

UP' date

2014

The NUSSLI Magazine

NUSSLI



Focus: Goals

TED Conference
The theater of great ideas

Thunerseespiele
A passion for musicals

Olympic Games Sotchi
Challenges in the Olympic Park

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Foreword

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The Customer's Goal is our Goal

When we implement our clients' ideas and, for example, build the infrastructure for an event, it is far more than just a job that we have to do. It is our passion for the idea that inspires us to do more. As such, the pavilions in Sochi, the Davis Cup grandstands in Geneva, the many open-air music festivals – in fact, all structures realized by NUSSLI over the past few years – are much more than simply projects. We have approached the client's ideas with our know-how, our experience, as well as our passion. During this time we planned with you, sought solutions, built and celebrated openings, kick-offs, or premieres, we had only one goal in mind: the success of your event through the contribution of our work.

With this driving us, we at NUSSLI strive to align ourselves with the client's needs. With Ambrosius, the new subsidiary of the NUSSLI Group since 2014, we have an additional office in Frankfurt. Our capabilities and flexibility have increased once again. Above all, with our new employees, we now count additional professionals among the NUSSLI team who share the same excitement for your challenging ideas and plans.

With increased numbers, we are optimistic about 2015 and the exciting assignments it brings, some of which already occupy us today. We look forward to the many winter events culminating with the Alpine World Ski Championships in Vail. Working at multiple sites simultaneously, the NUSSLI Project Team is pleased to contribute towards the success of Expo Milan 2015; we can barely wait for the opening in May.

On the following pages, you can see what happens when, in addition to professional skills, passion is at play. I wish you a great read.



Martin A. Messner, CEO NUSSLI Group

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Department Store Transformed into Museum

Saxon State Archeology Repurposes Department Store





Archeology is history – and archeology in the historical and legendary Schocken department store in Chemnitz is history that is, itself, making history! Since May, this unusual three-story domicile has served as the stage for the archaeological treasures of the state of Saxony – planned in a modern and coherent fashion, scenographically orchestrated by the ATELIER BRÜCKNER gallery, and constructed by the specialists at NUSSLI. Covering over 3,000 square meters of floor space, the museum has 6,000 exhibits on display that illustrate how culture and society have developed over the millennia. NUSSLI created countless dome glass cases, all-glass showcases and glass wall displays so that visitors can marvel at the history of our development.



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New Behind-the-Scenes World Record at the Davis Cup

NUSSLI Builds Temporary Tennis Arena with 18,500 Seats





NUSSLI's construction of a 15,500-seat tennis arena in Expo Hall 6 in Geneva during April, 2014 was already an impressive feat. But the experts at NUSSLI outdid themselves yet again during the Davis Cup semifinals in September by building one of the world's largest temporary indoor tennis arena ever with 18,500 seats – 3,000 more than their previous achievement. Only 30 assembly specialists were required to set up the imposing grandstands covering 27,500 square meters. The Swiss Davis Cup team obviously felt right at home, beating the Italians 3:2, thanks to a confident Roger Federer who scored the winning point.

This is where the music's at!

Forty Festivals in a Hundred Days

As long as there was music and as long as it was outdoors, whether techno, classical, or a colorful mixture, innumerable open-air festivals all over Europe once again brought musical flair and a carefree atmosphere to hundreds of thousands under the clear summer skies of 2014. From June to September, the trucks drove almost continuously from the site of one festival to another to deliver materials for modular systems. At one site, the NUSSLI crews were installing stages and sound towers, while at the next they were already dismantling grandstands and hospitality zones – at more than forty festivals within a hundred days.



Classic Open Air Berlin, DE

Since 1992, the Classic Open Air has been one of the cultural highlights of summer in Berlin. Jazz and pop stars share the stage at the Gendarmenmarkt with international opera power-houses, delighting over 6,000 audience members. The performances are concluded with fireworks, lasers, and a light show.



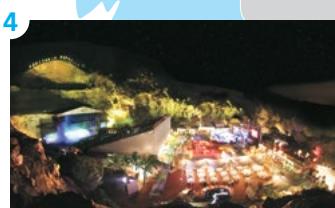
Feuertanz and Veldensteiner Festival, DE

The modern stage covered with technical equipment looked a little out of place in the medieval settings of the Feuertanz and Veldenstein festivals. Apart from music of the medieval rock genre, jugglers, fire-eaters, meals from the dark ages, and a marketplace were all a delight to lucky visitors.



Festival Cap Roig, Calella de Palafrugell, ES

First-class and internationally acclaimed artists perform each year against the unforgettable backdrop of the castle and the botanical gardens of Cap Roig on the Costa Brava. The high-quality grandstand installation seats over 2,000, including VIP boxes, built-in modules for ticket sales, cloakrooms for performers, production offices, and storage areas.



Starlite Marbella, ES

Even though it is still young, the Starlite Festival with its highly varied program consisting of music, fashion, film, art, and gastronomy is already a well-established event in the posh Spanish holiday town of Marbella. The stage and spectator grandstands are installed in a former quarry, creating an extraordinary atmosphere.



Primavera Sound Barcelona, ES

The Primavera Sound festival in Barcelona is seen as a trendsetter among urban festivals. In addition to established performers, it is also a platform for new musical projects from the indie genre. Representatives of the rock and pop genres, as well as most of the underground trends of electronic music and dance, alternate on stage.



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Outlook Festival Pula, HR

An abandoned fort in Pula, located directly at the coast, served as a backdrop for the one-of-a-kind festival for fans of drum and bass, dubstep, hip-hop, and electronica. NUSSLI installed four stages at various locations on the Croatian peninsula.

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Electric Love Salzburgring, AT

Bass music replaces the sounds of motors revving on the racetrack in mid-July. This electronic music festival takes place on the Salzburgring racing track. NUSSLI constructed a variety of stage complex with a 20-meter-high back wall and laterally integrated bars and lounges for the event.

