Gottardo, and in numerous projects for the London Olympics. Even now, we are looking ahead to the coming year, when we will once again be entrusted with the implementation of large-scale projects, including the arena for the Swiss „Schwing & Älpler“ Festival with 52,000 seats.

We are all highly motivated about the future, and are looking forward to working with you, our valued clients, colleagues, and suppliers.

Isabelle C. Nüssli, Chairman

Andy Böckli, CEO

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Crystal Hall an Instant Hit

The newly constructed Crystal Hall in the Azerbaijani capital Baku was exactly the right venue for the Eurovision Song Contest 2012 – after all, future-oriented construction technology and musical innovation have always gone well together. Harald Dosch, NUSSLI Project Director with overall responsibility for the project, which entailed the construction of the impressive structure with 25,000 seats, explains how the realization of the project was possible within the incredibly short time of just eight months.

up'date: The artists on stage at the Eurovision Song Contest 2012 demonstrated the wonderful diversity of European nations. And NUSSLI feels at home in an international environment, right?

had been appointed to oversee the entire project. Overall we are proud to say that not only was the event a roaring success – the building has turned out a huge success, too.

up'date: Constructing a sports and events center for up to 25,000 spectators in just eight months – I suppose you had to take a few shortcuts here and there to get it done in time?

Harald Dosch: Absolutely not. In projects like this one, experienced teams are the deciding factor – and we have loads of those. We were able to deal with the tight timeframe because the building was designed in three separate main elements: our own NUSSLI modular stadium system, the interior roof, and the exterior facade. These three key elements were planned, pre-assembled and finally mounted – in parallel. Of course, logistics posed a particular challenge. But we managed to get to the finish line in the time given.

Harald Dosch: For an internationally active corporation like us, cross-border cooperation with global partners is an everyday occurrence. The Crystal Hall in Baku was a very special project for us, where we were able to highlight our extensive knowhow, flexibility and energy. We planned and implemented the project in close partnership with Alpine Bau Deutschland AG, which



LOCATIONS

NUSSLI is represented by local branches, sales and project offices in:

Switzerland: Hüttwilen (headquarters), Lyss // **Germany:** Roth (Nuremberg), Ludwigsfelde (Berlin), Gießen // **Austria:** Wels // **Italy:** Torino // **Spain:** La Roca del Vallès (Barcelona), Valencia, Fuente el Saz de Jarama (Madrid) // **Great Britain:** London // **USA:** Mooresville (IN), Miami (FL) // **Canada:** Vancouver // **Qatar:** Doha

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dards in Azerbaijan lower than elsewhere?

Harald Dosch: Not at all: The requirements and standards are very strict and comply with international norms applicable for the implementation of large-scale events. The Crystal Hall is absolutely top class when it comes to technical standards. And above all: Its outer shell is absolutely groundbreaking.

up'date: Why is that?

Harald Dosch: The name Baku Crystal Hall is no accident: A grand total of 64,400 LEDs allow a multitude of design options on the outer shell of the building. Any kind of mood can be created to match the events held in its interior. An incredible ambiance is therefore guaranteed – both inside and out.

up'date: This was not the first Eurovision Song Contest which NUSSLI has worked on. Are your team members particularly talented in music?

Harald Dosch: Only when they're singing in the shower! But let's get back to your question: NUSSLI also constructed the stage substructure for the 2011 Song Contest in Dusseldorf's ESPRIT Arena.

And because the city's football team Fortuna Dusseldorf didn't have a home stadium for their matches while it was occupied with the Eurovision Song Contest, NUSSLI also constructed an interim stadium with 20,000 seats in just three months. That's how airberlin world came to be. Its initial main purpose was football, but even there music took over for a time. ■

Swiss Glaciers en Route to South-East Asia

The Swiss show case at the Expo 2012 in Yeosu, South Korea, stirred a lot of excitement with its spectacular concept. „Switzerland definitely made an impression in South Korea“, applauded Nicolas Bideau, Head of Presence Switzerland. The pavilion also exemplified the friendship between the two nations, as the two countries celebrated 50 years of friendly diplomatic relations in 2012. Project Manager Daniel Günther talks about NUSSLI's contribution.

up'date: The motto of the South Korean Expo was „The living Ocean and Coast“ – something that seems worlds away for a nation in the Alps with no ocean coastline at all.

Daniel Günther: Nobody intended to „sell“ Switzerland as a coastal nation when it came to the design of the Swiss pavilion. The creators of the pavilion focused on the great knowhow Switzerland has in terms of sustainability and protection of resources. That Switzerland has a lot to contribute on these topics became clear at the Swiss pavilion in Yeosu. The 500,000

visitors frequenting the pavilion over the course of three months attested to that fact. Furthermore, the pavilion received a number of commendations.

up'date: What were they?

Daniel Günther: There was an award for best interpretation of the motto, a mention at the Exhibitor Magazine's Expo 2012 Award in the category „Best Pavilion“, and more. We also received a red dot award, and BIE (Bureau International des Expositions) awarded the Swiss pavilion with the „Gold Award for Creative Display“.



Photo: Swiss Pavilion, © FDFA, Presence Switzerland



Photo: Swiss Pavilion, © FDFA, Presence Switzerland

container. All the media technology arrived in a separate 20-foot container. The glacier drill core was dispatched via air cargo to South Korea. And not to forget: If you're attempting to construct a pavilion in a foreign country using local resources, there will always be some challenges involved with regard to local culture.

up'date: In other words: You transported a piece of the Alps to South Korea?

