

UP **date**
2015
The NUSLI Magazine

NUSLI

Dynamically on the Move

Expo Milano 2015
Global Issues, Expressed
Architecturally

Norising
Collaborating out of
a Passion for the Race

ebm-papst
Comprehensive
Customer Care

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Foreword



Our Daily Dynamics

Philipp and Lucio honk the horn two times when they take off from Hüttwilen with a loaded truck. Those of us in Hüttwilen are well aware of what that means. It is their way of bidding a short farewell before they set off on their way to a project site with many tons of material. But personally, my first thoughts at those times are not of additional material handling. For me, it is rather an indication of our constant motion, of the “always starting over again at the beginning” of our daily dynamics. To my ears, their horn sounds like a confirmation that we are steadily moving forward and embarking on something new.

Just like our material, our employees also cover many kilometers during the year, because they can be on the job at our project construction sites anywhere in the world. They are on the move in the true sense of the word. But that’s not all. We at NUSSLI are always metaphorically on the move. We are constantly moving forward in search of solutions and ideas; we observe trends and keep ourselves informed about innovations; we rethink our systems, our way of working. We are driven to provide the best service to our customers, to be a progressive employer and to seek ways of developing our own business. We were already driving in the fast lane with the projects for Expo Milano 2015 during the past year. We gathered an enormous amount of experience in dealing with the different cultures for these nine projects, consequently expanding our know-how in many ways. Likewise, we moved negotiations forward with the Formula 1 racing organization in Mexico. With this partnership, we ultimately succeeded in achieving a goal that brings both the client and us one step forward.

Being on the move is the opposite of standing still. We are looking forward to being dynamically on the move in the coming year.

Martin A. Messner, CEO NUSSLI Group



Imprint

Publisher

NUSSLI
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8536 Hüttwilen/Switzerland
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www.2b-gestaltung.ch

Print

Eberl Print

Running on Water

Saving the Best for Last



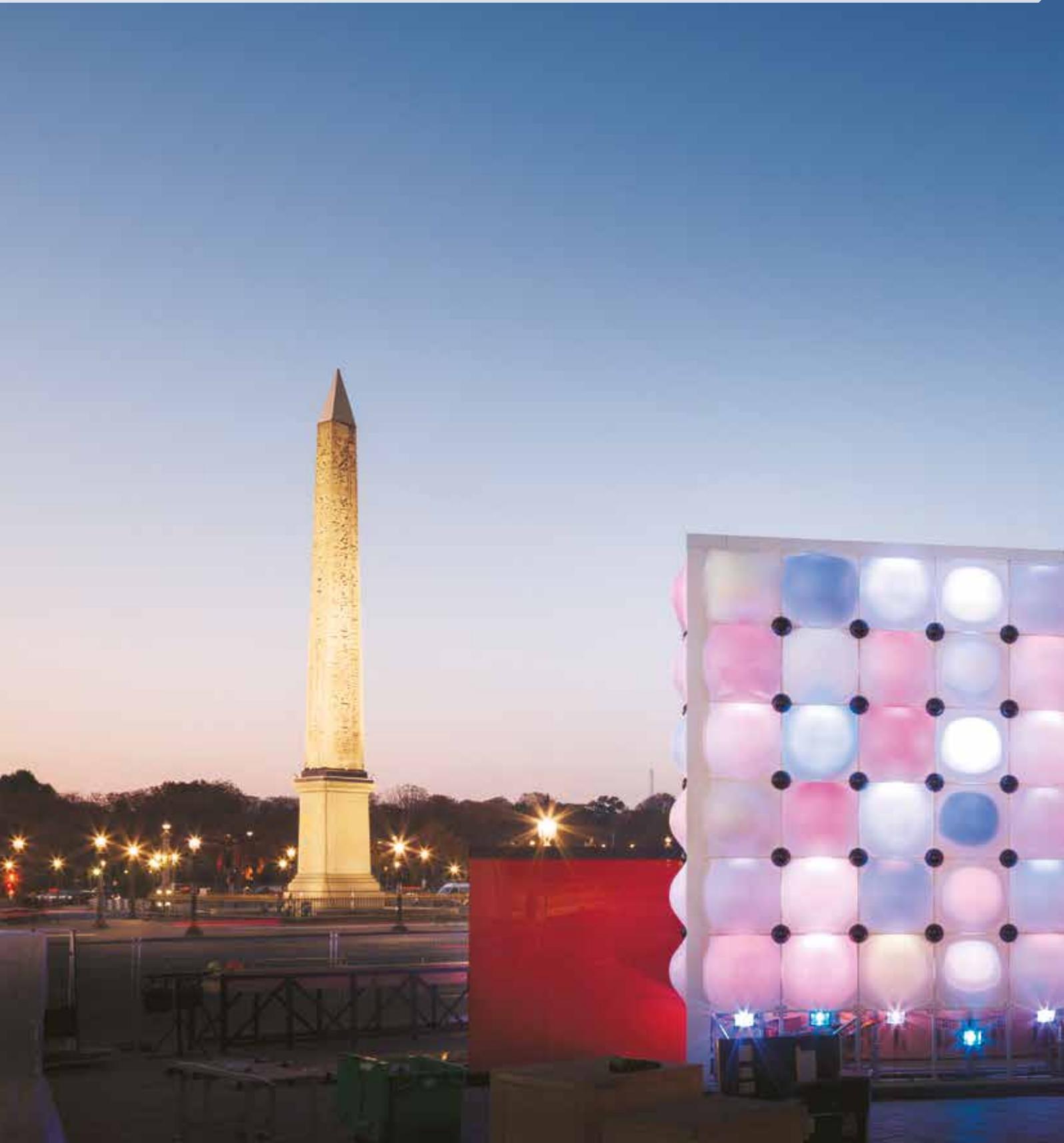


Does the VALENCIA TRINIDAD ALFONSO marathon run itself? It is easy to imagine that the 14,000 marathon contestants are literally being propelled forward, because they cannot get enough of the fascinating landscape along the route and want to see more and more. And then, suddenly, they once again find themselves running toward the yacht harbor, the Paseo Maritimo, a stretch of coastline and finally, the picturesque downtown area at the high point of the race where they literally run across the water as finishers, and finally arrive at the finish line. The NUSSLI crew has made this wondrous finish possible for the past five years by laying almost 2,000 square meters of running surface in the pool in front of the Museo de las Ciencias Príncipe Felipe in the Ciudad de las Artes y las Ciencias.