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Openair St. Gallen, CH

One of the oldest music festivals, Openair St. Gallen has been held in the Sittertobel nature reserve since 1977. Its innovative program attracts visitors from all over Europe. NUSSLI set up most of the infrastructure, such as the two stages, the VIP platform, and the video podiums.

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Stars in Town Schaffhausen, CH

A small, but delightful music festival with a top-notch program right in the heart of the city – that's Stars in Town. The attention to detail in the setup and the location surrounded by historic buildings give the event a special charm of its own.

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Openair Frauenfeld, CH

The biggest stars in the hip-hop scene perform at Openair Frauenfeld each year. Two shell stages constructed right next to each other ensure that the music never stops, even during intermissions.

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Gurtenfestival Berne, CH

The Gurtenfestival, also founded in 1977, takes place over a span of four days on Berne's iconic mountain, and presents over 60 live acts with rock and pop stars from all over the world. NUSSLI constructed three stages, sound towers, lounges, and much more for the four-day festival.

Planning Years in Advance



One of NUSSLI's keys to success is the ability to act flexibly and at short notice – that is, coming up with overnight solutions or taking a project on and getting started on construction in the shortest time possible. That is what we are known for. However, long-term planning is equally important in our business. That is where Reto Rey comes into the picture. He is a forward thinker who plans years ahead of time and is constantly searching for the challenges and opportunities of the future.

up‘date: Mr. Rey, you are a visionary. What major future events are you already busy with?

Reto Rey: The projects I am currently focusing on include the 2018 World Cup in Russia and the 2022 World Cup in Qatar, the Expo 2020 World Exhibition in Dubai, and the 2018 Winter Olympics in Korea.

up‘date: And what exactly needs to be done? What can be planned years in advance for an event such as the Winter Olympics in Korea?



Reto Rey: The thing is, with the possible exception of speed skating, winter sports are not very popular in Korea. So, in the time leading up to the Olympic Games, Korea is planning to specifically promote winter sports with events that will give the Korean people an opportunity to get to know them better. In this respect, we are helping the organizers with their marketing activities by conducting feasibility studies. This includes, for example, how a temporary ski jump can be built in the middle of a city. In addition, our services also include concepts for the Olympic Games. With these, we can show the organizer where there is potential for optimization, thereby saving costs. For example, we might ask: Would a temporary speed skating arena be a more cost-effective solution?

up‘date: In your opinion, which areas of planning/preparations for an event hold the most potential for cost savings and optimization?



Reto Rey: Our experience from previous large-scale events has shown that planning should not only focus on the event itself, but also its legacy. For example, what happens with the infrastructure after the event? Can arenas or other sports facilities continue to be used in a meaningful and profitable manner? In order to answer questions like these, we come up with concepts which, besides addressing the needs of the event, also assess what they can be used for once everything is over. Accordingly, we come up with suggestions for expansions or temporarily repurposing existing facilities, or even for structures that can be dismantled entirely.

up‘date: Does that mean that your planning services focus primarily on large-scale events?

Reto Rey: Not entirely. We generally look ahead, for example by developing innovative products. So, even though our grandstands have proven themselves over the past few

years, we are working on a new system that will be even lighter and which has an even wider range of applications. And by using new materials, it will also be better suited to fulfill the more exacting standards architects now have with regards to flexibility and design.

„We are particularly fascinated by projects that involve a high degree of complexity and originality.“



up‘date: What does the situation look like for exhibitions? What opportunities exist here for forward planning?

Reto Rey: Despite more intense competition, we see great potential in the area of exhibition and pavilion construction. We are particularly fascinated by projects that involve a high degree of complexity and originality. This is because they allow us to combine and utilize synergies from our business areas of Events, which involves construction with modular systems, and Exhibitions, which involves custom construction work with various materials, to our clients' advantage. With our know-how, speed, and flexibility, coupled with individuality and high-quality workmanship, we are already able to provide clients with assistance at the early stages of planning and come up with the optimum solution for their needs.



Reto Rey

is in charge of Business Development at NUSSLI. His achievements include taking charge of project management and planning for the multi-functional Crystal Hall event complex in Baku, Azerbaijan. In addition, from 2009 to 2010, he developed, planned, and supervised the implementation of the entire temporary event infrastructure at the ten stadia for the 2010 World Cup in South Africa. Rey completed his studies at ETH Zurich (Switzerland) with a degree in architecture (ETH/SIA). He was a freelance architect at various architectural firms including his own practice before he started working at NUSSLI in 2007.

A Theater of Ideas: Born for and from a New Way of Thinking

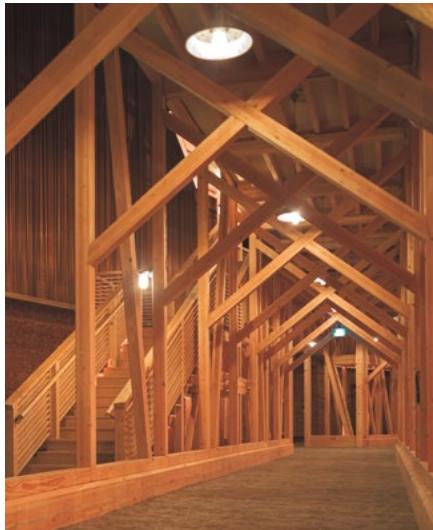


At many points, NUSSLI's task of installing a temporary theater for the prestigious TED Conference in Vancouver was like an encounter with the philosopher Sokrates, who said: „I know that I know nothing,” because the spectacular structure compelled everyone in the team to forget everything they had known up to that point, to shake off all conventions and start over again from scratch. The Objective: The creation of an inspiring setting which is able to capture and intensify the formidable power of speech. A resonant body of ideas. A magnifying glass on the present. An incubator of the future.