Daniel Günther: That's exactly right. The drill core originated in the Gorner glacier, near the legendary Matterhorn peak. That piece in particular soon became an absolute highlight. It was a sliver of the earth's history after all: 4,500 years old! The space containing the drill core was designed specifically for it and was maintained at a temperature of -5 degrees Celsius. Also the room containing the spring was received with much enthusiasm. Here, a water basin seven meters in diameter had sounds and images projected onto it from above. A strategically placed conical mirror created a very special ambiance in the room. The drinking water station was another favorite with the visitors. It was in fact a mouthful of Korean water, transformed into fresh spring water from the Alps with ingenious Swiss technology.

up'date: It does sound like you performed a Herculean task in terms of construction.

Daniel Günther: Yes, but we were able to fall back on an immense knowhow from previous world expos. Two NUSSLI project managers took charge of up to 50 employees from local businesses to construct the entire pavilion in three months.

up'date: What part did the NUSSLI team have in this success?

Daniel Günther: The implementation of the pavilion was a cooperative effort with Steiner Sarnen AG für Kommunikation and Tamschick Media+Space GmbH. We had the overall responsibility for the client, and were also responsible for the construction-related implementation of the entire exhibit – which included planning and construction. The very sophisticated logistics for the project were also our responsibility.

up'date: What special challenges did the project pose?

Daniel Günther: It started with the impressive dimensions of the project. Maybe some figures will give you a better idea: All in all, we created 920 square meters of exhibition space with 1,000 square meters of drywall construction, 400 square meters of wood structures, and used 25 tons of steel and two kilometers of cable. The construction material arrived at the site in a 40-foot

A Mountain Adventure

A project below ground poses very special challenges. A truly exceptional concept was realized with the permanent exhibition Sasso San Gottardo, in the middle of the Alps mountain range: A themed environment was created at the heart of Gotthard, dealing with key topics of our time such as water, mobility, living space, climate, energy, and safety. The former fortress with a tunnel system of around 1.8 kilometers in total now receives visitors from all around the world and will – according to expectations of the initiators of the project – develop into an important national attraction over time.

Photo: Fondazione Sasso San Gottardo



NUSSLI took on the overall responsibility for the various structures inside the mountain: Planning, production, overall direction, optimization, turn-key completion and

commissioning – all part of the contract NUSSLI received from the Sasso San Gottardo Foundation. A unique and wondrous world was created in partnership with architects

of the firm Holzer Kobler Architekturen in Zurich. The challenges in its implementation were enormous: The climatic conditions alone – high humidity and extreme frost

in winter – required a lot of flexibility, and logistics had to rely solely on helicopters as a means of transport during the cold winter months. ■

Made-to-Order Infrastructures for Record Visitor Numbers

The music festival „Live at Sunset“ in Zurich is an important date in the calendar of international music fans. It features an imposing stage, which provides

artists with as much freedom as possible, a roofed grandstand system for safe and comfortable music enjoyment – and of course: World-class perfor-

mances, for example Elton John and B. B. King, who appeared in 2012. Everyone involved appreciates the intimate ambiance of the venue – the perfectly modi-

fied Dolder ice rink. The artistic and organizational concept came together beautifully: Over 32,000 guests came to enjoy „Live at Sunset“, making it the most successful concert ever.

For NUSSLI the project was practically a „home game“. Project Manager Alois Thoma explains: „We were able to provide the entire spectrum of required elements with our domed stage, large area platforms, and our grandstand system.“ A few figures will clarify the scope of the job: A 340 square meter stage complete with cupola roof, a grandstand with 1,800 roofed seats, a backstage area with 400 square meters and VIP platforms spanning a total of 1,300 square meters were created. In just ten days, around 400 tons of mobile system material was used in the construction. ■



The Big Name Festival



For twelve years now, summer has brought one of the biggest festivals on the Costa Brava to Calella de Palafrugell: the Cap Roig Festival. Artistic direction and programming are topics of expectant speculation each year, as appearances by renowned artists from the areas of music and dance of-

fer world-class entertainment against the backdrop of the unique castle and botanical gardens. The festival is known around the world as one of the most prestigious music events of the summer. This year's event brought together more than twenty top-class national and international acts. These

included Bob Dylan, Tony Bennett, Paul Anka, and George Benson.

NUSSLI, the main supplier of the infrastructure for the event, supplied a fitting venue. The project entailed the construction of a stage measuring 28 x 12 x 14 meters with two lighting towers, one FOH area,

and a spectator grandstand with 2,118 seats including a presidential grandstand and VIP boxes. In just five weeks, the entire project including 22 module units for ticket sales, artist changing rooms, production offices, storage areas and more were constructed. ■

A Little Museum to Stimulate All the Senses

The idea behind the Museum del Po in Torinese is ambitious: A relatively small visitor center was to convey the unique characteristics of the flora and fauna of the Po River environment as naturally as possible. The special feature: Even blind visitors were able to experience the museum fully. The NUSSLI team therefore included a comprehensive

sound system in the planning, development, production, and implementation of the 190 square meter visitor center. The visitor center including a 40 square meter ticket office were housed in an existing building. A six-man team completed the project in just two months. ■



A Perfect Golf Course Without Handicap

BMW and NUSSL have teamed up successfully for years now – the BMW International Open is therefore not the only event which the premium car manufacturer has entrusted us with. The event is the largest professional golf tournament in Germany and forms part of the European Tour. The Golf Club Lärchenhof in Pulheim-Stommel was chosen as the venue for 2012. NUSSL planned and implemented various event infrastructures to satisfy the requirements of an international audience, and to allow a total of around 60,000 spectators



to experience the sport as authentically as possible from the vantage point of several

grandstands and lounges. The entire construction work for the grandstands, emergency

staircases and hospitality platforms had to be carried out during the normal operation of the golf course. The structures posed the biggest challenges, as a method had to be found to protect the greens and span ponds. On-site logistics was also challenging, as the terrain is uneven, the transport routes were long, and protecting the greens was of paramount importance. By the way: In the end, Danny Willet concluded the exciting tournament week in the exciting final play-off with four extra holes.