“Future Sensations” Anniversary Exhibition on World Tour

A Peek into the Glass Pavilion Gives Visions of the Future



Any enterprise that can boast such a long corporate history as the French Saint-Gobain group of construction materials companies can feel confident about taking a peek into the future. The four pavilions invited visitors to experience Saint-Gobain's visions for the future, as well as its 350-year history, with all five senses and in completely different ways. After starting in Shanghai, the anniversary exhibition made stops in São Paulo, Philadelphia, and finally in Paris. Naturally, NUSSLI created the pavilions LISTEN, COLOR, LOOK, CREATE, all four with the dimensions of 8 x 8 x 8 meters, using Saint-Gobain construction materials.



Cars – Pure Fascination

Automobile Presentation from Europe to Asia

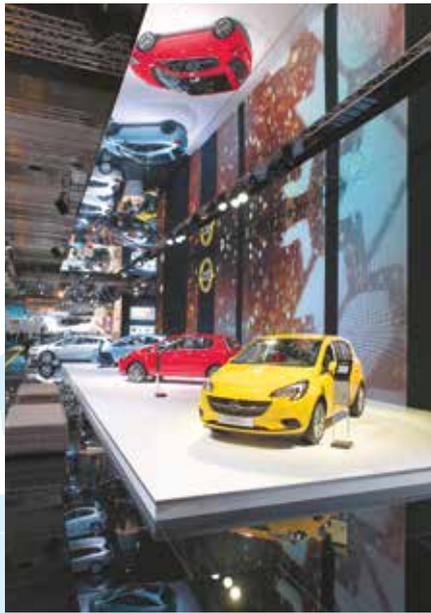
Who can resist the fascination of polished bodies and shiny wheel rims? Exhibitions on the theme of mobility will take place around the world throughout the year. NUSSLI provides architectural accents for some of the most prestigious auto shows.



Frankfurt International Automobile Exhibition

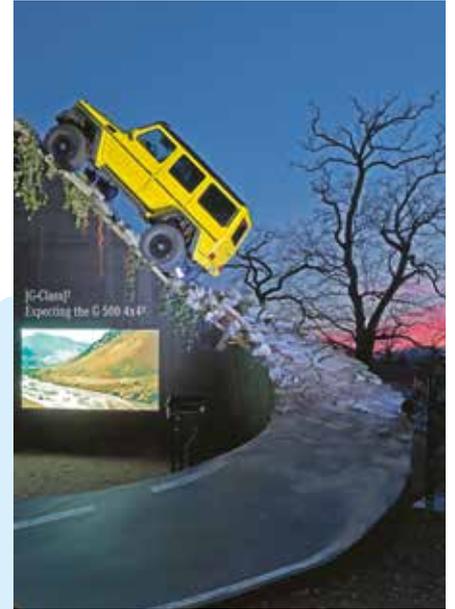
NUSSLI brought the sensational presentation platforms for the Audi, Opel, Skoda, Volkswagen and Seat automobile brands to life. Visit www.nussli.com for more





For the **93rd European Motor Show in Brussels**, NUSSLI put Opel's exhibition presence together with shiny surfaces and bewildering mirror images.

There is no terrain too steep for the new G 500 4x4. In order to anchor this statement in the minds of visitors, Mercedes presented its all-terrain vehicle on a steep, 45° ramp at the **Geneva Motor Show**.



NUSSLI also put together an effective exhibition appearance for Skoda in **Geneva**. The Czech automobile manufacturer's popular models were introduced on spacious surfaces in stylish white.



Volkswagen was showcased at **CES Asia in Shanghai, China** with an exhibition stand by the Ambrosius branch with an elaborate curved rear wall made of fabric graphics.

For once, Skoda chose not a major motor show, but the atmospheric surroundings of the Borgo Scopeto Relais in **Siena, Italy** for launching the new model of its Superb sedan.



NUSSLI Discovers Central America



Martin A. Messner,
CEO NUSSLI Group

It was Pascal Derron, Managing Director of NUSSLI USA, who was the first to make contact with the Formula 1 racing organization in Mexico, paving the way for a long-term partnership. In collaboration with CEO Martin Messner and Lluís Herrero, Managing Director at NUSSLI Spain, Derron successfully negotiated a five-year contract. In October 2015, NUSSLI provided the Mexican Grand Prix with temporary infrastructure for 18,000 spectators for the very first time. Does this contract signify the start of a future in Central America for NUSSLI? Derron, Messner and Herrero speak about success, opportunity, and risk.

up'date: *A contract like the one you recently signed entering into a partnership with the organizers of the Mexican Grand Prix does not just happen overnight. What preparations and prerequisites were necessary to forge the partnership?*

Pascal Derron: *From the outset, having the right contacts and our many years of experience with Formula 1 races were crucial. We made contact with the racing organization back in August 2013 when it was announced that Mexico would once again be hosting a Formula 1 race for the first time in 30 years. NUSSLI had made a name for itself as a provider of temporary grandstands in Mexico for sports events such as the Monterrey Open, and we also proved that we had the relevant experience with our former Formula 1 projects in Valencia and Spielberg. With that, we were in the running and offered various grandstand variants. However, we were not yet able to set ourselves apart from the local providers with our offerings at that point in time.*