There is this video on the internet; it is exactly 1 minute and 57 seconds long and shows the creation of a structure: At first, a huge empty space. Then, a time-lapsed shot of countless people changing this space piece by piece. First, the floor disappears under protective panels. This is because what is being created in the Vancouver Convention Center is a theater that will disappear again completely after the 2014 TED Conference without leaving any visible traces in the building. The construction process seems almost playful in the time-lapse video. But the manifold tasks and services taking place in the background remain hidden to the viewer: The struggle to come up with the right concept in the planning stage, the exorbitant logistical challenges of a hall for which the only point of access is one narrow door, whose limited dimensions have already played a pivotal role in the design of the individual components. The viewer sees equally little of the faces of Bruno Heim and Patrick Wallain, the NUSSLI project managers responsible for the project; faces which have taken on every imaginable expression during the genesis of the project: joy, anticipation, worry lines, perseverance, confidence, and at the end – bliss.

The story behind all this, which the impressive video does not show, begins in the summer of 2013 with a call from architect Michael Fischer of the Rockwell Group. The TED Conference, in its 30th year of existence, will undertake a change of venue from California to Vancouver. And the TED Theater that will be built must be designed to reflect the spirit of the conference down to the last detail and be sustainable at the same time: It has to be designed for quick assembly and even quicker disassembly. It needs to be constructed in a way that will serve the specific requirements of the conference. A large, multifunctional stage and rows of seats that guarantee no less than 13 variants of seating types and provide seating for 1,200 people, making it possible for the speaker to form a special bond with the audience. Ideas worth spreading must find their ideal breeding ground in this theater. During this initial contact, project manager Bruno Heim already sensed that the engineering must bid farewell to old patterns of thinking, as no visible symmetries and no conventions were discernible. The impression is confirmed when Fischer sent over a virtual three-dimensional layout and asks: „What do you think is the best way to implement this?“



Bruno Heim processes the concept mentally, and goes over all the possible construction methods and materials with Architect Fischer and with his team. Steel? Too heavy, too much material. Soon, it is clear; it has to be wood, itself a symbol of sustainability and a substance that alludes to the identity of the host country, Canada. In the end, planners and architects agree on a construction method using modular wooden boxes: „It's a bit like Lego,“ says Bruno Heim, and he likes the idea even more. Even with Lego, it is important that every piece occupies the right place and is just the right fit for the mode of construction. And this is how Rockwell and NUSSLI, working with an experienced woodworking partner, CutMyTimber, developed a complex process using 8,000 individual pieces of Douglas fir wood which, in turn, are assembled into boxes, each one consisting of about 50 components. Throughout the entire planning and production process, it all takes place in virtual space. Production data from the planners' desks have almost direct control over the CNC cutting machines at the production firm. Swiss, German and American know-how ultimately result in the emergence of the necessary production pieces out of 250 cubic meters of wood. „This was something completely new for all of us, with both planning and production being done almost entirely digitally, without paper,“ recalls Bruno Heim.

As production goes on, the detailed planning of the assembly creates headaches for the team, because the door to the Vancouver Convention Center measures only 314 to 311 centimeters. Moreover, there is no direct truck access to this bottleneck, so a ramp in the adjacent plaza must be used. And on top of it all, the schedule is extremely tight. The great hall will be handed over for construction on Sunday, March 9 at midnight. Everything, including specially crafted seating systems, technology, lighting and furniture, must be completed by noon on Friday, March 14. „We have explored the limits of what is possible, and believe me; there were moments in which I wasn't sure that we would make a three-point landing,“ says Patrick Wallain. But at that point, he couldn't even think about it, because that would require time he did not have. And so, 45 men throw themselves into the mammoth task in alternating 12-hour shifts creating 24-hour workdays. The wooden components are assembled in a warehouse on the outskirts of town and then loaded onto trucks which must arrive at the Convention Center in the correct order to be there at the exact right place and sequence in the construction process. Intermediate storage is not possible; everything has to happen just in time. The schedule does not allow for mistakes.



And it succeeds: The TED Theater is handed over on time, and everyone who enters it is immediately captivated. An impressive translucence emerges from the special architecture, a feeling of lightness, openness and boundlessness and the fragrance of raw wood that is polished only where people touch it, filling the room with an organic atmosphere. Architect Michael Fischer, who has not only influenced the project significantly, but also participated in every phase, is impressed by the performance of the project team. „I can say it was a distinct pleasure to work with the entire NUSSLI team. We greatly appreciated their dedication and constant focus on getting the details right regardless of scale. This was an immense undertaking, and NUSSLI totally rose to the challenge. I couldn't imagine it happening any other way.“ TED Conference leader Chris Andersen is likewise overwhelmed by the result and will later say: „I believe this is the kind of theater to which people will want to return again and again.“ The opportunity for this will come next year, because it will be assembled again for the next TED Conference. Patrick Wallain is already looking forward to it. He clicks again on the video that compresses the entire mammoth project into 1 minute and 57 seconds. Then, he smiles and turns to new goals

About the Project

[more ▶](#)



The Task

Construction of a temporary theater for the TED Conference at the Convention Centre in Vancouver with a stage and a grandstand to accommodate 1,200 persons.

The Solution

NUSSLI constructed a grandstand following the ideas and plans of David Rockwell of the Rockwell Group, with a structure made of 8,000 individual pieces of Douglas fir wood which are assembled into boxes, each one consisting of about 50 components.

Special Feature

The temporary TED theater was a totally digital design and construction project with the entire process being completed virtually, without paper – from the first three-dimensional design model through to the direct control over the CNC cutting machines at the production firm and the logistic system for the assembly.

Moments that we are thrilled to look back upon



www.lehledesign.de

Opel puts visitors' powers of perception to the test at the 2014 Moscow International Automobile Salon. Mirrors on the ceiling and walls and a shiny black glass floor caused the models exhibited to appear anywhere from double to an infinite number of times.

Casa Novas in Arteixo, located in northern Spain, also regularly contributes a show jumping tournament of the highest difficulty (C5I5★), making it a prime destination for many equestrian sport lovers, as well as the media. In addition to infrastructure for the spectators, NUSSLI provides video walls, VIP tents and platforms for the media.



