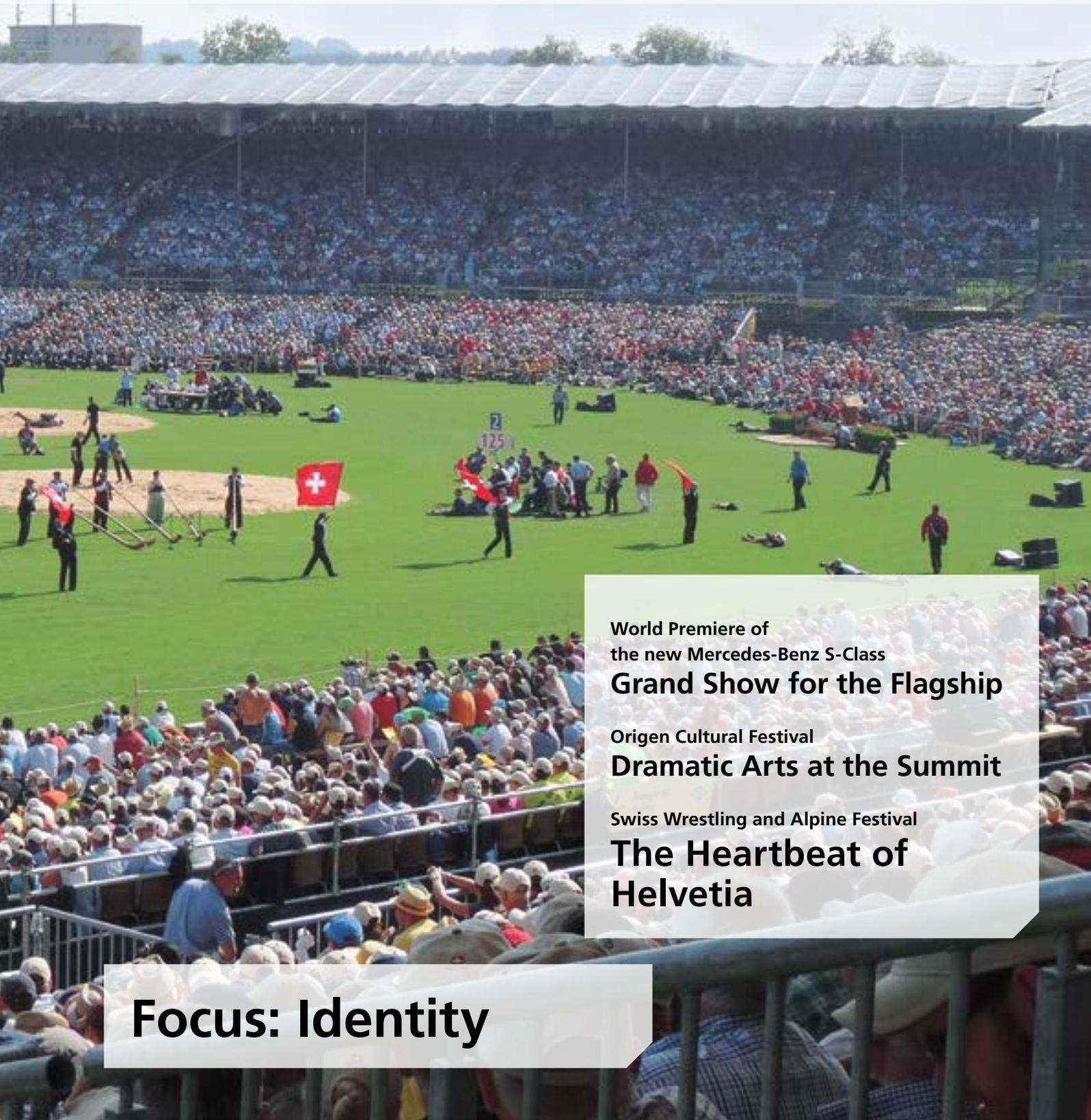


UP ²⁰¹³ **date**

The NUSSLI Magazine

NUSSLI



World Premiere of
the new Mercedes-Benz S-Class
Grand Show for the Flagship

Origen Cultural Festival
Dramatic Arts at the Summit

Swiss Wrestling and Alpine Festival
**The Heartbeat of
Helvetia**

Focus: Identity

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Foreword



Generating enthusiasm with our work

The world is changing at an ever faster pace and all of us are changing too. With every change comes opportunity. Dealing with change and making the best of the opportunities it offers are challenges we all need to overcome. Our markets are becoming increasingly international, competition is increasing globally, and customers' expectations of our services and the all-important price-performance ratio have continued to rise. Against this background, NUSSLI is striving to strengthen its identity further and to further improve its assessment and management of the risks that are an inevitable part of our business.

We have been working on establishing our identity for the last 72 years, by demonstrating reliability, a solution-oriented approach, strict observance of deadlines, and quality awareness in working towards the final deadline – and we do so with passion.

Correct risk assessment and good management are especially important for us. Delivering our services on time, overcoming time pressures, and mastering novel situations are qualities that make us stand out. To be in a position to overcome these increasing challenges successfully, we are seeking to focus even more on our core expertise and core markets and to learn from our experiences. We also have the courage to say „no“ once in a while when the framework conditions are not right.

Our staff spends many months planning and developing attractive solutions before projects are finally open to public view. And there are some projects that all those involved and we ourselves still rave about after many years, as we had the opportunity to experience first-hand what very special occasions such as the Swiss Wrestling and Alpine Festival and the Olympic Games can generate: enthusiasm.