Martin Messner: *We created a decisive advantage for ourselves by revising our offer and presenting the client with a comprehensive package with added value. We had further optimized the planned grandstands, outfitted the curves with seats, and added several lounges. In this manner, we were able to show the client, CREA, how he could generate additional revenue by optimizing space and renting lounges. In the end, a simple project inquiry for which we initially submitted a simple proposal and then revised to provide added value, developed into a partnership which was a true win-win situation.*

Lluís Herrero: *Through this partnership with the event organizer, CREA, NUSSLI gains access to events in the Central American region, and CREA is also able to count on NUSSLI as a reliable service provider. Similarly, partnering with CREA has opened up a whole new world of opportunities for NUSSLI due to CREA's activities and network of contacts. Hence, both partners benefit from the collaboration.*



Pascal Derron,
Managing Director NUSSLI USA

“In the end, a simple project for which we initially submitted a proposal, then revised to provide added value, developed into a partnership which was a true win-win situation.”

up‘date: Does this mean that NUSSLI has long-term plans in Mexico?

Lluís Herrero: The Mexican Grand Prix is much more than just a project for us. It signifies the beginning of a promising partnership, and we expect it to bring us considerable opportunities for additional tenders, such as e.g. the tennis tournaments in Monterrey. We have founded NUSSLI Mexico to get to know the local market in depth as well as to enlarge our network of service providers, and in doing so, create a strong foundation for additional business activities.

Pascal Derron: ... but also to assess risks. In the past, we have learned that a meticulous and comprehensive risk analysis is extremely important when deciding whether or not to proceed with a project. Mexico has its own unique culture and mentality with which we need to familiarize ourselves. The importance of this aspect is often underestimated. But if you know the country and its people well, you are already at a great advantage if your aim is to tap into new business opportunities.



Lluís Herrero,
Managing Director NUSSLI Spain

Martin Messner: Furthermore, one of our main missions is being as close to our clients as possible in order to cater to their unique needs quickly, flexibly, and in a competent manner. This is what we aim to do in Central America as well.

up‘date: What are the next steps that you will be taking in Mexico in order to break into the Latin American market?

Lluís Herrero: First of all, the realization of the Mexican Grand Prix was a success due to the excellent job done by Luciano Arrezze’s team. Based on the experience gained from that event, we will be planning the 2016 Grand Prix. Basically, the plan is to turn the Mexican branch office into a profitable and independent company as quickly as possible. In order for the branch office to grow, it is important that we support Managing Director Simone Ferrari and his team wherever we can.

In the Global Spotlight



Switzerland – Confooderatio Helvetica

Acting as a turnkey contractor is, so to speak, the supreme discipline, because it includes planning and technical implementation based on the “turnkey” principle. During the construction of the Swiss Pavilion, NUSSLI also took charge of all the design services. The result was a magnificent 4,500 square-meter building which expressed the identity of the country while embodying the Expo’s motto: “Feeding the Planet, Energy for Life.” Visitors developed a sense of responsibility as consumers and an understanding of the impact that each of us can have. Four 15-meter-high storage towers symbolize the finite nature of our resources in a very special way: Filled with

water, granulated coffee, apple rings, and salt, the platforms in the towers were lowered like the sands in an hourglass as the visitors were allowed to serve themselves, thus altering the appearance of the towers during the Expo. This type of highly sophisticated technical implementation was also applied to a restaurant, the VIP lounge, an auditorium and several function rooms in addition to the exhibition areas. A good example of sustainability: The towers will be reassembled in Switzerland where they will serve as structures for urban farming.



The Swiss pavilion at Expo Milano 2015 with a clear message: It is the consumer who decides how long supplies last.

The Expo in Milan is a milestone in the company's history: Due to its high-profile activities in creating nine completely different pavilions, NUSSLI was able to showcase more know-how, creativity, organizational skills and reliability than ever before. The 2015 World Expo also significantly multiplied the company's wealth of knowledge, because systematically learning from new experiences is one of NUSSLI's key strengths. This represents a dynamic that pays a real future dividend directly to the client with each new project. Our project organization, established specifically with this in mind, has succeeded in giving a brand new definition to the term "synergy."

What's the matter with Dietmar Kautschitz? As Managing Director of NUSSLI Italy, he was responsible for the implementation of no less than nine pavilions in Milan, coordinated more than 1,000 people in a whole circle dance of construction sites, and has dealt with some real logistical nightmares. But when asked if this had been terribly stressful, and perhaps sometimes even unsolvable, the seasoned man answers with a smile. What may seem an impossible task when viewed from the outside, Kautschitz describes as an all-around successful achievement, though not without its problems. "It all comes down to what you make of it," says Kautschitz. To come straight to the point: In the end, NUSSLI obviously made the most of it, because: "We met all the deadlines, stayed within the budgets and were even able to complete additional tasks for our clients," says Dietmar Kautschitz, who was a sort of conductor for an opera in nine acts for NUSSLI's projects at the Expo in Milan. The company played very diverse roles. However, contrary to initial expectations, the complexity of the various requirements led not to nine sites with increased susceptibility to errors or even chaos, but just the opposite. Dietmar Kautschitz: "Never before have so many meaningful synergies appeared during the course of a project." This created greater efficiency not in spite of, but precisely because of the increasing complexity.



Dietmar Kautschitz
"Never before have so many meaningful synergies appeared during the course of a project."