Where the Sky is the Limit

Summer is the time of year when art forms like theater and music get the opportunity to reinvent themselves in open air events. More often than not, historical venues, natural monuments and bodies of water provide backdrops of unforgettable beauty and a unique character.

When temporary stages and audience seating are created for the many small and large festivals in culture-rich Europe, the main issue aside from fast construction and removal times is the careful integration of the venue into its existing surroundings. This principle applies specifically to castle festivals like Zwingenberg or Eltville, where the highly sensitive historical building can be

utilized only with careful measurements when it comes to the planning and implementation of stages and grandstands. The same principle applies for open air productions like „Baroque on the Main River“ held in Hoechst against the backdrop of the impressive baroque Bolongaro Gardens, the Bad Vilbel castle festival in the ruins of the old Water Castle, the „Monschau Klassik“ or

at the Roman amphitheater of Avenches. The Lake Festival in Thun has made a name for itself internationally because of its impressive stage concepts, and specifically because of the stage system constructed by NUSSL for the Titanic musical production in 2012. NUSSL provided made-to-order temporary stage, grandstand, technology tower, platform, staircase and bridge

solutions for all these venues. The more unusual the task, the more attractive the job for NUSSL teams – like the sophisticated revolving stage we provided for the event „Theater in the Park“ in Oberursel, or the waveform stage for the „Domstufen Festival“ in Erfurt. These projects call for seasoned specialists.



Titanic, Thunerseespiele 2012, Thun (CH)



Clingenburg Festival 2012, Klingenberg am Main (DE)

Beach Atmosphere amongst Warm Desert Sands

The desert city of Doha in Qatar has been experiencing a huge boom in the past few years. The city is proud of this, and it has also become an ideal location for international sporting events. For example, the FIFA 2022 World Cup will take place in Doha using, among other stadiums, the famous Al Gharafa stadium. The Beach Sport Complex, which is to be built in the direct vicinity, is expected to attract organizers to host international competitions in its sports facilities for beach soccer, beach volleyball and beach handball. For this large-scale project, the Olympic Committee of Qatar has commissioned NUSSL with the creation of a master plan.

In addition to the currently existing arenas for beach vol-

leyball and beach soccer, there are plans for a new two-storey training facility with a total

area of 1,800 square meters. It will include structures such as changing rooms, offices, medical care facilities, storage areas, multi-functional spaces, and kitchens. All facilities have been planned such that they fulfill the high standards expected by international sports associations. NUSSL has developed a variety of planning scenarios, in order that the Asian Beach Games, among others, can also take place. Furthermore, the master plan for the entire complex also contains a large number of scenarios with different entrance variants and the corresponding visitor flow paths on the premises.



A-Class Pavilions Tour Europe



Roadshow Mercedes-Benz A-Class, Zurich (CH)



Roadshow Mercedes-Benz A-Class, Stuttgart (DE)

To introduce its new model of passenger car, Mercedes-Benz has sent the A-Class on a tour throughout Europe. It was an impressive roadshow with magnificently designed pavilions in 82 locations, which created fascination for the cars among interested individuals and potential customers, as well as bringing them up close with the vehicles. The car's exciting

design coupled with its sporty dynamics is particularly appealing to a young target group. NUSSL's task was to implement the modular design concept of this pavilion. The form and the materials were a great challenge – in particular the folded aluminum Dibond, which gave the pavilion its characteristic look. Initially, a prototype was developed, which then served as the

basis for 15 pavilions made in series. NUSSL also took over the entire roadshow, including the setting-up and dismantling work, as well as logistics and storage. Not at all an easy task when you consider that the pavilions were on the road for five months and in total visited 82 locations in 22 European countries. This was a monumental task which involved all the Eu-

ropean branches of NUSSL. At peak periods, ten specially-trained crews were involved in up to 20 set-up and dismantling assignments in up to 18 cities in a week. Under optimal conditions, the setting-up work took approximately twelve hours, while the dismantling took approximately eight hours.

Art from Fire, Water, and Light



The water show „Magic Waters“ has already become a tradition in Wolfsburg. The event has made a name for itself because of the effective staging of music, light, water, and fire. In summer 2012, the monumental power plant in

the harbor basin of this automotive city provided the impressive backdrop to the show for the first time. NUSSLI was on board for the implementation, and installed a large part of the event infrastructure. The pontoon-based structures



in the water were particularly challenging, upon which the 104 meter wide and 24 meter high standing room grandstand was installed. The static calculations were just as much part of our brief, as were the access platforms and substructures.

NUSSLI installers also built a steel substructure for an LED wall, which provided imposing light effects on an area of 630 square meters. The extensive installation took 12 days to complete.