We look forward to continue generating enthusiasm in you, dear customers, partners, staff and suppliers.

Isabelle C. Nüssli, Chairman of the Board of Directors

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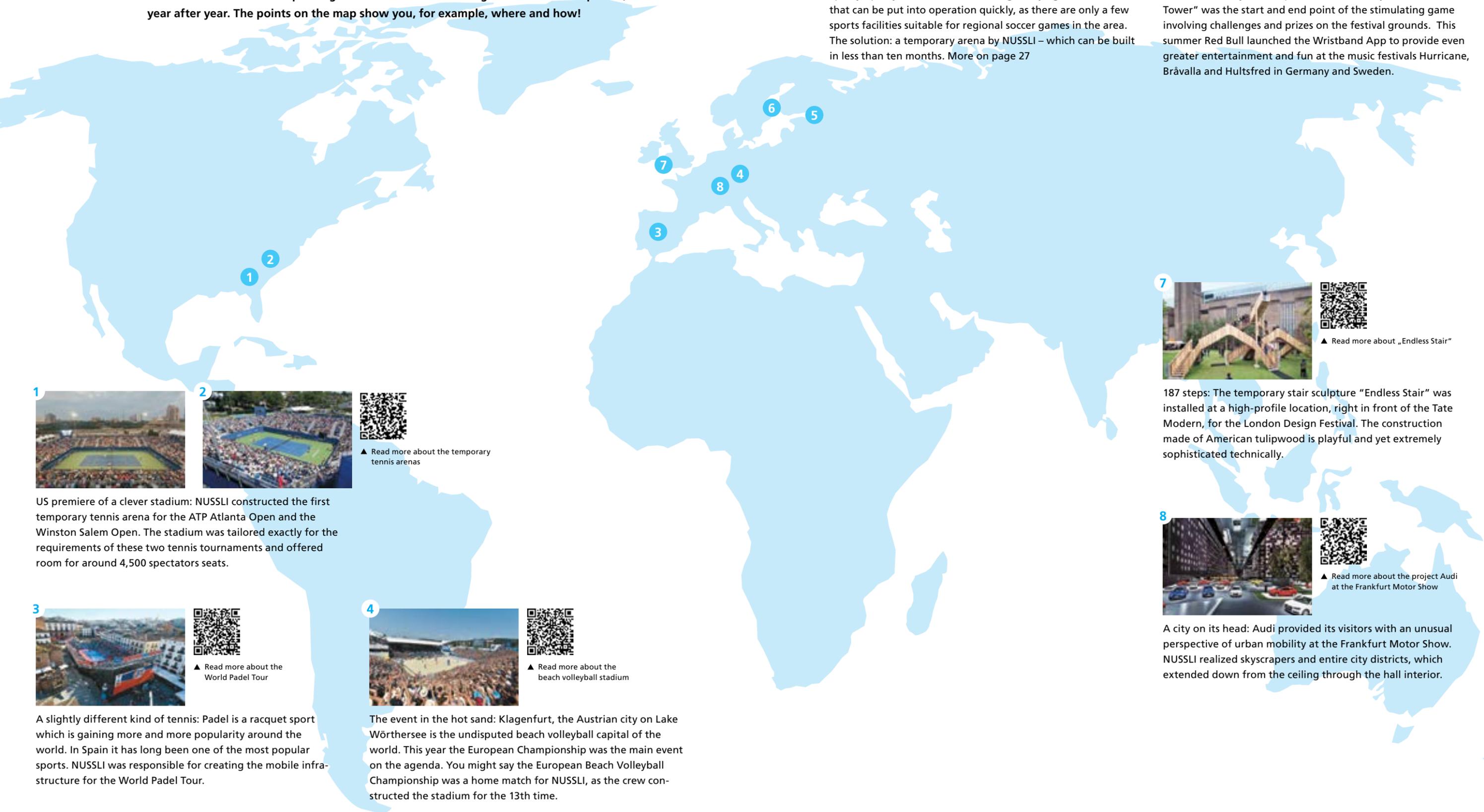
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At home in the World

Rooted in Switzerland

The world really begins on your doorstep. It is against this backdrop that we at NUSSLI are accustomed to pushing the boundaries and honing our international profile, year after year. The points on the map show you, for example, where and how!



▲ Read more about the temporary tennis arenas

US premiere of a clever stadium: NUSSLI constructed the first temporary tennis arena for the ATP Atlanta Open and the Winston Salem Open. The stadium was tailored exactly for the requirements of these two tennis tournaments and offered room for around 4,500 spectators seats.



▲ Read more about the World Padel Tour

A slightly different kind of tennis: Padel is a racquet sport which is gaining more and more popularity around the world. In Spain it has long been one of the most popular sports. NUSSLI was responsible for creating the mobile infrastructure for the World Padel Tour.



▲ Read more about the beach volleyball stadium

The event in the hot sand: Klagenfurt, the Austrian city on Lake Wörthersee is the undisputed beach volleyball capital of the world. This year the European Championship was the main event on the agenda. You might say the European Beach Volleyball Championship was a home match for NUSSLI, as the crew constructed the stadium for the 13th time.