Germany – Fields of Ideas

Nature as food and a source of nutrition and the question of how its conservation can be ensured in the long term despite the intensive use of resources: Germany presented potential answers to this complex challenge over 4,900 square meters of fascinating architecture. A building resembling a gently sloping open plain landscape with a surface for visitors to walk on – reminiscent of a multi faceted tree of life and a very special challenge for NUSSLI in the roles of construction manager and project manager.



Kuwait – Challenges of Nature

Kuwait presented itself with a fascinating pavilion in the shape of a boat sailing on the challenges of the future. The fascinating pavilion tells the story of a country characterized by desert sand and saltwater and shows that drinking water is a precious commodity for the Kuwaitis. Under NUSSLP's general direction, the country staged its questions concerning the future, to which it will respond with education, technology and innovation, for example in the development of the desert as a source of renewable energy. This architecture represented a powerful merging of adherence to tradition and the belief in tomorrow. NUSSLI also constructed the exhibitions, produced the multimedia productions and was responsible for the operation of the entire pavilion.



Mexico – The Seed for the New World: Food, Diversity and Heritage

Mexico was a huge hit with its 1,910 square-meter pavilion based on the universal theme of nutrition. The outer shell of the building consisted of a fascinating metal construction, an authentic representation of the leaves of a corn cob. This was because this unique architecture was an allusion to Mexico's most important crop. Of particular importance to the design and choice of materials were the basic criteria of sustainability and recyclability. NUSSLI constructed the pavilion and also completed the interior design and all amenities.



**USA – American Food 2.0:
United to Feed the Planet**

The American pavilion was interactive, provocative and completely different from the impression most people have of the USA as the originator of fast food and coke. The spectacular structure symbolized a turning point in nutritional issues – towards sustainability and health. Over 3,860 square meters, the US exhibited food innovations that have the potential to change our eating habits. The pavilion was among the largest at the Expo; NUSSLI was entrusted with its construction and was able to bring all of its experience in dealing with the most diverse work and building materials to the table. The building was modeled after the structure of a barn using recycled wood. With its green exterior facade, the pavilion conveyed how the vision of vertical gardens can already be a reality today.

Spain – The Language of Flavour

Merging tradition with innovation and finding the language of flavor – with this in mind, the open construction of the Spanish Pavilion was a symbolic representation of Spain's own culinary tradition as well as the future of responsible agriculture. NUSSLI constructed the structurally imposing design on an area measuring 2,533 square meters.



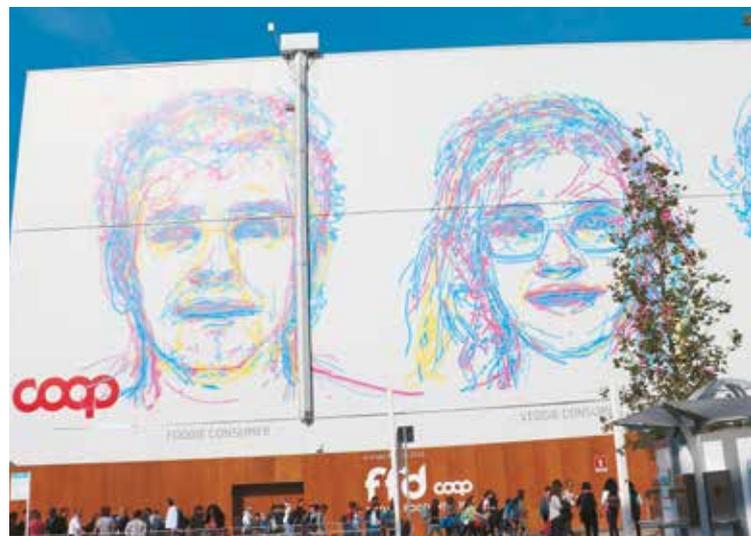


Vanke – Building Community through Food

For the second time since Expo Shanghai, a Chinese company presented itself with its own pavilion at a World Expo. The real estate company showed impressions of Chinese culture which goes through the stomach in a manner unlike anywhere else on the planet. As a result, the 989 square-meter Shitang built by NUSSLI, a simple traditional canteen which also functions as a meeting place, was the focus of attention.

Coop Italia – Future Food District

Italy's leading food retailers exhibited their vision of "Future Food Districts" in a lavish pavilion. A revolutionary aspect of the concept was that consumers could act not only as shoppers but also as purchasing agents. The heart of the pavilion was an open-air plaza which NUSSLI constructed with green areas, bars and kiosks. Likewise, the spectacular facade that consisted of huge vertical printer systems continuously gave the building a changing appearance. Thus, the pavilion not only became the center of attention for countless visitors, but was also entered into the 2016 Guinness Book of World Records. NUSSLI installed the record-breaking plotter systems and operated them during the Expo.



Italian Wine – Vino, a Tast of Italy

As the blood of the Italian earth – identity, luxury food and economic factor: The country presented itself as the self-assured guardian of good taste with its wine pavilion. NUSSLI was responsible for the multimedia preparation of the extensive theme over an exhibition area of 2,400 square meters, ensuring that all aspects of Italian wine were actually able to appeal to all five senses. The centerpiece was the wine library with a magnificent atmosphere in which a sommelier invited visitors to a wine tasting.

The Best Moments



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An unparalleled festival celebrated its 40th anniversary:
the **Paléo Festival in Nyon, Switzerland**.

"La Macchina del Tempo" – **Alfa Romeo** has been presenting the automotive manufacturing history of its brand as well as products and projects in the aviation history of the company in the **Museo Storico** in Arese near Milano, Italy, since June, 2015.





The audience of this year's **Openair Frauenfeld** in Switzerland was astonished by the 135-meter-long stage skyline.

"Dream it. Live It. Share it." was the theme of the **2015 Alpine World Ski Championship** which just took place in Vail / Beaver Creek, for the third time.



