

# up' date

2016 / 2017

The NUSSLI Magazine

NUSSLI

Innovation

**Trend**  
Magical stage sets

**75 years of NUSSLI**  
Pioneering spirit and ideas

**Interview**  
"All of our technical  
development is now  
strictly in-house."



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# Foreword



## Looking Towards the Future

Dear Reader

*It was fascinating to watch the crane place the first MoMoCUBE onto the substructure, and then add the various levels, container by container. And finally – right at the top, at a height of thirteen meters – maneuver a single MoMoCUBE into place. A temporary structure that we were realizing all for ourselves to mark our 75th anniversary arose right in front of our eyes in the span of just a few short days: the NUSSLI Competency Center for Temporary Structures. Because we were able to watch the structure take shape in such a short time right outside our office windows, it became a powerful symbol of what our company stands for. Here on the construction site, it was plain to see how all the components need to work together so the construction can progress every single day. Competent staff, flexible systems and production options for individual components, knowhow and ideas for solving problems, and reliable service providers and partners. Naturally, our clients were also instrumental in realizing this project – this time not as the ones commissioning it, but instead as the ones motivating us and pushing us forward. We have them to thank for all our experience, and they are the ones we most of all wish to welcome at our Competency Center in Hüttwilen. It is no coincidence that the project team used MoMoCUBES to create the individual exhibition rooms. This versatile show containers are only one of NUSSLI's range of innovative products, and as a key component of our structure, it symbolizes our quest to constantly become better, find new solutions, and improve on existing ones.*

*By the way, the walls of the single MoMoCUBE right at the top of the Competency Center were made completely of glass. This allowed visitors to cast their gaze and their thoughts off into the distance in every direction with nothing to stand in their way. We are committed to keeping our eyes peeled for new possibilities and will continue to develop major innovations for you in the future.*

Martin A. Messner, CEO NUSSLI Group



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NUSSLI Group  
Hauptstrasse 36  
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Esther Dossenbach

### Text

Erich Nyffenegger  
Esther Dossenbach

Layout/Image Processing  
www.2b-gestaltung.ch

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# Serpentine Challenge

*The cobra's Atlantic journey*



*Fantasy or reality? The cobra appeared to sway to the electronic music in the light of the lasers. It towered 23 meters into the sky, high above the main stage of the **Electric Zoo Festival 2016**. The exotic reptile came from NUSSLI's production hall in Switzerland. There, based on the ideas of the organizer SFX Entertainment, the snake was converted into actual blueprints, produced, and finally sent on its long trip to **Randall's Island, near New York**. One particular challenge: Structural stability – wind speeds of up to 130 kilometers per hour are a common occurrence on the island.*

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# Electric Car in the Concrete Jungle

*Opel's exhibition appearance at the 2016 Mondial de l'Automobile*







Opel presented its new, high-range electric model Ampera-e at the **2016 Mondial de l'Automobile in Paris** surrounded by a colorful, big-city jungle with luscious flowers and leaves. AMBROSIUS realized the refreshingly different beach concept by the agency Vitamin E and created a kind of perspective theater at the exhibition booth. Moving images, projections, and interactive elements established the connection between city and nature and between retro and modern with a humorous nuance and effectively showcased the new Ampera-e.

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# The Full Beach Volleyball Experience

*AVP tour with innovative event concept*

Perhaps more so than for other sports, there is much more to beach volleyball events than scoring points and winning sets. Interacting with the audience, a party atmosphere, and the lifestyle are equally important. AVP, the American Association of Volleyball Professionals, decided on an entirely new event concept for their 2016 tour, which offers an unparalleled sporting experience and immerses fans in a unique experience. The AVP Arena popped up eight times at exclusive locations all across the USA. Each time, the audience experienced exceptional event highlights in the lounges, hospitality, and party zones of the AVP Arena. For seven of the eight beach volleyball arenas, NUSSLI provided a complete solution and delivered every single product and service, ranging from the event concept and planning to construction, logistics, catering, and even the referees.

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1 | Seattle, Washington

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2 | San Francisco, California

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4 | New York City, New York



5 | Cincinnati, Ohio



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6 | Chicago, Illinois



7 | New Orleans, Louisiana



# All of our technical development is now strictly in-house

In 2016, in the space of just a few months, NUSSLI brought two product innovations to market: The Premium Grandstand and the modular beam system. In addition to 2,000 projects each year all over the world, NUSSLI is constantly improving its construction systems and expanding its range. As head of the Events Division, Rainer Zünd consistently pushes ahead with the development of new products.



**Rainer Zünd,**  
COO Events  
NUSSLI Group

**Rainer Zünd:** We determined that there is demand for increased legroom and comfort in grandstand seats from spectators. The fact is, an 80 centimeter row depth will soon be the new standard preferred by our customers. It is important for our business that we can offer solutions to changing needs and trends in the form of new products. In doing so, we periodically analyze our experience of finished projects based on the feedback of customers and markets. Based on these results, the team then determines which criteria the new product needs to fulfill. When these basic requirements are fulfilled, we start development.