Sporty, sporty: FC Zenit St. Petersburg is relying on a stadium that can be put into operation quickly, as there are only a few sports facilities suitable for regional soccer games in the area. The solution: a temporary arena by NUSSLI – which can be built in less than ten months. More on page 27



▲ Read more about the Red Bull Wristband Tower

Festivals where you earn points: A three-story “Wristband Tower” was the start and end point of the stimulating game involving challenges and prizes on the festival grounds. This summer Red Bull launched the Wristband App to provide even greater entertainment and fun at the music festivals Hurricane, Brävalla and Hultsfred in Germany and Sweden.



▲ Read more about „Endless Stair”

187 steps: The temporary stair sculpture “Endless Stair” was installed at a high-profile location, right in front of the Tate Modern, for the London Design Festival. The construction made of American tulipwood is playful and yet extremely sophisticated technically.



▲ Read more about the project Audi at the Frankfurt Motor Show

A city on its head: Audi provided its visitors with an unusual perspective of urban mobility at the Frankfurt Motor Show. NUSSLI realized skyscrapers and entire city districts, which extended down from the ceiling through the hall interior.

Action on the Rocks

Daredevils on Icy Slopes



Specialists are always needed behind the scenes, where people do challenging and exceptional things. NUSSLI came into the picture in Lausanne at the Red Bull Crashed Ice World Championships, where athletes with nerves of steel converged on an iced parcours – spectacularly constructed at the very heart of the old town center, and therefore under extremely challenging conditions. There were just three words used by the client to describe the final product delivered by NUSSLI: „Best track ever!“



All the Time in the World

Seiko shows what makes watches tick at Baselworld

Can time be captured, concentrated and staged? Seiko is a true master of timepieces, and the manufacturer of luxury watches definitely makes this point at Baselworld year after year. NUSSLI plays an important role in making it all run like clockwork. The Seiko exhibition stand was designed and implemented in such a way as to give the brand an unmistakable face. The two-story structure has a footprint of about 1,200 square meters and stands out as elegant chic, based on the many premium quality materials used, including glass, artificial stone, Japanese silk and alcantara. Timeless beauty conveyed with timeless elegance.



Read more about the Seiko exhibition stand ▲

Double speed ahead

Olympic Discipline, Pavilion construction



The Winter Olympic Games 2014 are said to be the „Gateway to the Future“ for Russia. It remains to be seen whether the major event in the coastal town on the Black Sea can justify this claim. August Keller is one person who is seeking a sporting challenge of a rather different kind in Sochi. At the beginning of September 2013, he began his race against time with his 40 person strong team. His event is Pavilion Construction. He talks to up‘date about his assignments at the Olympic Park in Russia.

up‘date: Mr. Keller, you have several projects underway in Sochi. What are they and how did NUSSLI qualify for the assignments?

August Keller: NUSSLI is building four free-standing sponsors’ pavilions in the Olympic Park – Volkswagen, Omega, Procter & Gamble and Samsung – and also the House of Switzerland. Due to our considerable experience in pavilion building at earlier Olympic Games and comparable major events, our clients had already contacted us at an early stage of the project for technical support or involved us in planning work as

advisors. Some assignments arose therefore from this previous mutual cooperation. NUSSLI meanwhile acquired its other assignments via the traditional tendering process.

up‘date: Then was it mainly due to your considerable experience with sponsors’ pavilions that NUSSLI gained a clear competitive advantage?

August Keller: Of course that is a great advantage, but it is not the only one.

NUSSLI is familiar with the procedures for building projects for such major events and is experienced in cooperating with organization committees and sponsors’ companies. However, we have another essential advantage in that NUSSLI has access to an international network and was already represented in Russia by the company 000 Nussli (Rus). Thus, we had the necessary licenses in order to be able to build on-site. In addition, we are able to procure more quickly via NUSSLI Russia and can also generally transact business more easily. So, we prepared ourselves early and took all the measures necessary to be able to get things underway as soon as the assignment was clarified.

up‘date: So, could the teams set about project planning and implementation without too much time pressure?

August Keller: Not at all: construction of the pavilions in the Olympia Park began extremely late. However, that did not mean that we were not ready to go, albeit that the basic conditions to do so were lacking. Thus, the definite locations of the pavilions were not yet established, and building permits were not yet available. Another problem was that a large number of issues remained unclear for some time with regard to the construction work. At the planned start of construction, nobody could answer fundamental questions such as: What is the bearing load of the soil? How do we transport the materials to the construction site? How should we accredit the personnel? What is the electric current value? When we then got started, we had to adopt additional measures to make up for lost time. As a result, we are working in double shifts, day and night, and with significantly more personnel.

up‘date: How do you guarantee that synergies between the individual projects are recognized and exploited?

August Keller: For managing the projects, we have established a completely independent company with a matrix structure, which safeguards the entire management and operation on-site in Sochi. This incorporates the individual project teams and also the central bodies that take on support roles for all project teams such as procurement, legal counseling, administration and logistics. Thus, we can, for example, create larger packages when procuring and thus negotiate advantageous framework contracts. It is our clients who ultimately benefit from this. What’s more, in this way there are fewer interfaces. Due to the geographical proximity of the teams and regular meetings, we can also guarantee a constant exchange of information.