Beach Ambience in the Alps



Litzlberg on Lake Attersee in the Styrian Salzkammergut region has established itself as a permanent venue for the as

yet relatively young Austrian Beach Volleyball Tour. The best players of this Alpine nation compete here for three days

each year. NUSSLI provided an authentic beach ambience with a mobile arena: The seated grandstands offer space for

1,000 fans, while various platforms with a total surface area of 350 square meters in single and double story variations provide optimized infrastructures for the event. A bit of a challenge was the tight time frame: Things had to move fast to allow for the sand to be delivered and spread in time for the event. The team managed to complete the construction of the 100 tons of material in just two days. When the time came to remove it all again, time was of the essence as well – the area where the arena stood was usually used as a parking lot for a public swimming pool, and had to be ready for use again by a certain date. Not a problem for the seasoned NUSSLI team, who completed the removal in less than a day and a half.

Fit for the 2nd Bundesliga Division

A league promotion is often followed by an update of the home stadium to allow for more seat capacity, better security, and more media representation. That is exactly what happened at the German football clubs SSV Jahn Regensburg and SV Sandhausen.

The spectacular ascent of SSV Jahn Regensburg into the second league meant that it was high time to spruce up the tradition-rich Jahn Stadium. The extensive renovation of the stadium also entailed an expansion. NUSSLI was tasked with constructing a roofed combined standing and seated grandstand in the northern part of the stadium. The three new camera towers are customized for use by the production company Sport-cast, and offer optimized working conditions for the broadcast teams. Our newly developed standing room floor coverings will be used here for the very first time, and were designed specifically for extreme wear conditions in stadium applications for standing room grandstands. The frontal fencing, escape gates and crush barriers, which had been developed for the airberlin arena in Dusseldorf, were also implemented here, and comply fully with the strict requirements of the DFB (German Football Association) and the DFL (German Football



Covered grandstand with standing room and seats, SSV Jahn Regensburg

League). The new grandstand adds 1,212 seats and 1,686 places for standing room to the refurbished stadium. The Jahn Stadium now has an overall capacity for 12,500 spectators after completion of the grandstand, and also the quality of the sports experience for football fans was greatly enhanced.

The players of SV Sandhausen are right on the ball, because their home venue, the Hardtwald Stadium, is ready to face the challenges of the second Bundesliga with them. After the club's promotion last year, their arena was far from ready to face the new challenges that

pose. An innovative concept for a roofed standing room grandstand offering space for 1,200 fans helped all that. „The time-frame was extremely short“, remembers Project Manager Steffen Weinreich. Only twelve weeks passed between the time we received the go-ahead to the handover of the finished stadium – including planning, production, and installation. An entirely new grandstand system was used here: A steel substructure supported prefabricated concrete elements, which NUSSLI had developed and produced in-house. Each individual module was five meters long. The stair covering is fire-resistant, watertight and smoke-proof. And its exterior has an attractive and solid look and feel. The space created beneath the grandstand offered room for stalls and catering modules. And the greatest part is: The entire facility can be dismantled and is mobile, which means it can be moved elsewhere quickly and flexibly.



Covered grandstand with standing room, SV Sandhausen

Right at the Heart of the Biggest Sports Spectacle in the World

The history of the Olympic Games is also a history of the development of sports venues. The road to today's premium-comfort stadium featuring state-of-the-art media and safety technology has been a long one. Multi-faceted processes were part and parcel of that development. The importance and also the cost factor for these types of structures have grown exponentially.

The premise of sustainability

The exciting history of development is marked by a multitude of changes in paradigms: For a long time, new sports venues and arenas were created as architectural milestones of our new age. These iconic structures were seen as the measure of all things – last but by no means least: as a testament of prestige. Today, however, other values prevail: Hosting events of Olympic proportions and stellar requirements only make sense if they can be provided with cost efficiency, and if the investment can be sustainably justified. These conditions apply on the one hand to effective environmental management – starting with traffic control and ending with eco-friendly waste disposal.

Long-term, the aspect of reusability of the sports venues is an important aspect. The organizers of the London Olympics have shown courage and foresight in including a substantial percentage of previously repurposed and temporary structures in their overall concept. London

impressively made a point of the fact that sustainable as well as sophisticated sports infrastructures can be planned and implemented. This will require vision, solid decisions, and competent specialists.

40 years at the Olympics

The tradition of the Olympics is closely linked with NUSSLI's company history: NUSSLI has been contributing to the successful implementation of the Olympic idea and ideals since the games in Munich in 1972, constructing countless and varied temporary infrastructures for a myriads of events. That accounts for 40 years of experience. Once again at the London Olympics, NUSSLI was represented with a number of projects. The group's entire product portfolio came to the fore. Initial planning orders for temporary infrastructures for the basketball hall and the Olympic stadium arrived back in 2007 – both very important venues at the Olympic Park, which were implemented completely and partly as temporary structures.

'The Coca-Cola Beatbox was an innovative and ambitious idea stemming from award winning young architects Asif Khan and Pernilla Ohrstedt. The design infused interactive technology into the building's architecture to generate a one-of-a-kind temporary structure that could be played like a musical instrument. Coca-Cola and the architectural team worked closely alongside NUSSLI to bring to life the Beatbox. NUSSLI provided full design and build services, delivering the project on time, to a very high standard, with the final build and technology appropriately designed and robust enough to withstand nearly 200,000 visitors throughout the Olympic Games.'