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The long jumpers at the **2015 German Track and Field Championship** bucked tradition by gathering, not in the stadium, but in the middle of the Nuremberg Main Market Square.



Although the installation of the cubes proved to be tricky, they formed a powerful three-dimensional wave on the **Deutsche Telekom exhibition stand** at the **World Mobile Congress** in Barcelona, Spain.



The **Swatch Beach Volleyball Major Series** took place in Poreč, Stavanger and Gstaad for the first time. As part of the FIVB World Tour, the tournaments represent the top division. Klagenfurt, which was once again part of the European Championship this year, will also be part of the Major Series in 2016.



Gstaad, Switzerland



2015 European Beach Volleyball Championship, Klagenfurt, Austria



Poreč, Croatia



Toss a coin – Choose a vehicle – Test drive your favorite model. The oversized **Mercedes Benz Auto-mat** was, in reality, a temporarily constructed concourse with two gateways.



NUSSLI provided temporary spectator infrastructures for seven of the venues for the 2015 **Pan American and Parapan American Games in Toronto, Canada.**

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The spectacular location “Moll de la Marina” in Barcelona, Spain, was the venue for the 2015 **WEVZA Beach Volleyball Zonal Tour.**

Stavanger, Norway



The grand finale of the FIVB World Tour took place right on the beach at Fort Lauderdale, Florida in the USA with the **Swatch FIVB World Tour Finals.**

A Strong Team

“Nothing is impossible”

If you are someone who values a fixed routine and strictly defined areas of responsibility, working on the production and operations center teams would definitely be the wrong job for you. This is because, in addition to their professional expertise, flexibility is what characterizes the specialists from these two departments at the NUSSLI headquarters in Hüttwilen more than anything else. “Nothing is impossible,” says Urs Gross, Head of Logistics, by which he means, for example, that his team sometimes has to suddenly and completely reorganize their entire to-do list and prepare for an unexpected transportation run or prepare tools for an ongoing project. As the most important link in the chain between production and installation, the men from the warehouses and operations center are used to having to modify their schedules as required in order to ensure that the goods are ready for use on time at the right place. This is because the projects and deadlines are the absolute top priority. The employees from the woodworking and metalworking departments agree wholeheartedly. After all, they are constantly faced with the challenge of producing workpieces with designs that no one else in the team has ever machined, sawn, or welded before. An endless staircase made of an entirely unknown type of wood? A winding spatial sculpture with built-in display cabinets made of steel? There is hardly anyone out there who has experience with such things. In these cases, new ideas are required. Patrik Neuhausler, Head of Timber Construction, is himself often amazed at how versatile each individual can be when contributing to an impressive result. With plenty of creativity and know-how as well as outstanding team spirit, the crew is always able to find the right solution.





Members of the productions and operations team (in alphabetical order):

Benno Akeret, Sven Björnsen, Klemens Bont, Tobias Brunner, Marc Eberle, Peter Eisenhut, Beat Frei, Raphael Gubser, Manuel Güntensperger, Mathias Hebeisen, Ricardo Hug, Christian Käser, Tobias Kaufmann, Patrick Litz, Florian Marty, Simon Möckli, Jörg Müller, Stefan Rütimann, Manuel Santiho, Stephan Schenk, Fritz Schweizer, Noah Schmid, Patrick Stäheli, Marco Staub, Oliver Strupler, Robin Tritten, Colin Weber, Anjo Weerkamp, Pirmin Zimmermann, Joachim Zwosta.

Currently on the road and not in the photo:

Jens Essbach, Martin Hohl, Manuela Jäger, Wolfgang Kunert, Patrick Lagger, Bruno Rimml, Martin Roos, Marcel Steinemann, Timothy Wenk.

We are NUSSLI

Dominik Lautenbacher *“That is why I am grateful for every accident-free project.”*



Dominik Lautenbacher does not tolerate insufficient attention being paid to safety in the work environment. Not being prepared, simply because certain things will most likely never happen, is unprofessional. The fact that hardly anything ever happens is an accurate measure of the art of taking adequate safety precautions. “That is why I look forward to completing every project without accidents and do my utmost to contribute to increasing safety at the various work areas.” With this attitude, NUSSLI has obviously found the right Health & Safety Officer in the 33-year-old. Lautenbacher makes sure that avoidable risks are actually prevented in all types of projects. He describes his approach as “targeted and solution-oriented.” The fact that he has learned and accumulated valuable experience during his previous professional experience, first as a carpenter and later as a project manager in road construction and civil engineering, is now, of course, particularly beneficial because this makes him an empathetic pragmatist who knows exactly how to combine a high level of safety with the needs of a construction site. But man does not live by work alone: In his spare time, Dominik Lautenbacher is a husband and the proud father of one son. “But I don’t expect it to stop there,” he says, as he looks forward to having more children. His dream is to build a house for his family in the near future. And when he has time between family planning and dreaming about building a house, he is drawn to the water for fishing.

Alessandro Peretti Griva *“I learned a lot from the projects we designed for the Olympic Winter Games in Turin.”*



Alessandro Peretti Griva’s career in structural engineering essentially began in the nursery. His desire to study architecture was an almost logical outgrowth of his fascination with making his own toys at an early age. His talents continued to mature during his time at Laubal at Equipage Architecture in Paris. “I learned a lot from the projects we designed for the Olympic Winter Games in Turin,” says Peretti Griva. Now, as Senior Project Manager for Trade Fair and Exhibition Construction at NUSSLI Italy, not only can Peretti Griva rely on the well-founded knowledge gained from his studies and journeyman years, but he has also retained the ability to seek out and find unique and unusual solutions. “I think there is a fine line between good work and shoddy work. My aspiration is to always be on the side of good,” Peretti Griva says with a wink. For the 44-year-old, this means always looking for the most direct and least complicated solution, even for complex projects. His work for the spectacular Schaulager Pavilion at Art Basel in 2012 has remained particularly memorable to him, because he got a sense of the diversity and complexity of his duties there at the very beginning of his career in NUSSLI. And privately? These days, he still enjoys playfully building, learning and laughing with his son and his daughter.