When we then got started, we had to adopt additional measures to make up for lost time. As a result, we are working in double shifts, day and night, and with significantly more personnel.

up‘date: As a Swiss company, what sort of challenges does NUSSLI have to face when it comes to taking on assignments in Russia

August Keller: There are language barriers and cultural differences here as there are in other countries. For this reason, our teams work together with local engineers and expert staff. Nevertheless, communication often poses the main challenge due to language and cultural differences. Besides, in Russia there is no awareness of temporary building. Consequently, it is difficult to find suppliers who can deliver the materials we need at short notice. And this means that we have to procure special materials or qualities from abroad, which in turn results in additional transport, time and thus costs.

August Keller

is Project Director at NUSSLI and has already been responsible for building the Swiss pavilion at EXPO 2010 in Shanghai and several sponsors’ pavilions at the Summer Olympic Games 2012 in London. After studying architecture at the University for Technology and Architecture (HTA) in Lucerne, Switzerland, he completed a Master’s in Construction Economy, also in Lucerne. Keller was co-partner in the architecture firm Schnieper Keller for seven years. Subsequently, he worked as Head of Project Management for Steiner Modern Engineering & Project Management (Beijing) Co. Ltd. in Beijing and in Zurich, before he started working at NUSSLI in 2009.

Moments of excitement

The highlights of the year



Long-anticipated and finally back: Robbie Williams pleased the fans at Krieau in Vienna with his come-back concert. NUSSLI constructed five stadium-like stands with a total capacity of 20,000 seats for the concert watched by 65,000 fans.



Skoda presents new products at the Geneva Auto Show: At the NUSSLI-built stand, Skoda presented its most popular model – the Octavia – in a more spacious, new design.



Based on the successful model of „The Voice of Germany,“ now „The Voice Kids“ has been looking for the best young voices. NUSSLI equipped the television studio in Berlin Adlershof with bleachers and technical constructions.



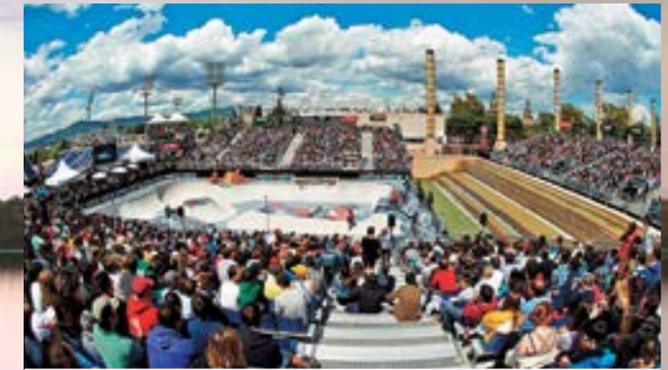
The biggest stadium in the Alps. Around 300,000 skiing fans were present at the „Skifest mit Herz“ – the 42nd World Alpine Ski Championships in Schladming (Austria).

Background image

The first production of the festival „La Perla“ offered music enjoyment of the highest order at the picturesque Lake Pfäffiker: Verdi’s „Aida“ was experienced by an audience of 3,500 per performance.



Representatives of the famous terracotta figures from Emperor Qin Shi Huangdi’s grave were on show to the public at the Historical Museum of Bern. NUSSLI constructed the temporary pavilion for the Qin restaurant, the visitor reception area and the buildings housing the exhibition „Qin – The immortal Emperor and his terracotta warriors.“



X Games, Barcelona – the event of superlatives. At the biggest action event in the world, the hottest stars from Rally Cross, Moto X, BMX and Skateboard showed off the highest and most spectacular jumps. Definitely not for the faint-hearted.



For the first time in ten years beach volleyball returned to its birthplace – California: at the end of July 2013, Long Beach was the venue of the Asics World Series Beach Volleyball tournament, an event full of action and beach vibes.



An important event for Seat: the Spanish car manufacturer presented its innovative models at the international Auto Salon in Barcelona, virtually on its own doorstep. NUSSLI provided the right backdrop for this event with a 1,700 square meter, two-story presentation area, including offices, meeting rooms, a lounge and a bar.



The elite pool, synchronized and long-distance swimmers as well as divers and water polo players met in Barcelona for the 15th FINA Swimming World Championships 2013.

A Grand Show for the flagship



If you think a car is no more than four wheels, an engine, and a bit of metal, then you don't know the new Mercedes-Benz S-Class. This top of the range model of this premium manufacturer is the complete expression of an attitude to life. But how do you stage the world premiere of such an attitude?

The presentation of a class on its own



When the LED wall in the theater for the event suddenly disappeared and the building opened up to the outside, the 840 guests from business, the media, art and politics gaped in amazement at the Airbus A 380 that was standing there on the apron of the Airbus delivering plant in Hamburg Finkenwerder. The guests knew from the strong draft that the building had really opened up to the outside. The Hamburg Philharmonic was playing on the stage and racking up the tension. The heavens themselves heightened the drama of the moment when they opened up and the mighty aircraft rose into the full force of a downpour. Then, amid flashes of lightning, fireworks and fountains of light, the complete range of the automobile manufacturer gathered on the tarmac, a ballet of white Mercedes that provided the setting for the grand appearance of the star of the evening – the new Mercedes S-Class.

Two of the exclusive flagship vehicles drove onto the stage of the theater. All eyes were on the two cars. It took some time for the guests to get over their amazement and there was spontaneous applause and celebration all around. And there was further celebration when suddenly Alicia Keys stepped out of the back of the S-Class, sat down at the grand piano, and began to sing. The voice of a world star to accompany the launch of the newest version of the most successful luxury automobile in the world.