*"The most important thing for a new rental product is that it does not have to function once, not five times, but a hundred times, and always at one hundred percent capacity."*

**up'date:** Rainer Zünd, one of your tasks is to quickly react to changing requirements and develop appropriate solutions. You were recently able to test one such solution for the very first time. What was it like?

**Rainer Zünd:** This year, for the twentieth time in a row, we built the arena with 52,016 seats for the Swiss National Wrestling and Alpine Festival. At the same time, the grand opening was also the premiere of our Premium Grandstand, our newest product. With a row depth of 80 centimeters, high-quality workmanship and modern design, it is suitable for a wide range of events and also as a VIP grandstand.

**up'date:** Why is the 80 centimeter row depth so important for this new grandstand system? And how do you decide what features a new product ultimately needs to have?

**up'date:** Which trends and customer needs were decisive for the development of the other new product, the modular beam system?

**Rainer Zünd:** Our clients know that NUSSLI is able to rapidly offer high-quality, flexible temporary solutions in the categories of event halls, pavilions and special construction projects. This also applies to projects in demanding conditions and in unusual places. As soon as more than one roofed structure is required – whether for architectural, structural or energy-related reasons – a NUSSLI system solution is the first choice. The increased demand for larger span widths and higher loads, however, stretched our existing system solutions to their limits. In order to cater to this customer requirement, we developed a new support system which is completely integrated into the existing system material. As before, our construction systems are versatile, quickly assembled and available in large quantities. With the modular beam system, however, we have been able to massively increase our span widths and load capacity. And we are able to assemble the roof completely without the use of a crane. This means we can be even more flexible and need even less space on location. This new innovation has



**Bern Temporary Theater // Tight spaces and a delicate building site; NUSSLI developed the modular beam system for exactly these situations.**

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already proven itself. For the 2016 season, we constructed a temporary theater for the Bern Theater and Concert Hall in the middle of Bern's old town. The 52 by 22 meter building stood on a parking garage. Its roof, i.e. the square above it, had an incline of up to two meters. In addition, the square was bordered on all four sides by roads, whose traffic remained unrestricted for the entire construction period. The modular beam system has therefore already proved that it is space-saving, flexible, and quick to install.

**"One's own practical experience cannot be replaced by others, only supplemented."**

**up'date:** Working on new developments in addition to ongoing projects seems like a big effort. Has NUSSLI ever worked with external product developers?

**Rainer Zünd:** We have tried that, yes. But unfortunately without the success we hoped for. The positive thing is that it strengthened our conviction that new products should strictly be developed in-house; based on our own know-how and, if necessary, with external support in specific areas. All of our technical development is now strictly in-house. This is the only way to ensure that the new developments meet the set targets. One's own practical experience cannot be replaced by others, only supplemented. Technically-oriented employees drive these new developments in small teams. In these teams, project managers work with chief technicians who are familiar with the market and know the specific product and its application. This is a prerequisite for success. Although it is an additional challenge, product development is also an enriching and exciting activity and is therefore popular with the employees involved.

**up'date:** How long does it take for a new product to be developed, engineered and tested enough for you to give the green light on production?

**Rainer Zünd:** Once we have analyzed the market needs, we define the objectives for the new product. From this we derive the development strategy. In the development of a new product, there is always tension between opposing criteria and competing opinions. A clear development strategy helps to not lose sight of the primary objectives. The process takes time and also requires repeated critical judgement of intermediate steps. For example, by making and testing partial prototypes. If, in the course of development, a product is found to have a concrete application, it increases the pressure – in a good way. All in all, it takes one to two years for a new development to be ready for production and sale. The most important thing for a new rental product is that it does not have to function once, not five times, but a hundred times, and always at one hundred percent capacity.

#### Rainer Zünd

leads the Events Division of the NUSSLI Group, which plans and implements grandstands, stage and event infrastructure projects around the world. After studying civil engineering at the Swiss Federal Institute of Technology (ETH) in Zurich, Zünd worked in bridge construction and civil engineering. Since 2012, he has been a member of the NUSSLI Group Management. Zünd has been involved in projects such as the Swiss National Wrestling and Alpine Festival, the 2015 Pan American Games, the 2008 UEFA European Championship, and is currently involved in planning the 2017 FINA World Aquatics Championships in Budapest.



# Innovation is the Future



When the design, material, and color have been decided and the prototype has passed all the stress tests, there is no going back. The only way to go now is forward: To make an investment in the future and to begin production; with the prospect that the product exactly meets the client's requirements. But also with the risk that the observed trends may develop in a different direction than predicted and that the innovation may be adopted to the actual needs. It is never possible to forecast with certainty what the future will bring. And so the real challenge here is to correctly interpret the signs and to weigh the opportunities and risks — but most importantly, to have the courage to take a chance.