Gerfried Salzer “Music is my life!”



Gerfried Salzer himself might well have appeared, with guitar in hand, on one of the many stages he constructs today. “Music is my life,” says the 51-year-old as he remembers how he learned to play the zither as a six-year-old toddler, laying the foundation for his musical passion. But as so often happens in life, instead of the professional musical career that he initially sought, Gerfried Salzer strayed off the path, going from horticulture to biology, and then into civil engineering. And because the flame of music has never stopped burning in his soul all this time, the young man took his first steps in the field of events; Salzer was soon devoting himself entirely to event and tour management. And with great success. As head of his own event production company with approximately 100 employees, he mastered the business inside and out, and with very long working days, the business even temporarily took over his life. Six years ago, he decided to bring his accumulated knowledge to NUSSLI, and in doing so, remain faithful to his profession from a new perspective. What distinguishes him as a project manager is his ability to keep track of everything, even on complex building projects. The life of this father, who now also has a granddaughter, has remained exciting. The entire world is still his workplace. And he still plays the guitar, when he has time for it.

Jacqueline Kull “The main thing is to be outside and be active!”



As head of Human Resources at NUSSLI, Jacqueline Kull is delighted with her highly exciting area of responsibility in which no day is like another, just as no person is like another. She has a keen sense for what distinguishes people and what strengths they can develop in order to grow both professionally and personally at NUSSLI. And she has consistently developed this in accordance with her business training and numerous qualifications in personnel management. The 33-year-old has been Head of Human Resources since 2014 and keeps the interests of the company as well as the expectations of the candidates in mind when searching for new talent. At any rate, finding the right balance is one of Jacqueline Kull’s personal credos when it comes to dealing with her team and with daily challenges. “Every day that you learn something is a successful day.” It is clear to her that openness and finding joy in the things that you are doing are essential. This is why it is also important to her that her door remains open to employees at all times. Being active in her spare time is also a part of Jacqueline Kull’s definition of a balanced life. “That means, keep on moving!” During her morning jog, on a wild ride with her bike in the valley or while playing golf. “The main thing is to be outside and be active.” This allows her to clear her head for exciting work days and the challenges they bring.

The Dynamics of a Partnership

The history of the Norisring city street circuit is closely linked to the history of the founding of NUSSLI Germany in Roth: It was in 1990 when NUSSLI first provided grandstands, pit lanes and platforms for the traditional race in Nuremberg. At that time, CEO Bernd Helmstadt was organizing this assignment along with just three employees, working out of seven containers that housed both the offices and the warehouses.



Grandstand at the Norisring in 1990 ...

Meanwhile, 25 years have passed, and the connection between the Norisring and NUSSLI is stronger than ever before. This extraordinary continuity characterizes the close cooperation between the racing organization and NUSSLI. Wolfgang Schlosser, CEO of Motorsport Club Nürnberg, expresses it this way: “The NUSSLI team works absolutely reliable and neat. Whenever we encounter problems or need to make last-minute changes, the NUSSLI team is eager to help and does its best to find a solution that suits everybody.” An experienced team of seasoned players, matured by confidence and reliability. For continuity, no one in NUSSLI Roth can equal Bernd Helmstadt, who is responsible for the global acquisition of new projects as Director of Sales. However, he no longer works out of containers, but in an ultramodern office building surrounded by a premises of about 20,000 square-meters, including two large warehouses. The number

of employees has grown to approximately 65. In general, the development of the German branch is a good example of a dynamic that is based on traditional values: quality and reliability.

But even the racing spectacle itself exemplifies the dynamics: To be sure, the route is still the same as it was in 1990. Moreover, interest in it continues unabated with more than 100,000 spectators annually. However, the event has grown considerably, purely because of the continuously changing conditions in these fast-paced times as well as the constant increase in quality requirements. For example: Where once there were simple, flat bleachers with benches, there are now parabolic and sightline-optimized grandstands coming into being due to greater demands for canopies and partial roofing.



The Norisring is one of Bernd Helmstadt's favorite projects – since 25 years.



... and again in 2015

Even after so many years of collaboration, each time the racing spectacle occurs, it calls for a high level of precision and a schedule that does not allow delays. The street circuit is open and available for public traffic not only before and after the race, but also for other events and concerts which take place in the temporal context of auto racing. An experienced team consisting of only a total of 30 dedicated players has been assembled to tackle this challenging assignment in 2015. Assembly and disassembly were each allotted less than two weeks' time. The results are various stands and platforms with almost 12,000 seats, covered for the most part. The contract also included a grandstand for the press as well as other infrastructure elements such as a victor's rostrum and speaker towers. The logistics managers were faced with distributing and coordinating a total of approximately 480 tons

of material on 28 trucks. "And once again, we arrived at the finish line on time," says Bernd Helmstadt, laughing.

Service as a Holistic Concept



Ambrosius builds around twenty exhibition booths for the international fan and electric motor manufacturer ebm-papst each year – from large double-storied A-booths and the smaller B-booth for use around the world to small booths for events that take place mainly in Germany.





When it comes to exhibition stand construction, the name of the renowned Ambrosius Germany GmbH, a full subsidiary of the NUSSLI Group, enjoys an outstanding global reputation. What distinguishes the company, however, is not only its expertise in exhibition stand construction, but also its unique ability to visualize the client's project as a holistic process. This familiarity based on trust has resulted in some very exceptional structures, for example, for ebm-papst, the specialist in motors and fans.