Representatives from the world's automotive press are used to spectacular entrances when a brand such as Mercedes-Benz invites them to the premiere of its new flagship vehicle. But the staging of the new S-Class in Hamburg marked a

high point in the art of presentation. The guests were not just impressed, they were euphoric. The MC Judith Rakers was not the only one to say she had goose bumps several times that evening. Even celebrities such as Franz Beckenbauer and Niki Lauda couldn't get over the perfectly choreographed moment. But many challenges had led up to this special moment, as NUSSLI project manager Oktay Öztürk remembers, who was responsible for the building shell, stage and stands. The basic concept itself was challenging: to marry the impressive top of the range S-Class, also known as the Queen of the Road, with the Queen of the Air, the name given to the Airbus A 380 by its admirers. And so it was only logical that the perfect location would be the Airbus delivering plant in Hamburg. This project was something completely new for NUSSLI. Never before had the company divisions Events and Exhibitions had to meet such a demanding challenge, both technically and construction-wise, in such a short period of time together with three different branches, seven project leaders and external partners. As Marcus München, NUSSLI project manager for the interior fitting explained, everything had to be perfectly integrated, logistics had to be spot on, but at the same time they had to be very flexible.

The end result was a spectacular temporary theater on the apron of the Airbus site. The NUSSLI specialists were also given the job of fitting out the interior, which included not just the stands and the stage but also two comfortable catering lounges on two floors. Because of the very tight time frame, coordination, material logistics, assembly and dismantling all



had to follow a precise schedule that left no room for error. Up to 100 internal and external staff in total were simultaneously involved in implementing this special project. In addition, various components made of wood and steel had to be specially made at our headquarters in Hüttwilen. Other components had to be transported from the NUSSLI branch in Spain at short notice. The team on-site coordinated delivery of about 80 truckloads of material more or less just in time.

The invited guests were totally unaware of the complexity of the work involved in making the necessary preparations. They were able to enjoy the special atmosphere and the creations of five German celebrity cooks. For them as for the automobile maker, only one thing mattered: that the staging of the world premiere underscored the character and uniqueness of the vehicle and highlighted it, and that it did Mercedes' concept of quality proper justice. And who better to pass judgment than the Chairman of the Board himself? Dieter Zetsche was full of praise for the successful staging of the launch and made it clear that he was impressed by what all those involved had achieved. In his speech on the new company flagship he commented that the company expected nothing less than perfection when it comes to the new S-Class. An ideal worth fighting for and also an incentive for the whole NUSSLI team, which had rarely had to draw on all its resources before to the same extent as for the event in Hamburg.

The project in brief

The order: construction of a temporary hall for the world premiere of the Mercedes S-Class at the Airbus plant in Hamburg Finkenwerder. Theater with stands for 800 guests, complete interior fitting, and construction of catering lounges on two floors.

Client: Daimler AG

Agency: OSK/Oliver Schott Kommunikation

Size of the hall: 60 x 60 x 14 meter

Planning and construction: 4 weeks

Assembly: 14 days

Volume of materials transported: 80 truckloads of material

NUSSLI crew: 7 project leaders // 2 CAD designers // 1 statistician // 10 assembly personnel

We are NUSSLI

Henry Krimmel Former „roadie“ with big name acts like Carlos Santana, B.B. King and Tina Turner.



His passion for everything to do with stage construction for rock and pop concerts helped Henry Krimmel earn some extra pocket money as early as back in his school days in the 1970s. Shortly after, the now 56-year-old became a roadie for big name acts like Carlos Santana, B.B. King and Tina Turner as part of the crew of the legendary event organizer Fritz Rau. His huge collection of backstage passes ranging from Frank Zappa to German chanson legend Udo Jürgens is a great reminder of his roadie times. After some semesters of study in psychology and sociology, Henry followed his passion and founded his own stage construction business H+M Bühnenservice GmbH with his wife Maja. It wasn't long until a solid business relationship with NUSSLI was established. When Krimmel was looking for a buyer for his company in 2003, NUSSLI was the logical choice. Henry Krimmel quickly took on responsibility, initially stayed on as managing director of H+M GmbH, and became Head of Events Germany and Austria in 2012. His continued great personal commitment and the trust of the NUSSLI Group have formed the basis for a good number of exciting projects at NUSSLI. Krimmel has fond memories of projects like the airberlin Arena in Düsseldorf, the Brita Arena in Wiesbaden and numerous pavilion constructions for various industrial players – the last of which was the S-Class world premiere for Daimler in Hamburg. When Henry wants to relax from his many projects and extensive travels, he prefers pattering around in his own garden, because – in the words of the father of three: „My garden is my greatest love aside from my family.“

Michael Kelm „The variety and diversity in my work are really exciting.“



Creating things you can see and touch, watching things develop – these are the things that have fascinated Michael Kelm ever since he was a boy. His dream profession back then: car designer. On a positive note for NUSSLI that dream didn't come to fruition. Because if that were the case, the young architect surely wouldn't have become senior project manager at the Berlin office, where a number of projects have received a significant push in the right direction. The father of two remembers: „One project in particular has stuck in my memory – the stage for the Papal visit in Freiburg in 2011.“ But it isn't really all the individual challenges that make him love what he does. „The variety and diversity in my work are really exciting.“ These are the aspects that drive Michael Kelm, and motivate him to try new things: „I just love building something that nobody else has tried before.“ Currently, that can be applied to quite a few projects in the preparation phase. Like for example the Samsung Galaxy Satellite Studio Pavilion in Moscow on the occasion of the Olympic Games in Sochi. But Kelm has also found that fulfilling moments of success in his professional life need to be counterbalanced with quality time at home: he takes time to recharge his batteries at home with his family or at the various sports he enjoys, and gets new inspiration from traveling.