*Time and again, the unconventional thinkers, creative minds, and bold decision-makers at NUSSLI have generated the necessary competitive edge for the company's growth and success during its 75-year history with innovations and a willingness to take risks. They develop and upgrade construction systems, delve into new markets, and constantly expand the range of products and services with new ideas. The reason they are able to do so stems from the curiosity, the market expertise and knowhow of all the employees, the flexible organization of the company, and of course its pioneering spirit, which is an integral part of NUSSLI's company DNA.*



Coop's "Future Food District" Pavilion at Expo Milano 2015 with the largest plotted image in the world.

### Curiosity and courage

*Giant vertical plotters on the facade of a pavilion? This crazy idea was conceived during the planning of the Coop Pavilion for the 2015 Expo Milano. Of course, there were no instruction manuals to consult or prior experience to draw on — the plotters themselves didn't even exist! At that point, we could have still discarded the idea and suggested an alternative pavilion facade to the client instead. But the team led by project director Dietmar Kautschitz was curious, persistent, and experienced enough to attempt the experiment. That meant finding a manufacturer for the plotter, collecting all the necessary information on how it worked and the relevant requirements, and adapting the structure of the pavilion facade to accommodate it. And it worked. Visitors to the Expo would later simply stand mesmerized in front of the pavilion's wall and be amazed at how the giant faces appeared bit by bit on the vast 80 x 13-meter surface. As a matter of fact, those plotters printed the largest plotted image in the world, as evidenced by the entry in the Guinness Book of Records.*

*Taking pride in one's work, constant self-improvement, making a difference. This is what drives the employees at NUSSLI to look beyond their own horizons, to dare to try new things, and to question what currently exists. It does not matter whether they are faced with what seems to be an unsolvable task during one of the project phases, whether changes make it necessary to develop new system materials, or whether they are suddenly faced with target groups that are completely foreign to them in terms of culture, language, and mentality. In each of these situations it is necessary to be flexible, innovative, and above all bold.*





The completely overhauled MoMoCUBE was ready for its first use in the NUSSLI Competency Center just in time for the anniversary celebrations.



### Innovation requires inspiration

*Oftentimes, innovation is the result of a concrete task or problem. But certainly not of tinkering away alone at one's desk. Mutual inspiration and an open exchange of experience is necessary for fresh ideas and approaches to developing new projects; by working closely with clients, within a project team, beyond the limits of one's own division, with partners, suppliers, and service partners. "Of course, the people involved in projects organize workshops, regular meetings, department meetings, and many other forums for discussion constantly and as needed. However, our annual NUSSLI seminar plays a pivotal role for the entire group. The primary goal for this event is to work on current issues in a manner that bridges divisions and countries. The employees with their diverse professional experience, geographical origins, their understanding, their language, and their culture all have a positive mutual influence on each other. In short, they inspire each other," CEO Martin A. Messner states with conviction. And the example of the MoMoCUBE illustrates this perfectly. Originally developed by AMBROSIUS, this sleek show container recently underwent a complete redesign. In close collaboration, the teams at AMBROSIUS Germany and NUSSLI Germany, Switzerland, and Czech Republic continued to improve on the MoMoCUBE and outfitted it with additional extras.*



**Opening of the NUSSLI Competency Center for Temporary Structures.**

### **Reacting to change with flexibility and agility**

*At the same time, the communication with and within the various stakeholder groups also showed us which trends we need to engage with in order to keep step with the future. Mark Breitenmoser, Head of Strategy, keeps an eye on future opportunities and possibilities for NUSSLI: “For example, where the major events of the future take place is of major importance to us. Because that is where we need to be ready for action and build up our network.” Beside geographical trends, global societal trends strongly influence NUSSLI’s business. The greatly increasing importance of sustainability, mobility, and individuality also opens up new opportunities for temporary construction. For example in sustainable overlay planning for large-scale events, which involves using existing permanent buildings to the maximum extent possible and supplementing them with temporary installations. This forward planning with regard to space and material is not only good for the environment, but at the same time also increases flexibility and results in lower costs.*

*In the context of a higher general mobility, it is apparent that companies are also increasingly using roadshows, pop-up stores, and temporary event locations to reach their target audience. They are presenting themselves as mobile and adaptable, speaking to their target audience wherever they happen to be, instead of trying to get them to come to showrooms or expos. At the same time, the trend towards individualization has had a great impact on the type of events. We have found that in addition to the event itself, it has also become increasingly important what happens before, after, and in the digital world. Furthermore, ‘passive’ visits to an event have all but fallen out of fashion. “Today, it is the personal approach and active participation in the event that count,” says Breitenmoser. “Participants have high expectations. This is particularly apparent at music festivals. For the 2013 Electric Love Festival in Salzburg, NUSSLI developed an innovative stage landscape instead of a functional stage for the very first time, with integrated lounges and platforms. Since then, a growing number of other festivals in Europe and America each year have decided to plan and implement all event constructions according to an overall thematic concept.”*



The 2016 Electric Love music festival in Salzburg, Austria, started a new trend in Europe in terms of stage design. The Mysteryland Festival in Bethel near New York, USA, also joined the trend of elaborate stage landscapes and had NUSSLI build an extravagant main stage in 2016.