*DARYL JELINEK, General Manager,
London 2012 Olympic & Paralympic Games Team*



"Beatbox" pavilion by Coca-Cola



Basketball training facility, Leyton Marsh



Sports Complex, ExCel



Road cycling, Box Hill, Surrey

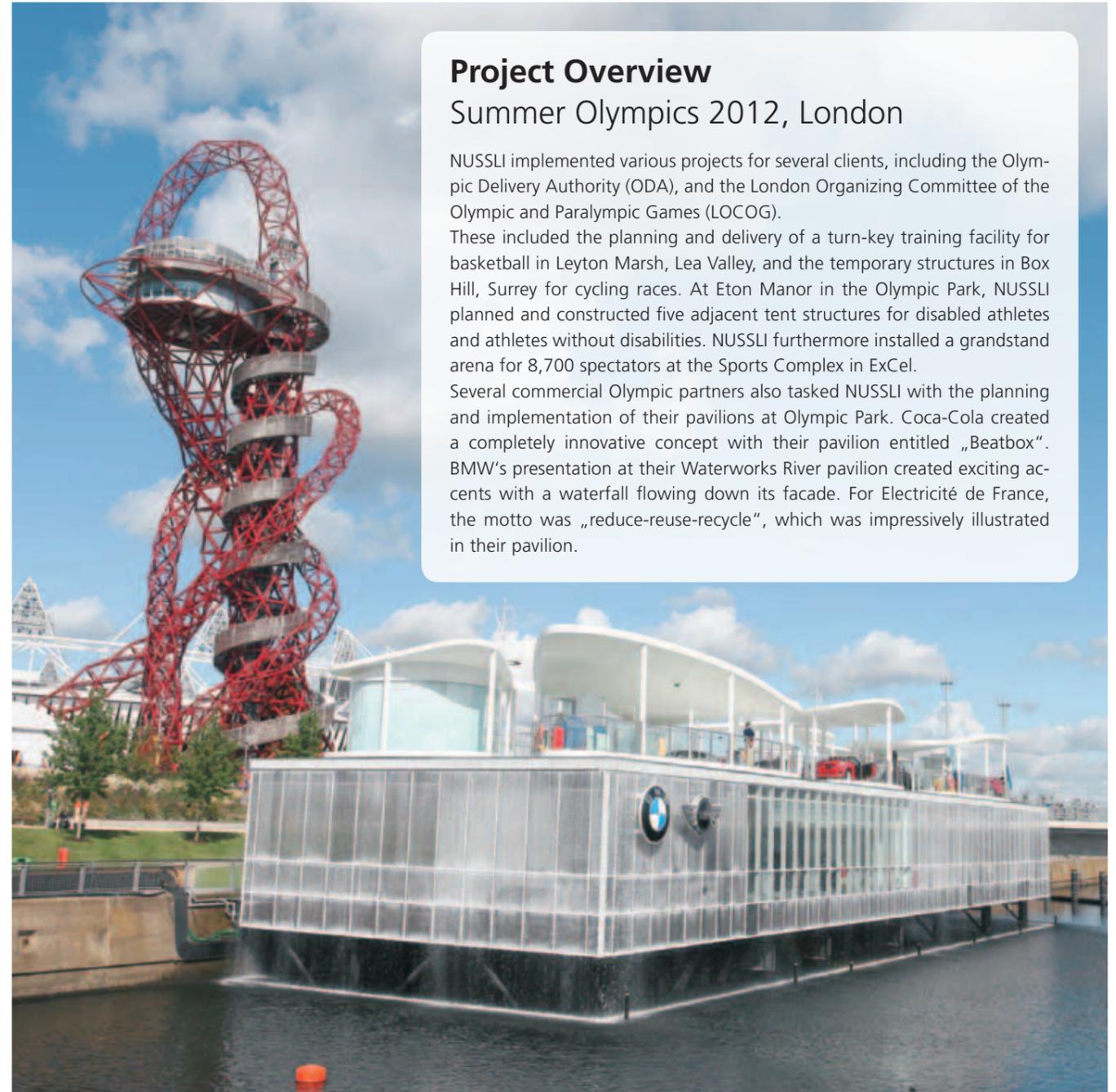
Project Overview

Summer Olympics 2012, London

NUSSLI implemented various projects for several clients, including the Olympic Delivery Authority (ODA), and the London Organizing Committee of the Olympic and Paralympic Games (LOCOG).

These included the planning and delivery of a turn-key training facility for basketball in Leyton Marsh, Lea Valley, and the temporary structures in Box Hill, Surrey for cycling races. At Eton Manor in the Olympic Park, NUSSLI planned and constructed five adjacent tent structures for disabled athletes and athletes without disabilities. NUSSLI furthermore installed a grandstand arena for 8,700 spectators at the Sports Complex in ExCel.

Several commercial Olympic partners also tasked NUSSLI with the planning and implementation of their pavilions at Olympic Park. Coca-Cola created a completely innovative concept with their pavilion entitled „Beatbox“. BMW's presentation at their Waterworks River pavilion created exciting accents with a waterfall flowing down its facade. For Electricité de France, the motto was „reduce-reuse-recycle“, which was impressively illustrated in their pavilion.



Pavilion BMW Group, Waterworks River

Culinary Delights Atop the Royal Festival Hall



"The Cube" by Electrolux on the roof of the Royal Festival Hall

Atop the Royal Festival Hall, not far away from the Olympic spectacle, the Electrolux "Cube" drew the attention of many Londoners. The temporary structure served as a gourmet pavilion and offered culinary delights in extraordinary locations with an unusual ambiance. Its previous stops included the Arc de Triomphe

at the Parc du Cinquenaire in Brussels, and also at eye level with the Milan Cathedral. NUSSLI planned the „Cube“ in 2010 and has taken on full responsibility for all logistics and assembly and disassembly along its tour of European cities.