Julia Weissbach „I just love that event circus – especially when we're talking soccer.“



„I never imagined that I would ever be working this way,“ says Julia Weissbach about her work at NUSSLI. As an architect, she is of course used to having knowledge about various specialist construction types, to be able to coordinate work, and to tie up loose ends for every aspect of a projects. „It was a bit of a culture shock at first, to apply everything I knew to temporary construction projects,“ laughs the 38-year-old, thinking about her start at NUSSLI in 2007, when she moved to Hüttwilen from her previous job with the Soccer World Cup Committee in Germany. After now nearly ten years in temporary planning and construction, Julia couldn't think of anything else she'd rather do, because: „I just love that event circus – especially when we're talking soccer.“ And while we're on the topic of soccer: currently, Julia is busy being creative as part of the project team in charge of planning a modular stadium for the Russian soccer club Zenit St. Petersburg. Julia Weissbach enjoys working with new people every day – but also loves working as part of a team of familiar faces, when it comes to kick-starting a new project. Despite the fact that she is always up for new challenges in new and exciting places, she also enjoys the quiet life at home, meeting with friends, or just sitting down with a good book. Julia gets immersed completely in whatever she does – and this applies to all kinds of water sports as well.

Craig Kersey One event that Kersey loves to attend every year is the Honda Grand Prix in St. Petersburg, Florida.



As a young baseball player, Craig Kersey learned very early on in life just how important teams are as well as what they are capable of and why team spirit is essential. And since playing professionally for the New York Yankees was not in the cards for him, Kersey, who is now 42 years old, today applies his excellent skills as a team player as branch manager at NUSSLI USA in Indianapolis. Despite Craig Kersey's 20 years of experience in the industry, he has not lost his sense of amazement. This father of two still enjoys projects that require a new way of thinking. This was needed for AVP Beach Volleyball, where the project involved realizing horseshoe-shaped arenas in four different cities. One event that Kersey loves to attend every year is the Honda Grand Prix in St. Petersburg, Florida. „This is a great client – and it's a guaranteed good time in the warm South.“ It's a little bit like being on vacation even if there is hard work involved. Currently, Kersey is currently planning the building of 12,000 temporary bleachers for the Grand Prix in Houston – built in 96 hours. „Challenges are important,“ the passionate Harley-Davidson rider says. He's already looking forward to the next one.

Dramatic arts at the summit



Director Giovanni Netzer has freed theater from spatial conventions with the Origen Festival. The preferred stages are locations where it is actually impossible to put on plays. It is a story of unleashing.

Giovanni Netzer, a man of the theater, has a penchant for the grand biblical narratives of human history. The artist believes that larger-than-life myths cannot be captured in conventional theaters alone. Giovanni Netzer has been taking a completely different approach since 2006 with the Origen Festival. He puts on plays like the „Queen of Sheba“, „The Crowning“ of Nebuchadnezzar and the story of „Noah“ in areas that are far removed from theaters. This unleashes their power and also creates a link between the massive impact of the legends and for example the pristine ruggedness of nature.

This is the case when the Queen of Sheba, for example, is presented as pure physical theater at the Julier Pass, nearly 2,300 meters above sea level. The white stage is more akin to a temple, or a gigantic shop window into the alpine world, than it is to a mere space where a performance is held. Up here, temperatures and wind conditions mean that straight theater and musical theater are not possible. The production responds to the primitiveness of the mountains in a way that is just as pared down as human existence seems to be when face

to face with the age-old rocks. The fact that it is an expressionist dance makes it all the more impressive. Theater takes on a form of expression that is dependent on the unpredictability of the place it is performed.

A similar principle is applied to the production of the crowning of Nebuchadnezzar put on at Zurich Main Station. This music theater also thrives from the reciprocal relationship between location and storyline. The station concourse serves as a symbol of Babylonian confusion, and given the diversity of the crowds of people it is also an unpredictable place. What nature represents on the mountain, humans themselves represent at the train station. The atmosphere becomes unique when actual commuters become onlookers standing at the barriers created by the artistic spectacle. When the timetable and stage performance suddenly cross paths.

Equally impressive is the story of Noah performed on a stage at the Marmorera dam. It is an ark of unleashed dramatic arts so to speak. And although they are somewhat smaller in scope, the Christmas concerts held in a workshop belonging to the Rhaetian Railway in Landquart are held in the same spirit and are a great success.

In order for these extraordinary „theatrical moments“ to happen, of course, it is crucial that the artist has a visionary

idea that goes above and beyond the realm of the imaginable. Having said that, creative people who take an idea - however fantastical that idea might initially be - and turn it into a concept that can be implemented in reality also play an important role. This is where the expertise of NUSSLI comes in. The experience gained while working on many projects in unusual locations and under unusual conditions is of vital help when it comes to developing unconventional solutions without compromising the delicate environment, safety or comfort.

Giovanni Netzer once said in an interview he gave to the Schweizer Sonntagszeitung (Swiss Sunday newspaper): „No people, no money, no infrastructure. That is what appeals to me.“ Despite all indications that this is impossible, the specialists at NUSSLI have created solutions to this infrastructure. They have been taking this unique journey with Mr. Netzer for five years now and are honored to be a part of the Origen Festival.