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### Breeding ground for innovation

Since the beginning of NUSSLI's 75-year history, Switzerland has been a prime location for launching innovative products and developing business models from new ideas. One of these was the revolutionary wedge coupler, which NUSSLI patented in the early sixties, thereby producing the very first NUSSLI innovation. Today, Switzerland has defended its title as the most innovative country in the world for many years. Each year, it sees more patent applications for new inventions than anywhere else in the world. Switzerland's business-friendly regulations and tax laws, its superb educational system, and the possibility to recruit specialists and qualified experts from within the country are a great boon to innovation. For NUSSLI, this means that, in addition to the modest size of the company and its flexible corporate structure, it is also located in the best environment to continue working on innovative solutions and realizing new ideas.



# Challenges around the World

**Abu Dhabi, United Arab Emirates – FINA High Diving World Cup 2016** // NUSSLi installed a tower for dives from heights of 20 and 27 meters on the Corniche beachfront in front of Abu Dhabi's impressive skyline.

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**Calella, Spain – Ironman 70.3 Barcelona 2016** // Around four hours after the start of the race, the fastest of the triathletes ran into the finish arena amidst cheering from the spectators. NUSSLi built the arena with 1,000 spectator seats, VIP platform, LED screen, DJ platform, showers, toilets, wardrobes, and offices on Calella Beach, and therefore completely on sand.





### **Morgan's Point, Bermuda – Artemis Racing Team**

**Base** // Back in January 2016, the Swedish team Artemis Racing moved into their temporary base to prepare for the America's Cup on Bermuda. The main hall was built for working on the catamarans. Offices, conference rooms, and a gym are located on a mezzanine level.

### **Würzburg, Germany – Grandstand Expansion in the Flyeralarm Arena**

// The Würzburger Kickers e.V. Soccer Club is still flying high. In 2015, the team from Würzburg played in the 3rd National League, and just one season after that, they were promoted to the 2nd National League. In order to bring the stadium up to 2nd National League standard, NUSSLI expanded it with a grandstand that provided standing room for 7,000 spectators on the back straight.



### **Kailua-Kona, Hawaii, USA – Fed Cup Qualification Round**

// This was the first time that a Fed Cup game had ever taken place on Hawaii. Team USA's victory against Poland in the NUSSLI stadium in front of 1,700 spectators qualified them for the world group play-offs.

### **Berlin, Germany – LG booth at IFA 2016**

// At IFA 2016, LG Electronics directed amazed visitors through an impressive OLED tunnel with 216 displays. In contrast to the tunnel and its impressive riot of colors, the other areas of the exhibition stand were designed primarily in a clean, elegant white.





**Frankfurt – Demantic Brand Experience Center** // The Imagination Center at the headquarters of Demantic, the world market leader for supply chain solutions, offers visitors a brand experience centered around warehousing, sorting, picking, and packaging. AMBROSIOUS realized the construction of the 1,000 square meter Imagination Center based on a concept and design by simple GmbH.



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**Berlin, Hamburg, Munich, Cologne and Offenbach, Germany – Samsung Electronics Roadshow** // At the Samsung Electronics Roadshow, which consisted of a total of five stations, visitors could not only find out about the new product range, but also benefit from the training offerings in product segments such as TV, IT, and cellular communications. AMBROSIOUS Germany served as a turnkey service provider for the realization of the roadshow.



**Hannover, Germany – Mercedes Benz Sales Convention** // Mercedes Benz invited its sales staff from Germany to a brand and motivation event in Hannover. NUSSLI provided the stage for the three-hour show program, complete with a turntable, on which images could be projected on both sides, as well as a round grandstand with 2,300 seats.

**Mexico City, Mexico – Longines Global Champions Tour 2016** // Mexico City was the tour venue of the LGCT tournament series for the first time ever in April 2016. NUSSLI built platforms and infrastructure for spectators and organizers, including carpeting and premium coverings, over an area of 4,500 square meters.

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### Barcelona, Spain – Barcelona Open Banc Sabadell //

Rafael Nadal won the Barcelona Open Banc Sabadell, the most historic and second-largest tennis tournament in Spain, for the ninth time in 2016. NUSSLI installed the arena, VIP box, television studios, and commentator boxes for over 8,000 spectators.