Because of ebm-papst's global market presence, the company's presentation at trade fairs is also a global affair: Chicago, Moscow, Shanghai, Helsinki, and Johannesburg, to name just a few. At these trade fairs, the exhibition concept was designed to reflect the high recognition value of the brand in various structures. Whether it was the design of a small booth with only six square meters of space or a two-story exhibition stand with 560 square meters of usable space, a unique identification with the company's values can immediately be recognized.

In 2015, Ambrosius structurally equipped nearly 30 exhibition events for ebm-papst, always in close consultation with the customer. Each planning step, all the logistical parameters, assembly and disassembly – everything is continuously synchronized in a precisely timed sequence. With this approach, the boundaries between client and service provider occasionally blur, because both share a common goal. One Ambrosius service that has arisen out of this long-term cooperation is the storage of all ebm-papst exhibition materials so that they can be used flexibly with short response times. Ambrosius also takes over the associated logistics, regulatory requirements and approval procedures for exports, so that the client can expend as little effort as possible for its trade show presence and yet always be well represented.

The partnership between Ambrosius and ebm-papst has stood on this foundation of trust for well over ten years now. It is a good example of how mutual benefits arise from extensive and holistic client support. The prerequisite for this is trust built on the foundation of quality and reliability.

In the Spotlight



Swiss Know-how for Spatial Planning in Russia

In the summer of 2015, Reto Rey, Head of Business Development for the NUSSLI Group, traveled to Satka along with two other Swiss architects, Nicole Wirz Schneider from raumplan Wirz and Tommi Mäkynen from helsinkizurich. The purpose of their trip was to analyze the urban development situation of the Russian city of Satka, nearly 2,000 kilometers east of Moscow. The industrial town is a model for other Russian towns which will be undergoing urban development and whose spaces will soon be transformed by upcoming industrial restructuring processes.

Combining their knowledge and expertise in urban planning, architecture and temporary construction, Wirz Schneider, Mäkynen and Rey investigated how the transformation of urban wasteland into useful space in decommissioned industrial facilities could be accelerated over the short term with the use of temporary structures. The proposals drafted are

intended to provide an emergency measure, serving as a catalyst to boost the city's long-term, sustainable development plans. The defined target includes developing Satka into an attractive city with working and living space for all population groups within 20 years.

“Catalysts for Urban Transformations” CUT is a Russian pilot project for sustainable urban development with short-term, temporary measures. The project is sponsored by Switzerland Global Enterprise, SIA International and Pro Helvetia, as well as by MARCH and the Sobraniye Foundation in Russia.

The Show Must Go on

The spectators love it, when things get really emotional on stage and when songs, dances or instrumentals are performed with crazy stunts. New TV shows with live auditions and spectacular games are premiered again and again, finding their followers in the audience. NUSSLI project manager, Gerd Salewski, knows many of these shows, not because he is sitting in the studio or in front of the TV as a spectator, but because he is regularly involved in planning and constructing grandstand facilities for various events. His initial experience in equipping musical shows such as “The Voice of Germany,” “The Voice Kids,” and “Let’s Dance” with NUSSLI grandstands during recent years was followed by “Klein gegen Gross,” “50 Jahre ZDF,” “Superhirn,” “Grill den Hensler,” “Jahrhundert-Duell” and more recently, the all new “1000 – Wer ist die Nr. 1?,” “Stepping Out,” and another episode of “Verstehen Sie Spass?”

Gerd Salewski is now very familiar with many different television studios. The contracts for the studio infrastructures are fundamentally similar and usually consist of a semicircular grandstand for 600 to about 1,000 spectators and, depending

on additional structures, include the light and sound controls or crane and camera pedestals. Instead of transporting the construction material back to the NUSSLI warehouse in Berlin, as in the past, he now reuses it for the next television show.



No Inch Left Unused

An impressive example for the optimal use of available space: The ISU Figure Skating Grand Prix Final was held in a conference hall.



The plan was to transform the Barcelona International Convention Center, in which symposia, conferences and concerts usually take place, into an indoor ice rink for the ISU Figure Skating Grand Prix Final in November 2014 with a grandstand for more than 5,000 spectators, VIP boxes, media centers, wheelchair and camera pedestals, LED walls and, of course, a Kiss & Cry area. From a technical perspective, such a transformation is not a problem. Nevertheless, the project team did have to overcome some challenges. Project Head Luciano Arzozze lists, for example, the biting cold that the assembly crew had to cope with and the very narrow time window. Furthermore, while the team was working around the clock for five days to transform the Convention Center into a sports arena, another service provider was setting up the ice rink. This

required not only the precise coordination of various specialist trades but also fairly cold-resistant assembly crews.

The end result was stunning: The Convention Center looked entirely different than usual with speaker’s podiums and bar tables – it had been transformed into a bona fide ice stadium with a grandstand facility in the shape of an arena, which was itself equipped with temporary offices, dressing rooms, and seats in the four 90-degree curves and with a four-meter high tunnel for the ice resurfacing machine. Every last corner and every square inch of the event hall was fully utilized for the figure skating event.



Dynamic in the Future



The Baddies Are Already Training for the Schwing- und Älplerfest

Similar to wrestling, the Swiss national sport “Schwingen” is a duel governed by unique rules, handholds, and swings. The best “Schwinger” are affectionately called the “baddies”, and compete for the title of “Schwinger King” at the “Eidgenössisches Schwing- und Älplerfest”. Following Burgdorf in 2013, next year’s “Eidgenössisches” will take place further west, in Estavayer, which is located in French-speaking Switzerland. This is one of the reasons why the grandstand will be slightly larger in terms of area. The media platform in Estavayer will require additional space, so that both Schweizer Fernsehen SRF and Radio Télévision Suisse TSR will be able to broadcast the competitions in German and French directly from the arena. Apart from that, the 52,016-seat arena will hold about the same number of spectators as in Burgdorf.