Swiss Wrestling and Alpine Festival

The heartbeat of Helvetia



There is no place where Switzerland exposes its true self with more abandon than at the Eidgenössische Schwing- und Älplerfest. And NUSSLI demonstrates the full potential of temporary construction – from 1961 to the present day.

There are things that are so inextricably linked to each other that they eventually become one: in the same way, traditional sports such as Schwingen (Swiss wrestling) and Hornussen (a Swiss sport involving hitting a „hornuss“ or puck as far as possible) have become synonymous with Switzerland. Sport provides a strong sense of home, and the Eidgenössische Schwing- und Älplerfest (ESAF) is an expression of Swiss identity. And just like the ESAF has managed to grow over the decades, despite rapid globalization and internationalization, NUSSLI, too, has continued to develop technically, logistically and conceptually during the past 52 years, in order to meet increasing demands without losing sight of its traditions.

In 1961, NUSSLI supplied the structural framework for the ESAF for the very first time. Even back then, the sophisticated infrastructures were put together such that they could be completely dismantled again. The temporary grandstands could seat 25,000 spectators. The event has become

larger over the past decades, but the basic premise has not changed: the event environment must meet high demands in terms of comfort and safety, despite being quick to construct and disassemble. The structures at the ESAF 2013 in Burgdorf were developed with exactly this in mind – and for a record year, at that: the arena had never before offered more seats for spectators (52,013) or taken up so much space (46,000 square meters), and never before had the ESAF seen so many visitors (300,000 over the course of three days).

Only one thing has remained the same since the early stages: groups of people from all walks of life get involved to organize the large traditional Swiss event, including the army. One person who has now coordinated all of these groups and tasks for the ESAF for the fourth time is NUSSLI project manager Jörg Sedleger. He has a special relationship to the Helvetic national sport: when he was young, he was also a Schwinger (wrestler), so he knows exactly what the Eidgenössische Schwing- und Älplerfest is all about.



Zug, 1961



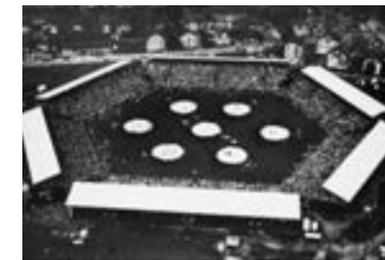
Larger

When NUSSLI was first responsible for construction at the Schwing festival, in Zug in 1961, the arena consisted of four grandstands and could seat around 25,000 spectators. A two-day ticket for a seat in the covered grandstand cost 18 Swiss francs.

This year, visitors had to pay 225 Swiss francs for the same seat at the Schwing festival 2013 in Burgdorf. And the arena can hold more than twice the number of people that it could 52 years ago.



Schwyz, 1974



Pricier

The Schwing- und Älplerfest continued to gain in popularity. Already back in 1974 in Schwyz, the arena consisted of six grandstands and had a total of 31,706 seats for the spectators. The costs of holding the event, however, did not increase uniformly at all. In 1974, the organizational committee estimated that the Schwing festival would cost a total of one million Swiss francs. After being held in Chur in 1995 – with a budget of five million – costs had risen to 22 million when it was held in Frauenfeld in 2010, and hit 25 million in 2013 in Burgdorf.



Burgdorf, 2013



More intense

Not only were the number of people that could be accommodated in the arena and the impact of spectators huge; the festival grounds reached a considerable size too: 90 hectares, equivalent to 126 soccer fields. For NUSSLI, planning the infrastructure for an event on this scale starts years in advance. It begins as soon as the competing cities bid to host the festival. During this initial phase, feasibility studies must be created to allow a rough layout plan for the possible event locations. In a second step, approximately three years before the actual festivities, plans become more specific: during this phase, Sedleger and his team begin developing detailed plans and submit their quote. Actual construction takes no more than eight weeks.



“I was responsible for the arena construction for the fourth time in Burgdorf. Every Schwing festival has its own organizational committee - each with different wishes and demands. That is why there are new challenges every time the event is held.” Jörg Sedleger

Focus on exciting projects

Partners remain partners

The International Ski Federation FIS and NUSSLI are extending and intensifying their existing cooperation by another two years. The partnership agreement between NUSSLI and FIS (International Ski Federation) has been planning and implementing temporary constructions for winter sports events since 2008. NUSSLI brings its experience from a variety of Alpine Ski World Cups and World Ski Championships and also from Winter Olympic Games into the partnership and supports the organization committees in technical issues and in planning. NUSSLI also intends to cooperate in the transfer of knowledge from former and future organization committees and thus to add value for sport and organizers.



Game, set and match to the city of Biel

The city of Biel and the canton of Bern applied together with 4sports + Entertainment AG to host the Beach Volleyball European Championship 2016 – and were successful! The planners at NUSSLI offered considerable support during the application procedure. In close cooperation, they drew up the concept, 3D renderings and visualizations, and contributed to the effectiveness of the planning process. „4sports brought former beach volleyball European Champion Sascha Heyer into the fold, which was an ideal fit in terms of the services offered by NUSSLI. The athlete introduced vision and expertise from his sporting career and network. NUSSLI was able to utilize all the experience he had gained from planning and implementing a variety of assignments in beach volleyball. The expertise of each company complements each other and we are confident about developing other projects together in beach volleyball,“ says Florian Isler, Project Leader at NUSSLI.