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### Frutigen, Switzerland – Exhibition in Tropical Greenhouse //

NUSSLI realized the construction of an exhibition about sturgeon rearing and caviar production based on a concept by T\_Raumfahrt. Visitors intuitively find their own path through five exhibitions on the topics of water, caviar, indulgence, energy and sturgeon, absorbing information at the 80 displays, some of which are interactive.

**Paris, France – Škoda Exhibition Stand at the Paris Motor Show //** Škoda's first SUV, the "Kodiaq," was unveiled at the Paris Motor Show. A cafeteria, conference room, lounge, and sales areas were also integrated into the two-story exhibition stand measuring 2,000 square meters next to the expansive exhibition area.







**Munich, Germany – Red Bull Crashed Ice 2016** // From the starting line on "Olympic Mountain," the athletes raced through the ice channel towards the finish line on "Olympic Lake." They had to deal with numerous chicanes and obstacles over a length of 470 meters and down a height difference of 55 meters — at speeds exceeding 50 kilometers per hour. NUSSLI built the track and the grandstand installation for the spectacle.



**Chemnitz, Gräfenheinen, Germany – Cosmonaut, Melt! and Splash Festivals** // Three music festivals, one action-packed attraction for the audience: a 90 meter long zip line. In addition to the festival booths, NUSSLI's contribution to the zip slide sponsored by Lucky Strike, in cooperation with the agency Gemeinsame Sache, included the assembly of two towers made of system material with a staircase as well as takeoff and landing platforms and a specially designed pickup for the zip line. Everything was guided and approved by TÜV.

**Panama City, Panama – Christening of Canal Expansion** // Construction work for the expansion of the Panama Canal lasted nine years. The waterways of the enlarged channel between the Pacific and the Atlantic can now be navigated by larger, and even more importantly, a greater number of ships. Around 3,000 spectators watched the opening ceremony from the NUSSLI grandstand.





**Kitzbühel, Austria – Audi FIS Ski World Cup 2016** // The "Streif" is known as one of the most challenging and dangerous racing pistes in the world. The assembly of the spectator infrastructure for the races was by no means an easy feat. NUSSLI installed the finish arena and other event structures in Kitzbühel by hand so that the underlying golf turf would not be damaged.

**Munich, Germany – BMW Brand Event Festival 2016** // BMW celebrated 100 years of company history with a two-day festival bearing the slogan "The next 100 years." Prominent stars, as well as legendary automobiles and motorbikes, made their appearances on the largest stage in Europe which featured turntable platforms and decorative side walls.



**Laax, Switzerland – Laax Open Snowboard Contest** // At the first Laax Open Snowboard competitions, top riders, amateurs, and stars of the next generation went head-to-head in the half-pipe and slopestyle categories. NUSSLI used cable cars to deliver the materials for the spectator infrastructure, installing a grandstand, VIP platform, LED wall, and other infrastructure on the peak of Crap Sogn Gion.





# We are NUSSLI

**Simone Ferrari** *"Life begins where your comfort zone ends."*



In hindsight, Simone Ferrari, head of the NUSSLI office in Mexico, finds that a quote by star architect Renzo Piano perfectly sums up his own profession: "The architect has the best job in the world. On a small planet where everything has been discovered, designing remains one of the biggest adventures there is." And as a self-avowed adventure-lover, being an architect by profession is much more to Ferrari than just a job. The 38 year-old describes the construction of the Mexican pavilion for the Expo in Milan as his greatest challenge. As a global citizen, Simone Ferrari discovered a whole new world in Mexico after having worked in Paris, Kurdistan, Milan, Edinburgh, and Iraq: "Now that I am on the other side of the Atlantic, things have changed dramatically for me. There are things I miss here, but I get a lot in return." A whirlwind of a multi-talent in his job, he finds it hard to sit still even in his leisure time: "Lying on a crowded beach is far from what I would call relaxing." On the contrary: He gets up early, packs his climbing gear, and heads out. After all, his motto is: "Life begins where your comfort zone ends."

**Konstanze Grammatikos** *"The atmosphere of a thousand fans packed into such a dense arena is absolutely indescribable."*



There are not many people who can look back on their career at an early stage and say: "A stadium was built based on my ideas." Konstanze Grammatikos, who accepted the assignment as a venue designer at the Arup engineering firm in London, can now cross that off her list, because the King Abdullah S.C. Stadium in Jeddah, Saudi Arabia is based on her designs. After her degree, Konstanze focused mainly on combining design and engineering. But that was not enough for her because over the course of many projects she soon realized that, "Investors, clients, banks, and the public sector speak a different language than engineers and creative minds." In order to evolve as a valuable liaison at this particular interface, Konstanze Grammatikos completed an additional management degree with a focus on the sports and events industries. Today, NUSSLI benefits from her versatility as director of account development, where she now helps develop various projects from their earliest stages, such as the AVP beach volleyball project or the market entry in Dubai in the lead-up to Expo 2020.