Chocolate manufacturer Chocolat Frey receives guests in the visitor center in Buchs, Switzerland, with a sweet exhibition about chocolate. NUSSLI installed 17 stations where visitors could taste, smell and experience chocolate from its cultivation as a cacao bean to its culmination as a praline.



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The St. Gallen Festival has created a name for itself in a short time through productions of lesser known operas set against the imposing backdrop of the cathedral. „La Favorita“ by Gaetano Donizetti was already the ninth production – and, since the beginning of 2006, performed with a stage and grandstand from NUSSLI.



Adidas invited 2,500 marketing and sales managers to its Global Brand Conference 2014 in the Brose Arena in Bamberg, home of the Brose Baskets, and presented the new advertising slogan „adidas is all in.“ With the program and show acts on the NUSSLI stage, Adidas arranged a shift in perspective and showed the brand from the viewpoint of the customers.



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The Heldenbergs training center belongs to the world-famous Spanish Riding School in Vienna. Every year in June, the so-called Emporer's Whites of the Heldenbergs demonstrate the high art of dressage. What could be better for a horse lover than a place in the outdoor grandstand to experience the gala performance of the noble equestrian purebred?



For the seventh time, Spain hosted the UCI World Road Championships, combining a total of 8 events this year in Ponferrada. NUSSLI built viewing stands, VIP grandstands, platforms, and work stations for the media along the route as well as a press center.

Since 2013, Madrid has hosted the Longines Global Champions Tour, an international tournament series in show jumping of the highest difficulty – C5I5*. As befits equestrian events, the corresponding infrastructure such as VIP areas and grandstands were of the highest standards. For the first time ever, NUSSLI utilized the new glass balustrades, optimally combining functionality, safety and design.



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Over 11,000 music fans were at the biggest music show in the world, the European Song Contest in Copenhagen. The old wharf buildings were converted into modern event halls and additionally equipped with seating for more than 8,000 spectators along with platforms for commentators, the disabled, as well as for light, sound and cameras.



Glasgow was the host city for the quadrennial Commonwealth Games during the summer of 2014, and was the focus of media attention for about two weeks. NUSSLI planned and realized the International Broadcast Center for television and radio to accommodate media representatives from around the world. The project team provided a turnkey solution based on modular office containers.



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At Lake Silvaplana amidst the mountains of the upper Engadin, Giovanni Netzer presented a dance performance about Charlemagne for the Grisons cultural festival Origin. NUSSLI built a golden theater with 300 seats and a stage presenting the snow-covered Lake Silvaplana and mountains as a backdrop.



Every year since 1996, the romantic park at Haindorf Castle has been the venue for the staging of popular operettas against the impressive backdrop of the rear of the castle. For the first time, a dome stage was used in summer 2014 for the production of Jacques Offenbach's „La Vie Parisienne.“

Baloise Session – the indoor festival with the unique table club atmosphere. In the event Hall designed by Herzog & de Meuron at the Basel Trade Fair, NUSSLI additionally built platforms on different levels guaranteeing an optimal view of the stars on stage.



We are NUSSLI

Ralph Passer „What intrigues me at NUSSLI is the great variety of projects and the wide spectrum of challenges“



Marcel Niggli „There is most definitely no other carpenter's workshop in Switzerland that accomplishes such varied projects.“



When he finally has free time, project leader Ralph Passer loves to spend his time working. It once happened that he went into his storeroom and realized: „Oh, there are still some Euro pallets lying around...“ He promptly turned them into a bookshelf. And a bed. „The main thing is to keep moving and create something,“ says the 35-year-old. Somehow, skilled trades must be in his blood; his apprenticeship as a carpenter and joiner is proof of this. He would later take his skills to the next level by completing his Master's in Construction Management in Auckland. Without even realizing it, in doing so, Passer qualified himself as the ideal candidate for various duties at NUSSLI. He had already gotten to know the company in 2003 while working as a freelance exhibit stand constructor and was hired soon after. In 2008, during the construction of an exhibition project for watch manufacturer Omega in Beijing, he discovered how professional development and individual happiness sometimes complement each other; this is where he got to know his wife, with whom he now has a small daughter. What intrigues Passer at NUSSLI is the great variety of projects and the wide spectrum of challenges, for which he believes he is well-equipped. „I am someone who can rapidly assess situations, who directs, and makes decisions.“ This is the only explanation for how he is able to work on three projects at entirely different locations simultaneously, as he is currently doing with Shanghai Volkswagen in Wolfsburg, Skoda in Paris, and BMW in Munich.

When you ask 40-year-old Marcel Niggli what he likes most about working at NUSSLI, you get answers like these: „There is most definitely no other carpenter's workshop in Switzerland that accomplishes such varied projects.“ Entirely different execution and design requirements at the drop of a hat – for many, this would be their worst nightmare. „It's what I live for,“ says Niggli, who has been leading NUSSLI's very own carpenter's workshop at its headquarters in Hüttwilen for the past two years. Marcel Niggli did not qualify himself for the position by amassing diplomas or degrees. „I simply learned on the job.“ With his carpentry apprenticeship, he turned his hobby into his profession. The passion he shows for wood as a raw material and its versatility gives him a special intuitiveness when it comes to complex tasks at NUSSLI. Facing every challenge head on, preferring to search intensively for a solution instead of simply saying „not possible“ – that's the reason the company values him. But life isn't just all about work, and family occupies the rest of the life of this married father with two sons. He prefers being in the great outdoors, preferably in the forest, where he can hear the wood growing, the stuff his professional calling is made of.