BMW Guggenheim Lab, Berlin (DE)



Schaulager Satellite, Basel (CH)



Echo prize presentation, Berlin (DE)



Lauberhorn Ski Races, Wengen (CH)



Cinco de Mayo, Puebla (MX)



Electrolux The Cube, Milan (IT)



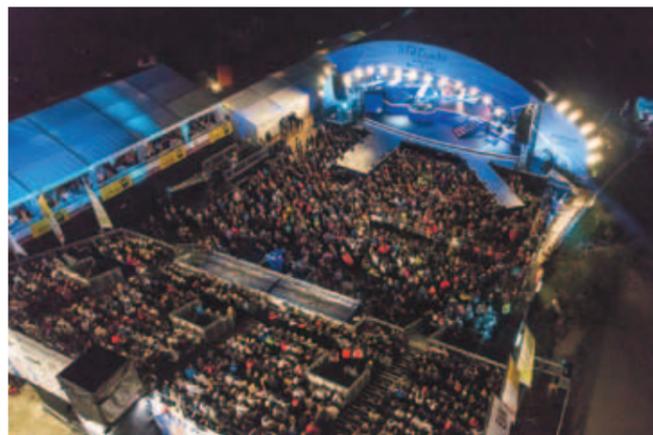
Ruhrtrennale, Salzgitter, Essen (DE)



US AVP Championships, Santa Barbara, California (USA)



Waldis Club Talk, Leipzig (DE)



Starmacht, Wachau (AT)



Davis Cup semi-finals, Gijón (ES)



Juventus Museum, Torino (IT)



Giardina, Zurich (CH)

Barcelona Celebrates 60 Years of Tennis Tradition

There are some locations along the route of the ATP Tennis World Tour 500 that have that very special something: Exemplary of those is the Barcelona Open Banc Sabadell, where athletes fight for the Conde de Godó cup. The event elevates the Spanish metropolis to world capital status when it comes to tennis – and that already for the 60th time this year. When national tennis hero Rafael Nadal steps onto center court, all of Spain hopes and prays for an seventh tournament triumph.

When the evenly matched two-set final against fellow Spaniard David Ferrer was finally won, none of the 8,500 spectators were able to remain in their seats: Nadal performed a miracle and won the Barcelona Open for the seventh time. „This was the hardest clay match I played this season. David continued to drive me to my limits“, the Spanish national hero would later comment to the local media. Luciano Arrezze was very happy about the fantastic result achieved in this 60th instance of Spain’s prestigious tournament. He and his 22-man team of NUSSLI installers were part of the reason why so many people were able to experience this celebration of tennis first hand. After all, it was they who constructed the

temporary arena in just three weeks, including the expansions of the existing grandstands of courts one and two. „The greatest challenge here was the integration of the additional grandstand seats into the existing facilities, while at the same time maximizing overall capacity“, explains Arrezze. A lot of complicated planning was needed to come up with a concept that would be attractive and offer the number of required seats. On top of that, the additions had to harmonize with the existing infrastructure. In the end, it all came together beautifully: Various lighting towers were created in addition to the temporary grandstands, plus a 128 square meter platform for media and press representatives. The project planning phase



lasted around two months. At the end of the spectacle, when the stadium was finally empty and all spectators were busy celebrating their hero, Luciano Arrezze had only one thing on his mind: „Now we have to prepare to take it all

apart again“, he says. The 18 days he has estimated for the job will be ample time for the experienced team.



Spain Turns Heads with Sustainable Pavilion

Visitors at Floriade 2012, the world’s largest garden show held in the Dutch city of Venlo, did a double-take: Are these really old railroad ties, remains of fruit boxes and nutshells that were used as the support structure and exterior shell of the Spanish pavilion? Could it be possible to construct a temporary building sustainably, and only with recycled components? Would such a structure comply with building standards at all? Spain showed with this unusual concept that something exceptional could be created with a more than exemplary carbon footprint. And the NUSSLI team proved that it can handle even the strangest of materials.

The motto, with which Spain identified at the Floriade, said a lot about their philosophy in terms of their Garden Expo presentation: „Naturally diverse“. Whoever would want to align with such a claim would have to start with the careful selection of materials for the construction of their pavilion. One product, for which Spain is well-known