The gravel beds have been done and the grass sown on the grounds of the military airfield in Payerne since October. On June 29, 2016, the first of a total of 150 trucks will roll into Payerne and, little by little, deliver the 2,900 tons of material from which the arena, the centerpiece of the festival site, will be constructed. On July 4, things will really get going; within eight weeks, the installation crews will reconstruct the largest temporary stadium with the help of the Swiss Army.



Into the Wind toward America's Cup

In the neighborhood of the Bermuda Islands in the Atlantic Ocean, winds blow at speeds of up to 240 kilometers per hour. Around 360 coral islands combine to make up Bermuda, so it is hardly surprising that sailing under these conditions is given a high priority in Bermuda.

This nation of sailors will be hosting the America's Cup in 2017. NUSSLI planned a temporary hall for the Swedish team, Artemis Racing, following a concept by VIKTOR BURRI ARCHITECTS of Thun. This hall will serve as a base for the sailing team during the next two to three years. The hall is expected to be ready as early as January 2016 to allow the Swedes a long preparation period on site. The planning has already been completed and the construction work on the former US Navy base is now in full swing. The actual construction of the hall, which in addition to the main hall for the work on the catamarans also features a mezzanine

for offices, meeting rooms and gym, is not particularly challenging. The limited transportation to Bermuda combined with the strong winds is what primarily makes the work a challenge.



A New Dimension of Sporting Events: Formula E and E-Sports



The best in their discipline are distinguished by their instantaneous response, tactical approach, and, above all, their networked mindset. The gamers practice their sport in the virtual world with "Dota2", "League of Legends", "Last Man Standing" and other types of e-sports. However, the fact that they can fill stadiums with more than ten thousand spectators is a real trend that is not to be taken lightly. At Gamescom, the world's largest event for computer and video games, the challengers competed against each other in the epic video game contest, "Last Man Standing." NUSSLI installed eight gaming infrastructures and two spectator grandstands for the battle. Even greater in terms of size was the ESL-one event at the Commerz Bank Arena in Frankfurt. Eight teams battled for the victory while 15,000 spectators watched the game live at the arena. The infrastructure necessary for the event consisted of a 370-square-meter LED support and two horizontal LED supports, a 400-square-meter stage, and several podiums.



For dyed-in-the-wool motor sports fans, the absence of noise during a race may take a little getting used to. When the electric Formula E-Class race cars race along the circuits through the centers of large metropolises, there is neither the loud whine of motors nor the smell of exhaust. Since 2014, the so-called ePrix has been taking place with zero-emissions race cars that conform to strict regulations with regard to team size, chassis, and vehicle motors. For example, the motors are limited to an output of 272 HP and a maximum speed to 225 kilometers per hour.

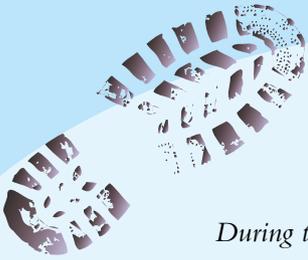
In the first season, races were held in London, Rome, Los Angeles, Beijing, Putrajaya, Buenos Aires, and Rio de Janeiro. And in Miami, where the first North American race of the FIA Formula E Championships took challengers past grandstands built by NUSSLI. Berlin also joined the promising trend in the second racing season. The premises of the decommissioned Tempelhof airport were the perfect location for the ePrix Berlin. Additional new racing locations are being discussed for the third racing season – the environmentally friendly races definitely reflect the spirit of the times and show great potential.

Impressive Inventory

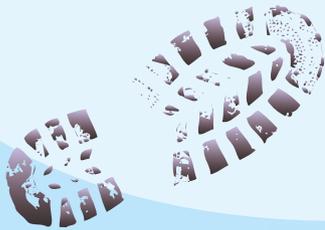
Ledgers, posts, and diagonal struts – the most frequently used materials in our construction systems and the basic components of NUSSLI’s grandstands. Lined up end to end, the complete inventory of ledgers, posts, and diagonal struts of various lengths at all NUSSLI branch offices would cover a distance of ...

... **770 kilometers**

That corresponds to the distance between our Lyss and Barcelona branch offices as the crow flies.

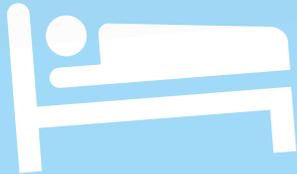


*During the assembly and dismantling phases, an installer walks an average of **30,000 steps** or a half-marathon each day. Over a total project duration of approximately 30 days, this adds up to **900,000 steps** or **600 kilometers** on foot.*



*Muscle power is indispensable when assembling and dismantling a grandstand: An installer lifts an average of **2.5 metric tons** of system materials each day. During the dismantling phase, this figure goes up to **4 metric tons**. Over the course of a working year, this adds up to an impressive **715 metric tons** of weight. This is about the weight of a cargo train with ten fully loaded cars.*

Air travel destinations over the past 12 months.



Always on the move and hard at work somewhere on the planet: The administrative office at the NUSSLI headquarters in Hüttwilen booked **1,200 overnight stays** for its employees over the past year.

There are **300,000 seats** NUSSLI's inventory. That could seat the entire population of a small city such as Graz in Austria, Córdoba in Spain, Karlsruhe in Germany or Ostrau in the Czech Republic. As a rule of thumb, the following applies: **A 10-man crew can install 1,000 seats each day.**



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