Ina Zehnder „It is simply fascinating to plan a project from the very beginning and watch it grow day by day.“



Luciano Arrezze „I'm already looking forward to the next exciting project and the challenges it will bring.“



„You have to work with joy and with a purpose; only then can you overcome all obstacles.“ That's how Ina Zehnder summarizes her very own recipe for success. Obstacles, or rather, challenges, are something that the 24-year-old industrial management assistant faces all the time. It's all part of her job. No two days are the same. Since 2012, this young woman has been employed as a project assistant at NUSSLI in the German branch office in Roth, which means that she is often present at construction site activities. „During this short time at NUSSLI, I have already learned a great deal.“ This includes, for example, her contributions to the FIS Ski Championships project in Schladming. But that isn't all; as part of the NUSSLI team, Ina Zehnder would also like to invest her organizational talent and passion in future projects, ideally in large projects overseas. Carrying out a project all by herself, that's one of her future goals. „It is simply fascinating to plan a project from the very beginning and watch it grow day by day.“ Her colleagues value Ina Zehnder's flexibility, ability to work in a team, perseverance, and most of all, the fact that she's always in a good mood. When she's not working, she loves taking part in winter sports activities and spending time with friends and family. In addition, for over ten years, she has served as a basketball referee and also participated actively as a team player, where her determination has most definitely helped her team win quite a few games.

„If there's a problem and you find a solution instead of griping about it, then all other problems will also be resolved.“ With this as his motto, 41-year-old Luciano Arrezze has been working as a branch office manager for NUSSLI in Barcelona since 2010. But Arrezze, a native of Brazil, already had quite a career profile to speak of before he accepted that position. Early on in his life, he discovered his love of all things technical – a passion for seeing things grow and take shape. His apprenticeship as an architectural draftsman and his machine engineering degree honed his skills and allowed them to mature. His first contact with NUSSLI in 1998 also marked the beginning of his years of traveling. At that time, Arrezze demonstrated his high degree of flexibility and ability to grow as a person. The ability to speak four languages is only one of the many testaments to his remarkable developmental capability. According to him, the most significant project he has ever been involved in (apart from the birth of his two children) is the temporary tennis stadium for Barcelona's traditional Conde de Godó tournament. „But I'm already looking forward to the next exciting project and the challenges it will bring. Whatever it is, I'm ready to begin!“

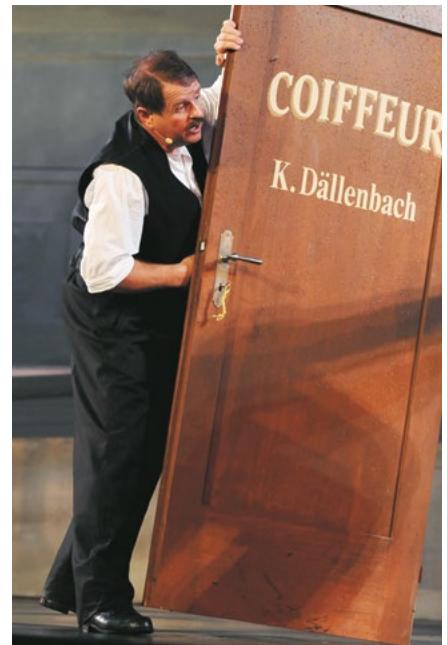
United By Common Goals



The Thunerseespiele musical events and NUSSLI are united by a partnership that has endured for more than a decade. This is due to one thing most of all: striving toward a common goal. The fact that this goal presents as an ever-changing challenge, year after year, makes the annual joint effort especially interesting. But after so many years, it is more than just that; it has become a matter that is close to our hearts.

When Andreas Stucki, the co-founder of the Thunerseespiele open-air musical events, went out on a limb and brought the musical „Evita“ to the stage on the water, he had no idea if it would bring him long-term success. And NUSSLI, as a builder of stages and grandstands, was equally unsure as to whether it would mark the beginning of a long-lasting partnership, a relationship that, thanks to the ever-changing requirements for the stage design, is a wonderful opportunity for a company to develop its technical expertise and thereby increase the value of its most important resource – know-how.

Since then, twelve years have gone by, up to 70,000 guests visit the Seespiele each year, and there are no longer any doubts concerning the late Andreas Stucki's concept. The list of musicals performed is long and includes classics such as „West Side Story“ and „Miss Saigon.“ But the Seespiele have a history of daring to try out new things and of forging an identity with the country beyond whose borders the spectacular event was already known. The result has been extraordinary world premieres of performances such as „Gotthelf,“ „Däl- lenbach Kari,“ and „Der Besuch der alten Dame“ (The Old Lady's Visit). Overall, the Thunerseespiele has contributed new impulses and a greater amount of recognition to the art form of musicals.



In Thun, NUSSLI's evolving but always stimulating duties include building the entire stage and grandstand structure on the lake, including a substructure, as the lake floor alone is unable to support the entire weight. Certain productions have also required the implementation of moving components in order to create special effects on stage. In addition, the realization of access ramps, directors' pedestals, light towers, sponsor platforms and VIP podiums are required on a regular basis. With constantly increasing success, the construction has also continued to grow; at the beginning, it seated over 1,800 people, but now it accommodates almost 2,500.

Today, Elsbeth Jungi Stucki, the wife of the late co-founder Res Stucki, is the chairwoman of the Thunerseespiele's Board of Directors. She has this to say about the long-standing partnership with NUSSLI: „After so many years, the team works like a well-oiled machine.“ The solutions, which are tailored specifically to the Seespiele's requirements and include special elements, are the ideal system. „It allows us to offer all members of the audience a wonderful musical evening with a good view of the stage.“ However, the most important factor is: „The reliability and the passion of our partners. That's what we experience when working with NUSSLI. We are working together on something worthwhile: Culture in the open air.“ NUSSLI is committed to ensuring that this continues to remain the same even in the future. Here's to new goals we can strive towards together with our partners.