In addition to her passion for fashion, music, and architecture, she loves to travel to distant lands in her free time. This is an opportunity for her to get inspiration for new ideas. When she isn't traveling, she is often found at major sport events, where she pursues her passion for stadia. "The atmosphere of a thousand fans packed into such a dense arena is absolutely indescribable."

**Rainer Kubach** “It energizes me to know that my colleagues are able to better and more effectively complete their tasks thanks to the work I do.”



When something is virtually impossible because the resources to complete it are unavailable. When a project includes a lot of “virtually impossible” tasks that he still manages to get done, these are moments in which IT manager Rainer Kubach from AMBROSIUS Germany has a real sense of joy. “And of course when I’m having fun with my grandchild.” The 57 year old was practically a pioneer of sorts when he decided to study information technology at the Darmstadt University of Applied Sciences in 1980. Back then, it was a field that was as exciting as it is today, and characterized by constant change. One of his main duties today is to integrate AMBROSIUS’ IT systems into the NUSSLI IT environment. “It is a rather time-consuming and complex job, as there is no software available that can automate these workflows,” says Kubach, who had already been the head of the IT Department for 26 years before the merger of AMBROSIUS with NUSSLI. Perhaps it is his calm nature that allows him to keep an overview of the situation even in the heaviest storms of bits and bytes. But whatever the case, he loves being a pillar of strength. One huge challenge for the future is the digitalization of processes in all areas of the company in order to maintain as well as increase competitiveness. “It motivates and energizes me to know that my colleagues are able to better and more effectively complete their tasks thanks to the work I do.” Almost as great as spending time with his grandchild.

**Maryalice Quinn** “It really motivates me to hear from people on our team what they most enjoy about working for NUSSLI.”



“It really motivates me to hear from people on our team what they most enjoy about working for NUSSLI,” says Maryalice Quinn, Human Resources Manager in the US, “and it inspires me to think creatively about new ways to add to our culture.” Creativity is something that comes naturally to Maryalice, having begun her career in the arts as an undergraduate photography instructor. Over the course of her career, she has built upon this early experience in developing student talent and found her niche in recruiting and managing effective teams while creating optimum environments for them to succeed. She’s applied these talents to both her own event company, but also as a consultant in foundational Human Resources and People Operations to a variety of early-stage start-ups and small businesses. She’s also an avid traveler who has set foot on four continents so far, but that isn’t enough for her: “My goal is to visit them all!” She brings balance to her diverse workload in her spare time with such activities as hiking the trails in New York’s Hudson Valley with her 12-year-old daughter Lulu, and taking photos all along the way.



# Premium Grandstand in Real-World Test



**The 2016 Swiss National Wrestling and Alpine Festival in Estavayer was an event of superlatives – nowhere else in the world has there ever been an entirely temporary arena with 52,016 seats for a three-day event. And for NUSSLI, it was the premiere of yet another new product.**

*For the twentieth time, NUSSLI built the arena for the wrestling festival. And along with the growth of the Swiss National Wrestling and Alpine Festival (ESAF), NUSSLI too grew a little, particularly where know-how was concerned. This is because the ESAF had always been an opportunity to showcase innovations to the public for the first time and to put them to the test in an environment where safety, scale, comfort and speed are crucial during assembly and dismantling. Rainer Zünd, head of the Events division, is pleased that the new Premium Grandstand made such a positive impression in terms of comfort and quality as main grandstand of the "Arène de la Broye". "After all, the spectators were sitting in their grandstand seats for eight hours a day. In such a situation, every additional centimeter means more comfort and leg room. With its row depth of 80 centimeters and folding seats, the Premium Grandstand fulfills current FIFA and IOC requirements as well as the needs of the spectators. Furthermore, the grandstand system is economical, flexible, and particularly optimized for long transport routes," explains Zünd.*



**The new Premium Grandstand with pristine white folding seats.**

*Within just eight weeks, NUSSLI built the entire installation with ten of its own technicians and 80 helpers from the Swiss Army. For three days, it was also the largest stadium in Switzerland. In addition to the vast grandstands, of which half were completely covered by a roof, the construction of additional infrastructure such as the food and beverage areas, media center, and supply units were also the responsibility of the experts at NUSSLI.*

### Creativity in Hut Form

With its exceptional design, the young architectural firm Studio Banana has certainly put a new twist on the famous Schiller quote: “There’s room enough even in the smallest hut”. The task: Building the new headquarters of the advertising agency McCann World Group in Madrid – over three floors in an old jeans factory. Because the expansive loft offices with around 6,000 square meters offered a great deal of space, innovative hut designs of various shapes proved ideal for creating a spatial structure. A team from NUSSLI built the hut structures, many of which were designed to be quite spectacular, out of a wide range of materials: 68 huts with various coverings, including wood: perforated, painted, or carbonized. Tiles, glass, sheet steel, fabric, and polycarbonate. No two huts are alike, and the interiors provide niches, workspaces, workshops, conference rooms, and even fully equipped sound studios.