Larger, taller: new side storage

Carl Orff's „Carmina Burana“ was the focus of the unique dance project at Laufmühle in Welzheim, Baden-Wuerttemberg, movingly performed by professional artists, disabled individuals and students from Albertville Middle School in Winnenden. By designing the temporary 780 square meters round arch stage for this extraordinary project, NUSSLI developed a four-meter wide, so-called side storage on both sides for the first time. As a result, not only are there twice as many storage units as before but this new development also offers more freedom of movement due to increased headroom. In Arbon, side storage has even been extended to six meters on both sides for the Summersday Festival. The round arch stage has also introduced an innovation externally – as an alternative to the transparent awning, an elegant gray cover can also be selected.

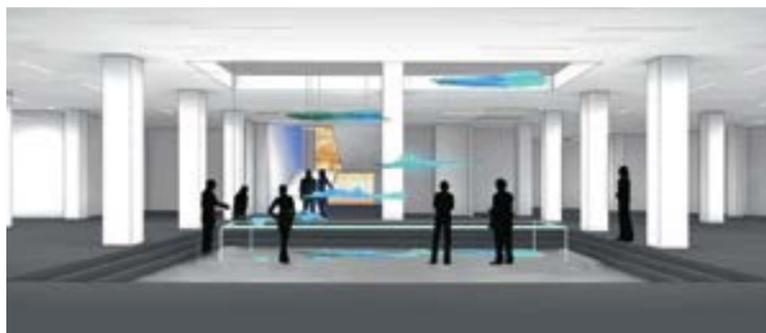
On course with the Cycling Federation UCI

NUSSLI is currently producing a Handbook for Building Cycle Tracks for the „International Cycling Union“ UCI. In addition to NUSSLI, external specialists from the field of competitive cycling and timber construction engineers are working together on the handbook in a development team. The book will, on the one hand, define the technical details of a cycle track and on the other hand, show the monitoring process for a track during its design and implementation. In this way, UCI wants to guarantee that future cycle tracks are built according to the specifications and safety guidelines of the Cycle Association and thus can be used for international sporting events such as the European and World Championships or the Olympic Games. NUSSLI's independence from the constructors of the track and also its expertise in developing the technical specifications convinced UCI to task NUSSLI with producing the technical handbook.

New challenges in sight

Archaeology in a department store

Once a renowned department store and far ahead of its time in terms of architecture, the Schocken department store in Chemnitz will take on a new identity from mid 2014. It will then become the new Chemnitz State Museum of Archaeology and, under the heading „Discovering Cultures – Understanding History,“ will trace the development of Saxony from the time of the first hunter-gatherers to industrialization, over three floors, on 3,000 square meters of permanent exhibition space, and with 5,000 exhibits. But it is not just the archaeological exhibition itself that will be worth visiting, the outer shell of the museum is also something quite special. The design of the semi-circular building was based on the plans of the famous Werkbund architect Erich Mendelsohn in 1927 and was completed in 1930 as a warehouse for the department store chain of Salman Schocken. The State Office of Archaeology has commissioned NUSSLI to construct the display cases and the exhibition. The Brückner Studio is responsible for the overall design.



German Pavilion „Fields of Ideas“ at the EXPO 2015

The best design teams in Germany have come together to form work groups and develop ideas on how the German pavilion at the EXPO Milan should look. The overall concept created from the cooperation of Milla & Partner / Schmidhuber / NUSSLI convinced the selection committee with its thoroughly harmonizing design, conveying and combining content and architecture with suitable messages. NUSSLI is responsible for the implementation and for project management, Milla & Partner for the conceptual content, exhibit and media design, and Schmidhuber for the spatial concept, architecture and overall planning services.

Germany will be represented with the pavilion „Fields of Ideas“ on almost 5,000 square meters - the largest available space at the EXPO. The German pavilion is clearly oriented on the overall theme of EXPO 2015 Feeding the Planet – Energy for Life, and creates awareness for the power of nature as a significant source for our food, which will have to be better protected and more intelligently utilized in the future. The four-story structure with exhibition space, three restaurants and a freely accessible landscaped level on the deck will be a place for encounters and exchange, and will offer visitors an opportunity to become involved. In terms of architecture, the pavilion looks to organic shapes in nature. Stylized flowers grow to the surface from „sprouting ideas“ in the exhibition, creating a large roof of leaves.

The project is the second of its kind for the partner constellation. Their previous joint venture, the award-winning German pavilion „balancity,“ was one of the greatest attractions at the Shanghai EXPO in 2010.



FC Zenit St. Petersburg

The Russian league topper FC Zenit St. Petersburg supports the development of soccer in the region. Proper soccer infrastructures, however, are few and far between in the region around St. Petersburg. The premier league club tasked NUSSLI with a feasibility study for a modular stadium, which would offer local teams a state-of-the-art venue for their matches. The study aims at options for constructing a whole stadium in less than twelve months. Such a short construction time would require all the add-on facilities, like restrooms, kiosks, sky boxes and merchandising stalls to be planned as prefabricated,

modular units. The modular stadium is to become the second team's permanent home stadium. But that's not all. The implementation of an artificial green for the pitch will mean that all UEFA guidelines will be met, making it a full-service additional stadium for the first team in their international matches. Envisaged completion: late 2014. Degree of challenge involved: high. Mindset of the NUSSLI team: extremely motivated.