Olympic Goals in 50th Year

NUSSLI's Olympic history began in 1964 at the Winter Olympics in Innsbruck – the new contracts in Sochi, Russia, were therefore a sort of anniversary: 50 years of Olympics challenges, 50 years of new and challenging assignments from which the company's goal is to grow. Piece by piece, these experiences build the most important pillar at NUSSLI: know-how and the readiness to learn, even after five decades. In this spirit, the ambitions in Sochi greatly surpass the Olympic motto „Being there is everything.“

Technician Marco Schlegel remembers clearly that there was much to learn with regard to the Olympics: „We completed seven large prestigious projects in parallel, sometimes under difficult circumstances.“ This included five free-standing sponsor pavilions for global companies: Volkswagen, Omega, Procter&Gamble as well as Samsung at two locations. In addition to this was the presentation of the host of the 2018 Olympics, Pyeongchang, and the House of Switzerland as the calling card of the Alpine nation.

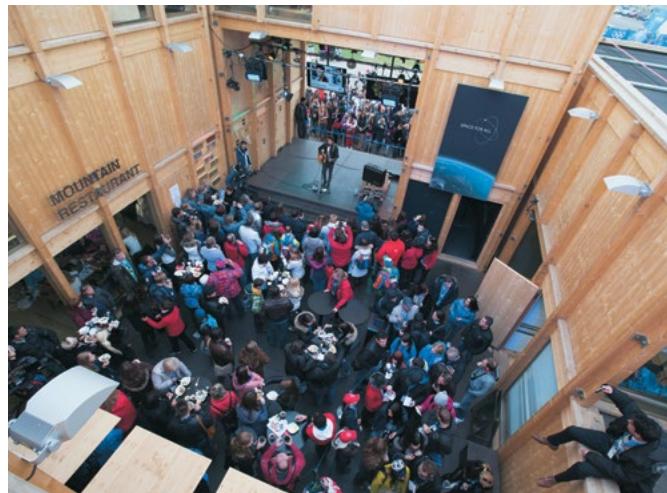


For the comprehensive and complex buildings, NUSSLI had to mobilize all its know-how in order to complete the structures comprising several thousand square meters, unusual architecture and large amounts of material on time. Of particular importance was the improvisational talent of the team: „There was the permanent challenge of constant security checks, which were required in order to even enter the Olympic Park,“ recalls Marco Schlegel. Whatever served security delayed the logistics process. So even when material arrived late at one location, the time spent waiting had to be utilized for some other task – the targets planned as part of the tight schedule had to be achieved at all costs.

This concept of flexibility worked out: All of the structures were finished on time for the opening of the spectacular sports event – and also fulfilled the clients' high expectations. The best example for this was the House of Switzerland: the pavilion proved to be a real crowd-pleaser, and not only in culinary terms.



Two of the five sponsor pavilions that were realized by NUSSLI: Volkswagen and Samsung.



more ▾



Swiss television broadcast daily its latest contributions concerning the Olympics, from the television studios in the House of Switzerland.



„The House of Switzerland project management team from our client Presence Switzerland was on site until the conclusion of the construction, which was extremely helpful. Due largely in fact because we could immediately discuss and easily make smaller changes during the construction process.“

Marco Schlegel

Focus on exciting projects



In Granada, NUSSLI increased the seating capacity by 3,600. Not a single inch of the Palacio Municipal de Deportes was left unused.

Team Spirit Worthy of the World Cup

With their triumph over Serbia, the American basketball team won the 2014 FIBA Basketball World Cup in Madrid in September. According to Klay Thompson, star player of the US basketball team, this title victory would not have been possible without their exceptional team spirit. „For me, the best experience of all was to see what we were able to achieve as a team.“ The same is true of the NUSSLI team that scored with the construction of the grandstand facilities for four out of a total of six venues. The requirements for each



In addition to the 3,400 grandstand seats, NUSSLI also provided 500 fully-equipped media work stations in Bilbao.

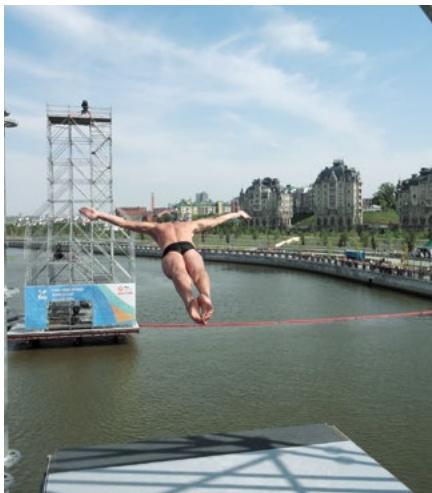
venue were analyzed and defined in cooperation with the organizing committee and the managers of the venues in Madrid, Barcelona, Granada and Bilbao. In all the host cities, the temporary structures were inserted into the existing structures with great precision. The seasoned performance of the NUSSLI team was impressive. Stairs, towers, platforms and more than 14,000 seats for spectators and representatives of the media and press – on time and a perfect fit.



Ambrosius and NUSSLI's first collaborative project is an eye-catching and memorable exhibition stand: Opel at the 2014 Paris Motor Show.

Working Together Towards a Common Goal

They could be called a well-oiled team. Working on their first collaborative project with NUSSLI Exhibitions, our colleagues at the new NUSSLI subsidiary, Ambrosius, completed a stylish expo stand for Opel at the 2014 Paris Motor Show. With the purchase of Ambrosius and the accompanying combination of two previously separate networks, NUSSLI has augmented its capabilities for technically and logically challenging exhibition stand construction projects. Martin A. Messner, CEO of the NUSSLI group, expects one thing above all from the collaboration of the two experienced exhibition stand construction companies: „The reliable expansion of exhibition stand competencies and capacity. With support from Ambrosius' business activities, we are steadily expanding our exhibition stand construction business in Germany. Ambrosius has an international network of contacts and is active in the automobile sector. In addition, our new partner also counts famous brands from other industries among its clients. Ambrosius is an established brand not only in Germany, but also internationally, particularly in China, and perfectly complements NUSSLI's range of products and services.“



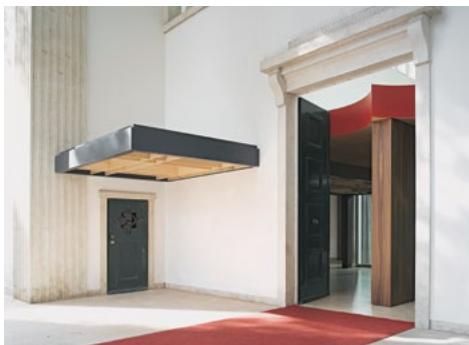
NUSSLI conducted a feasibility study on the conversion of the football stadium into a swimming stadium for the 2015 FINA World Swimming Championships.