NUSSLI also delivered solid wood tables for more than 600 workspaces that were designed specifically for this project. Everything was done with in less than 14 weeks – from factory planning and production to final assembly. This innovative method of rejuvenating old industrial buildings creates an urban flair with open areas and streets, into which grandstands with seat steps have also been integrated. Open in its entirety, yet screened off in the privacy of each individual hut. A glimpse into the future of meaningful repurposing.

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The new headquarters of the advertising agency McCann World Group in Madrid with 68 unique cabins for work spaces, conference rooms and even a recording studio.



# Challenges in sight



## Astana, Kazakhstan – Preparations for Expo 2017

*Astana is getting itself all dolled up for the World Expo. In the booming capital of Kazakhstan, more construction is taking place than usual to ensure that it will be ready for the 5 million visitors expected beginning in June, 2017. In keeping with the motto “Future Energy,” the participating countries will be examining the issues of global CO2 reduction and a sustainable energy supply.*

*On the heels of the resounding success at Expo 2015 Milano, NUSSLI has also been represented with a branch office in Astana since March 1, 2016. NUSSLI had already received the official construction permit for projects in Kazakhstan prior to that. Matvey Digilov, CEO of the branch office TOO NUSSLI (Kazakhstan) and his on-site local team are all set to implement the projects at the World Expo with support from the NUSSLI Group. However, he is not only focusing on the Expo. Rather, he is thinking long-term and also considering expanding his network: “Kazakhstan is a big*

*market with great potential and opportunity for new business possibilities, particularly in the field of temporary construction. Here in Astana, during the preparations for Expo 2017, numerous meetings, during which we were already drafting initial suggestions and concepts for specific infrastructure and sports projects, have been conducted with private and public institutions which have expressed a significant need for temporary structures. In addition, we are constantly building on and expanding our network of reliable partners, service providers, and suppliers from the region.”*

*NUSSLI also assisted the Kazakh and Swiss customs authorities in Astana with making the import process for participating countries easier, faster, and free of customs and sales taxes. In order to do this, customs clearance, and hence the external Kazakh border, will be shifted to the limits of the Expo grounds for a year starting on November 1, 2016.*





### New Visions for the (Golf) Event of Tomorrow

*In order to ensure the success of a major sporting event such as the 74° Golf Open d'Italia at the Olgiata Golf Club in Rome, the infrastructure off the green has never been more important. With temporary structures, the appeal of the event is not only increased for visitors who demand a high level of comfort. Sponsors, too, greatly value an environment where they can optimally present their brand and link it to the prestige of the event. In a nutshell: Intelligent temporary infrastructure generates noticeable added value.*

*NUSSLI's exemplary concept for the Golf Open d'Italia 2017 taps into potential that simply gets more out of the event. With a high degree of flexibility, NUSSLI uses pre-constructed wooden boxes to open up esthetically innovative possibilities. The design greatly outshines the usual tents, and*

*sets a new standard for "premium" in the sphere of top-notch events. But the possibilities are not simply limited to VIP boxes, ticket corners, or lounges for F&B: Commercial villages create a shopping street and promenade that are individually customized for the event. A wide range of facades can be created using stretched textiles, which also makes them interesting advertising surfaces. With a high degree of mobility, NUSSLI systems stand for quick assembly with minimum manpower.*

### Zurich, Switzerland – ICF Kidsworld

*Young visitors to the International Christian Fellowship (ICF) will most definitely be pleased to know that they are getting their very own little world, the ICF Kidsworld. Playful patterns, colorful walls and child-friendly furniture characterize the rooms.*

*NUSSLI will be realizing the entire interior fitting for an area of 1,500 square meters stretching over two floors. But there's still a lot of work ahead for the NUSSLI production team: They still have to paint the walls, lay the carpets, produce all the furniture and fittings and install them on site before opening day. The ICF Kidsworld will be ready in January*

*2017 and is located in the direct vicinity of the ICF headquarters. ICF Kidsworld is part of the new Samsung Hall development in eastern Zurich, where the first events will be held starting in January 2017.*



**Budapest, Hungary – 17th FINA World Championships 2017**

*Beginning in mid-July 2017, 2,500 athletes will compete for 75 World Championship Aquatics titles over 17 days in Budapest and Balatonfüred. The 17th FINA World Championships will be the largest sporting event ever held in Hungary.*