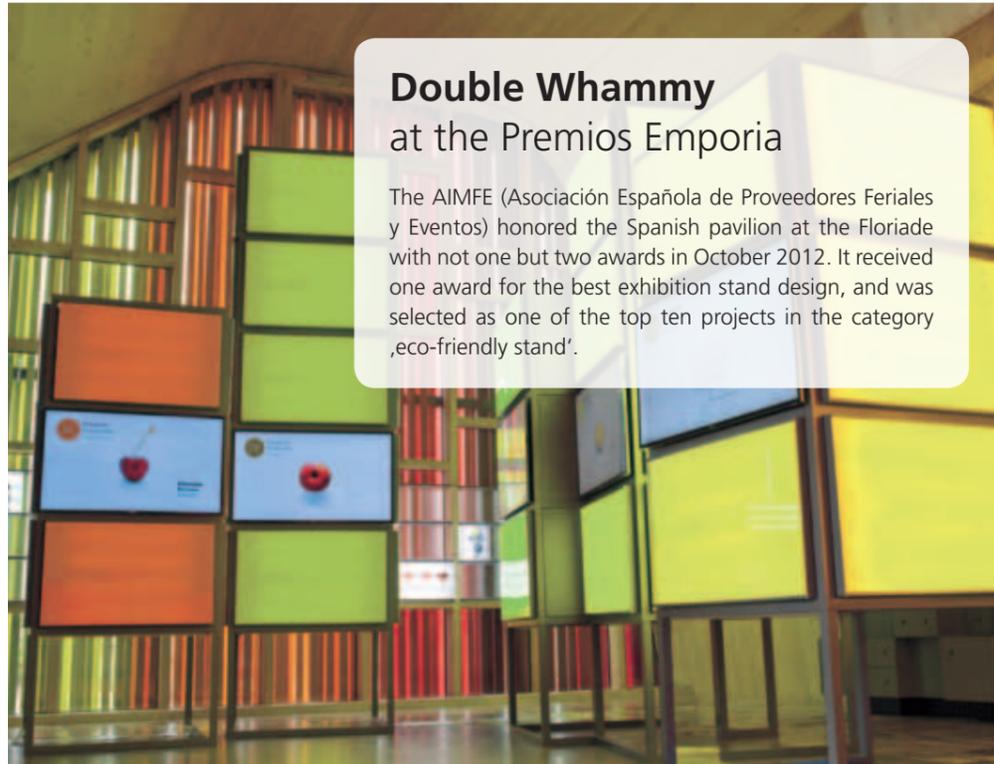
around the world because of the country’s importance as a fruit exporter, is fruit crates. What else could give such a structure more character, other than those iconic fruit crates! A sustainable construction would of course also need load-bearing structural material. In the end, it was 70 tons of untreated spruce wood which

gave the building its stability, while maintaining a natural aura that fully answered the original brief. Project Manager Alvaro Navarro beams with pride when he talks about this exceptional piece of architecture created by him and his team: „The wavy form of the pavilion was the result of the prefabricated wood elements, which were 18 meters long“,

explains Navarro. The resulting shape created an unusual spatial effect: The pavilion seemed to organically rise from its surrounding landscape. The lines flowed softly, the building itself seemed to grow, and gave the effect of a credible representation of nature. „To keep true to the theme of sustainability, we used wood instead of steel for the support struc-



ture”, continues Alvaro Navarro. The goal of the project was, however, not only the construction and later disassembly of the pavilion – it also entailed its maintenance. The single-story building was built on an area of 270 square meters. Its exhibition area measured 200 square meters. 70 square meters were allocated to a private area with storage space, washrooms, and an office. Outside the building, a 120 square meter terrace offered a beautiful area for reflection – it too, was matched with the overall image and atmosphere. The only exception was the „Colored Forest”, which had been coated with a glaze. The end result was a multitude of wood elements combined with natural lighting for wonderful ambiance effects – both inside and out. On the exhibition areas inside, the entire diversity of Spanish ecosystems was showcased – in a small space. Even the characteristics of Spanish agriculture were represented here. Its climate conditions set



Spanish Pavilion, Floriade 2012, Venlo (NL)

Spain apart from the rest of Europe – with a corresponding effect on the local flora. That fact was mirrored in the presentation of ten typical garden products from ten different re-

Double Whammy at the Premios Emporia

The AIMFE (Asociación Española de Proveedores Feriales y Eventos) honored the Spanish pavilion at the Floriade with not one but two awards in October 2012. It received one award for the best exhibition stand design, and was selected as one of the top ten projects in the category ‚eco-friendly stand’.

gions, which together painted a strongly representative picture of the country – from the obligatory olive tree to the fragrant citrus grove. Ten „sensory booths” allowed visitors

to immerse themselves in the feel, smell, and taste of Spain.

only be delivered at night. In the daytime, the traffic situation would get entirely out of hand. „A team of five with a tractor trailer needs to stay one day ahead of the installation crews at all times”, explains Kersey. That is the only way to ensure that the right material will be available at the right time and place. The system must not falter at any point – timing is everything. There are just a few days left until the race. Kersey is on point practically around the clock. Is there any way to get a break at all? „It is important to switch off from time to time, which is not easy right now. Sitting down for a bit of reading or phoning the family back home – that really helps me relax.” When the first cars start their test runs on August 31, Kersey will know that he and his team have made it. Three action-filled days of spectacular racing will make good for the Herculean work done over the past weeks. But this is not



Indy500, Indianapolis, Indiana (USA)

the time to sit back and relax. The entire infrastructure has to be packed up and removed in just 12 days. „But then we’ll finally be able to breathe”, says Kersey and gets back to work.

NUSSLI’s crew was not only busy with racing in Baltimore, which is why Chris Kersey, Craig’s brother, had no time to relax during the racing season either. The company has been building temporary grandstands, terraces, fences, platforms for media

and wheelchair users for the Indianapolis 500 since 1980. The installation of the 22,000 seats took Chris Kersey’s team 60 days, and another 30 to pack it all up again. For the Red Bull Indianapolis Moto Grand Prix, NUSSELLI’s expert team of installers created 11,000 seats. NUSSELLI is furthermore involved in the ‚greatest spectacle in racing’ the Indy500, which is held on the Motor Speedway Circuit in Indianapolis. Here, the grandstand experts have been busy expanding seat ca-

capacities by over 6,000 each year for over 30 years. Additionally, 30,000 grandstand seats and lots of other temporary infrastructures are needed for the entertainment program and festival parade.