View from the 27-meter-high diving platform on the Kazanka River at the 2014 FINA High Diving World Cup.

Projects in and by the Water with Partner FINA

To kick off its newly-forged partnership with the Aquatics world governing body FINA, NUSSLI took on the role of general contractor and planned the centerpiece of the FINA High Diving World Cup in Kazan – the diving platform. The athletes were not the only ones who were impressed with the elegant diving platform which towered a record-setting 27 meters into the sky yet withstood the strong gusts of wind without any difficulty. The organizing committee also expressed their appreciation of NUSSLI's solution-ori-

ted and reliable work ethic during the collaboration. NUSSLI has already conducted a feasibility study for the 16th FINA World Championships, investigating the possibility of turning the Kazan Arena football stadium into a swimming stadium with two pools and additional grandstands. Plans also include a diving platform in the Kazanka River again, with grandstands, a food and beverage area, and a media center on the riverside promenade.



The focus is on the details, the high-quality materials, and the surfaces.



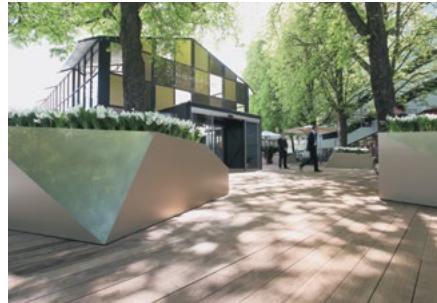
A Bungalow in the Pavilion

After years of seclusion, the German Chancellor Bungalow returns to the public. For the Biennale di Venezia, the team of architects Alex Lehnerer and Savvas Ciriacidis replicated parts of the former residential and reception building of the German Chancellor in Bonn and „spliced“ it with the German national pavilion in the Giardini in Venice. The two buildings stand for two periods in German history, for two concepts of political representation and for two architectural languages.

At Germany's contribution to the 14th International Architecture Exhibition, NUSSLI was responsible for exhibition construction and logistics. „Only small elements

were possible, and everything had to be delivered by ship“, explained the architect Ciriacidis in an interview. „We did not dare drive forklifts on the natural stone slabs.“ With simple pulleys, workers hoisted the heavy steel beams weighing several metric tons onto the wall panels by hand. The focus lies in the detail, the high-quality materials, and the surfaces. The interaction of the partial construction of the Chancellor's Bungalow with its „host,“ the German Pavilion, speaks for itself, such that the visitor experiences the history, moments and periods in a „third space“ – without the aid of extra scenic elements.

Challenges Ahead



NUSSLI will be constructing modular exhibition stands with various configuration options over a total floor area of 10,300 square meters in halls 2, 3, and 4.

Sophisticated exhibition stand construction in Basel

Precious stones have fascinated mankind since the dawn of time. From March 19 – 26, 2015, the Baselworld Watch and Jewelry Show will once again draw a crowd of 100,000 from all continents – traders of diamonds, precious stones and pearls, representatives of the watch and jewelry industry, as well as the supplier industries, journalists, and of course visitors. Baselworld is the most important industry platform, and the event that determines trends in the global watch and jewelry industry.

As in previous years, NUSSLI has been commissioned by MCH Messe Basel to construct the stands in 2015, including electrical installations, lighting, and all the decorative elements for the „Hall of Impression“ (Hall 2), the „Hall of Universe“ (Hall 4), and the „Hall of Elements“ (Hall 3), as well as the on-site platforms for the show, and the portals to the „Palace“ exhibition building.

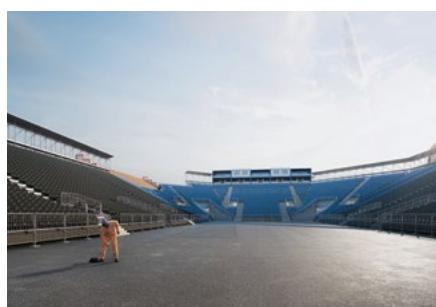


Based on the success of its events over the past years, Basel Tattoo is planning new capacity-optimizing grandstands for its 10th anniversary.

Tattoo Celebrates 10th Anniversary by Optimizing Capacity

Basel Tattoo is the second largest and one of the most spectacular open-air Tattoos in the world. Each year, 120,000 visitors enjoy the grand show consisting of top musicians, show bands, and the best orchestras from every continent, and surrender to the enchantment of world-famous earworms, original choreography, and brilliant light shows.

The Basel Tattoo's 10th anniversary in 2015 and new conditions for the successful event motivated the organizer to commission NUSSLI for a comprehensive concept study to enhance the existing spectator arena. Working closely with the client, the project team came up with a solution for a new arena that optimizes capacity utilization in the spectator area while, at the same time, significantly increasing the amount of space available under the grandstands.