*The Dagály Aquatics Centre, an architectural gem, is now being readied for this sizable event as well as its subsequent use for the public in Budapest. NUSSLI will expand it by 9,000 temporary spectator seats for the event before its final completion. Eight double-flight stair towers outside the hall as well as media centers, a photography grandstand, and two grandstands using the new Premium Grandstand system with 4,500 seats each and many project-related custom features will also be installed in the hall.*

### Darmstadt, Germany – New Location for Expo Solar Trees

Three of the five solar trees which provided shade and supplied power at the German Pavilion at Expo Milano 2015 are now moving to Darmstadt. In summer 2017, NUSSLI Germany and AMBROSIUS will be “planting” the solar trees on the factory premises directly in front of the Merck KGaA management building. To celebrate its 350th anniversary, Merck KGaA is revamping its chemical facilities. In the future, the solar trees will be storing electricity during the day, which they will then utilize to illuminate themselves at night. The high-performance material for the centerpiece of the trees, the solar cells with organic photovoltaics, was supplied by Merck.







### Swiss Re Club House Interim Solution

*NEXT is the name of the new building at the headquarters of Swiss Re in Zurich that will soon also house the employees from the Adliswil and Enge offices. With almost double as many employees as before, however, the company's own 'club house' with an employee cafeteria and a gourmet restaurant for management is becoming pretty cramped. Hence, to accommodate the 1,500 guests expected for lunch here every day starting in winter 2017, workflows will need to be optimized, the number of seats increased, and the catering facilities will have to be brought up to speed over a two-year renovation period. But how can employees continue to be provided with food and drink during this period? There aren't enough restaurants in the area, and a temporary tent structure wouldn't be approved these days for energy-efficiency reasons.*

*Hence, NUSSLI worked out a solution consisting of a temporary restaurant with a commercial kitchen. The central requirements of the client Swiss Re for the temporary structure were for a sustainable construction and energy supply. The planned temporary restaurant fulfills both criteria, and much more: NUSSLI planned the two-story building as a turnkey structure using a modular pavilion system design. Prefabricated modules made of a steel-wood combination form the outer shell of the building. They can be reused for other buildings in the future. Working together with its partner KPC, NUSSLI planned the kitchen fittings and all necessary back-of-house areas using a high-quality module solution for the required catering standards. With the assistance of the internationally operating company HHF Architekten, the team drafted the floor plans and developed an architectural design that not only outfitted the restaurant hall and container kitchen with a uniform facade, but also perfectly complemented the picturesque location directly on the shores of Lake Zurich.*

## St. Moritz, Switzerland // 2017 FIS Alpine World Ski Championships

*Following the FIS Alpine Ski World Cup finals in Winter 2015/2016, the next major event in the Grison Alps is already scheduled for February 2017 – and this time, it will be bigger than ever. St. Moritz will host the FIS Alpine World Ski Championships for the fifth time. NUSSLI will be providing the entire temporary spectator infrastructure for the second time since 2003. The assembly teams already began building the finish arena featuring 5,000 spectator seats in October 2016 with the help of the Swiss Army. The grandstands need to be anchored in the ground before the first snow and most importantly before the soil freezes.*

*Media representatives will have 36 commentator boxes and 4 television studios at their disposal to report live to the world as the athletes plunge from the legendary “free fall” start or as competitors cross the finish line at breakneck speed. The assembly team will be setting up more than 30 camera towers along the route with the help of helicopters, allowing fans to follow the spectacular images on their screens.*





# From Trends to Topics

Sooner or later, trends lead to changes. Within global megatrends such as digitalization, (neo-)ecology, individualization, safety, and mobility, trends are emerging in our direct environment that we need to recognize and correctly interpret at an early stage. Only then will we be able to react to changing client requirements with innovative products, concepts, and solutions.



Event safety: Skimping on precautions can turn out to be very costly later on.

**Safety first. Even when considering the costs of an event.**



Expos need to offer the perfect blend of high tech and "high touch".

**Immediacy can't be digitalized.**

There will always be cars at car expos. How else would you know what it feels like when the car door closes?



Cups with a return deposit are part of sustainable events. So are recyclable event structures.

**The future for these events is green.**

An optimum combination of existing and temporary installations leads to greater flexibility and sustainability.

It's a thirst for knowledge that drives people to museums.

Events of the future are worlds of experience in which visitors take on an active role.

**Events are for people.  
People make events.**

Random pop-up events are giving well-organized major events a run for their money.

The more entertainment choices there are, the stiffer the competition for event customers.



**Asia and the Middle East are becoming more and more important as an event and exhibition center.**

WhatsApp, Facebook, Twitter, Snapchat, Instagram? Yes—whether you want to or not!

Event participants and their ideas are the inspiration for exhibitors.

**There is no choice between virtual and real. Only both at the same time.**

More personalized experiences—festival visitors have high expectations.







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