At the foremost Nascar event, the Brickyard 400 Race, the 16-man NUSSELLI team has been creating 2,500 temporary grandstand seats, shop units and the media center each year since 1994. In the deep south, the Honda Grand Prix held in St. Petersburg, Florida, is rated as a very special event in the IndyCar and American Le Mans series. „NUSSELLI installed many thousand grandstand seats and VIP lounges on an active airport”, explains Craig Kersey with pride. A team of 21 installed a total of 700 tons of material in less than a month – and removed it all again in just ten days.

Uproar in the City of a Thousand Horse Power

Rewing, powering up, and sticking the pedal to the metal: When the racing season starts, NUSSELLI in Indianapolis or St. Petersburg (Florida) has long since been in the starting blocks. After all: motor sports in America are a real crowd puller. And where lots of people want to be as close as possible to the racing action, a reliable partner is needed, who will provide additional capacities and the necessary temporary infrastructures. A partner, who will transform an entire city into a sports arena – just like for the City Grand Prix in Baltimore. Project manager Craig Kersey stepped up to the challenge, even if it wasn’t smooth sailing throughout.

Craig Kersey is in a rush. He is sure that everything was planned down to the last detail – but you never can tell... „Nothing can or will go wrong”, says the NUSSELLI project manager with determination. He sends out his team to complete an almost superhuman task within the next 17 days: they will be building grandstands for 21,000 people in the middle of a busy city.

After all: everything has to be done when the Baltimore Grand Prix begins. No matter what. Baltimore is the largest city in the state of Maryland. It is home to almost 700,000 people. Traffic here can be a nightmare. And – when you think about it – there really isn’t any space for a major car race in the middle of all that. In particular for a track with

lots of tight turns and an overall length of around two miles. It won’t be a walk in the park to create space for as many fans as possible, and getting them as close to the action as possible. „Stay focused at all times and think ahead. And of course work with really good, experienced people”, Craig Kersey confides when asked about his primary strategy. Meanwhile, the grandstands

are starting to grow. „It really isn’t easy to build audience seats on the sidewalks of the city, while ensuring that pedestrians and neighbors are inconvenienced as little as possible.”

One of the greatest challenges in his mission ‚City Grand Prix’ is logistics. The material, consisting of steel beams, seats, roofing, staircases, ramps, and grandstand modules, can



Grand Prix of Baltimore, Baltimore, Maryland, (USA)

New Challenging Projects Ahead of us

up'date not only summarizes projects from 2012, but also offers a taste of some current and future challenges on this page.

FIS Alpine Ski World Cup 2013 in Schladming, Austria

For the FIS Alpine Ski World Cup 2013 in Schladming, Austria, NUSSLI will be in charge of the technically sophisticated finish area with 30,000 spectator seats. The task will entail the

planning, delivery and installation, as well as the disassembly of it all after the event. NUSSLI will also construct grandstand systems for an additional 7,000 spectators along the slope.



BASELWORLD

In 2013, NUSSLI will continue its traditional role of supplier for BASELWORLD. The order of MCH Messe Schweiz includes the construction of the „Hall of Elements“ (Hall 3), the reconstruction of the „Hall of

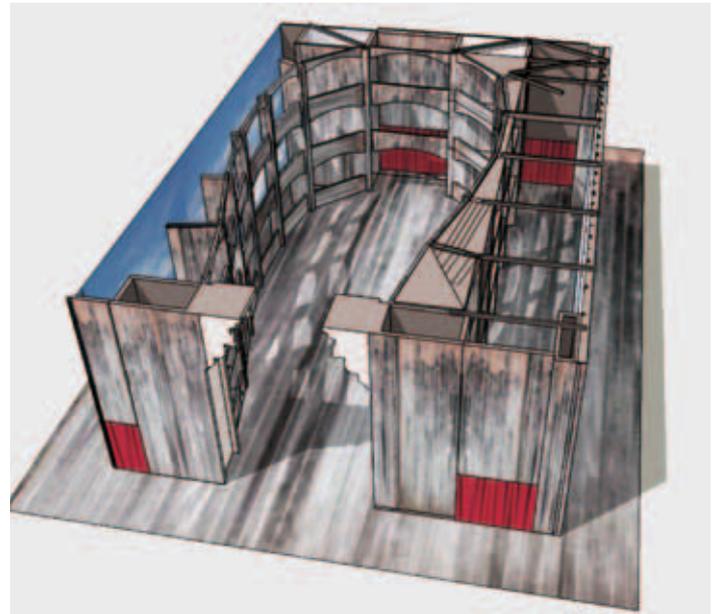
Impressions“ (Hall 2), and auxiliary buildings. Well-known international brands will also continue to rely on the expert knowledge of our employees for the construction of their stands.



La Barca Sublime

Following extensive restoration work, the „Peota“ will once again be shown in public. The historical ship will be presented to visitors from November 16, 2012 at Venaria Reale near Torino. NUSSLI is creating an

interactive lobby area for this very special exhibition, as well as an 800 square meter theater on three levels. Music and video effects also form part of the brief.



SWISS „Schwing & Älpler“ Festival 2013

Organizers are expecting a quarter of a million visitors at the Swiss „Schwing & Älpler“ Festival 2013 in Burgdorf in the Emmental Valley. The arena constructed temporarily by

NUSSLI, offering 52,000 audience seats, will form the centerpiece of the festival grounds. Half of the seats will be under a roof system, custom-developed by NUSSLI.