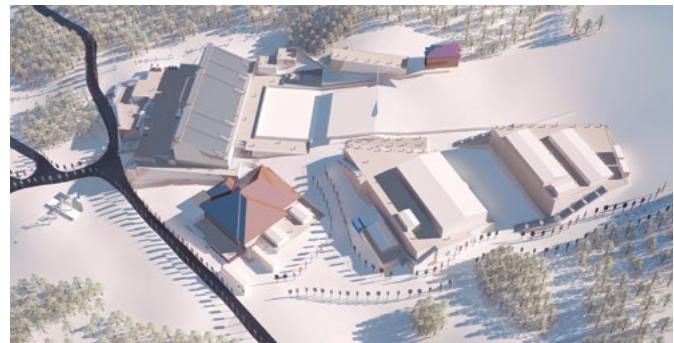


Hot Wheels Closely Followed by Noble Steeds

Once again, the Palexpo Halls in Geneva are the setting for a spectacular sports event. NUSSLI will be making sure that the spectators can experience the excitement up close. From December 5 – 6, 2014, motor sports enthusiasts will be able to take part in the action at the Monster Energy Supercross International de Genève Indoor, and from December 11 – 14, horseracing fans will gather at the Concours Hippique International de Genève equestrian sports event. What will take place between these two events is tantamount to sorcery. Within a period of five days, the NUSSLI project team will convert the bleachers of the Supercross event into dignified grandstands with VIP platforms. This involves dismantling two grandstands to the extent that their substructure can be reused for platforms on nine different levels. In other words: 6,000 parts have to be dismantled, and 6,000 parts in a new configuration installed shortly thereafter.

Winter will Determine the Itinerary

The Vail winter sports resort in the American state of Colorado has once again been chosen to host the World Ski Championships. Under the motto, „Dream It. Live It. Share It.“, the FIS Alpine World Ski Championships will be held in Vail Valley for the third time from February 2 to 15, 2015. Vail also hosted the event in 1989 and 1999. NUSSLI has planned and is building the necessary infrastructure for the big event. It was important to install the finishing arena with a capacity of more than 3,000 seats, as well as various platforms and grandstands at the two other locations and the secondary structures before the onset of winter. Snow and frozen ground would have caused unnecessary difficulties and delays in construction. Hence, in order to head off any winter-related problems, the construction work for the structures in Vail, as well as the Media and Broadcast Center at Red Tail in Beaver Creek began in mid-August.



A finishing arena with more than 3,000 seats, additional grandstands, platforms, and the Media Center go up for the FIS Alpine World Ski Championships in Vail Valley in February.



Hosting the World at Expo 2015 in Milan

„Feeding the Planet, Energy for Life“

144 countries and several international and non-governmental organizations and companies are participating in the global debate on feeding the planet.



Reminiscent of sails, the design of the Kuwaiti pavilion „Challenge of Nature“ references the greatest challenge Kuwait faces due to its geographical location, but also due to its climate and vegetation – water. As a turnkey service provider, NUSSLI is responsible for the realization of the pavilion and the exhibition as well as the multimedia productions and their operation.

One of the most well-known monuments from a world's fair is the Eiffel Tower which was built for the Exposition Universelle de Paris in 1889.



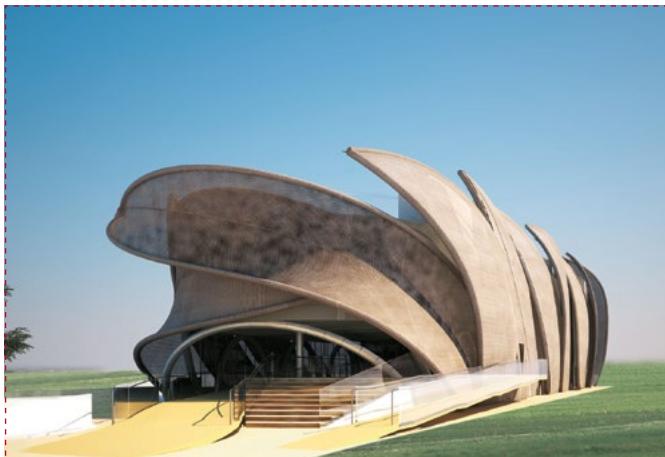
As a „Fields of Ideas“ and with the exhortation to „Be active!“ the German pavilion calls visitors to action with what can be described as a dynamic and fertile landscape full of ideas. In cooperation with Schmidhuber and Milla & Partners, NUSSLI is part of the working partnership for the German pavilion at Expo 2015 and is responsible for the planning and realization of the pavilion.

Over 20 million visitors are expected to come to the exhibition which will last for 184 days.



Switzerland will be presenting the audience with „Confoederatio Helvetica“, four twelve-meter-high wooden silos which will serve as a reminder that food resources are limited: Visitors will be allowed to take home the Swiss food products on display, and in doing so, contribute to visible diminishment of the stockpile of food in the silo towards the end of the exhibition period.

Since Expo 2000 in Hannover, NUSSLI has been active in many of the world's fairs, breathing life into a total of almost twenty pavilions and exhibitions.



Mexico calls its structure „Mexico, the Seed for the New World: Food, Diversity and Heritage“ and focuses on sustainability as a driving force for feeding the population of the world. The pavilion, which NUSSLI has been commissioned to build, takes the form of the most typical of Mexican staples: an ear of corn.

The Expo grounds cover 1,000,000 square meters.



Accompanying the China Pavilion and the China Corporate United Pavilion, the structure of the leading Chinese real estate company Vanke is part of China's three-part presentation at Expo 2015. The pavilion shows the public an example of contemporary life in China from the perspective of the common man. NUSSLI will be reconstructing a Shitang, a simple, traditional Chinese canteen within an indoor area measuring 959 square meters.



With a shape resembling a type of barn having a light and simple structure, the „American Food 2.0, United to feed the Planet“ pavilion shows the diversity of the USA and what makes it unique. A cafe, an auditorium, and an inner courtyard are spread out over two floors in addition to a panoramic platform on the roof. The outer facade is lined with video screens and vertical gardens in which plants from all 50 states will be growing.

The first Expo was held in London in 1851. Since then, 64 world's fairs (BIE) have taken place with the goal of presenting technologies, innovations, and developments to the people. In addition, Expo Aichi and the world's fairs that follow will focus increasingly on global challenges and set visitors to thinking about the issues being addressed.

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