

# UP' <sup>2017/2018</sup> date

The NUSSLI Magazine

NUSSLI

Time

**Fascination for Temporary Structures**  
Versatile and Sustainable

**Interview**  
Technology and Innovation Combined

**Astana Adventure**  
Five Premium Expo Appearances

# Contents

## PERSPECTIVES

- 4 *A Piece of History in the Here and Now:  
The Parthenon of Books*
- 6 *A Feat of Logistics and Engineering:  
The Elephant Stage*
- 8 *The World of Motorsports*
- 10 *Power Play in the Temporary Construction*

## STORY

- 12 *It's all a Matter of Time*

## HIGHLIGHTS

- 18 *Global Highlights*

## PORTRAIT

- 26 *Go Getter, World Traveler, Trailblazer and  
Team Player*

## FOCUS

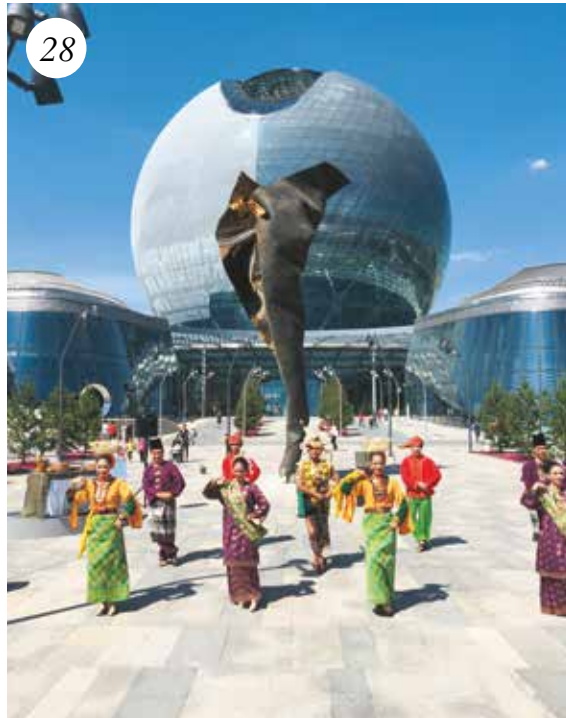
- 28 *Scenes from a Successful Project*

## HORIZON

- 32 *Time for New Challenges*

## KALEIDOSCOPE

- 34 *Unforgettable Moments*



## Photo Credit

Cover – Marco Vedana // 2 above – Sam Bloxham/LAT/Formula E // 2–3 center – jahreiss. kommunikation foto film // 2 below – NUSSLi Group // 4–5 – Andreas Keller Fotografie // 6–7 – Daniel Leinweber/Razberry Photography // 8 above – Daniel Leinweber/Razberry Photography // 8 center and below – NUSSLi Group // 9 above – NUSSLi Group // 9 center left – GEPA pictures/Red Bull Content Pool // 9 below left – Alastair Staley/LAT/Formula E // 9 below right – NUSSLi Group // 10 – Felix Brodmann, Burgdorf // 11 above – Felix Brodmann, Burgdorf // 11 below – LHC/Didier Charles // 12–13 – jahreiss. kommunikation foto film // 14 above – Felix Brodmann, Burgdorf // 14 center – Garry Cotter // 15 center – jahreiss. kommunikation foto film // 16–17 – jahreiss. kommunikation foto film // 18 above – Swatch Beach Volleyball Major Series/Martin Steinhilber // 18 below – Andreas Keller Fotografie // 19 above – Markus Stempel/Stockwerk 1 GmbH // 19 below – St. Moritz 2017/Filip Zuan // 20 above – Art+Com AG // 20 below – Andrea Staccioli/Deepbluemedi/Insidefoto // 21 above – Schindler Schweiz // 21 below – Samo Vidic/Red Bull Content Pool // 22 above – Timothy Schenck // 22 below – GEPA pictures/Christopher Kelemen // 23 above – Erik Thomas // 23 below – Mike Auerbach Photography // 24 above – Hangar Pictures/Adrian Bretscher // 24 center – Robert Bosch GmbH // 24 below – Sandra Blaser Photography // 25 above – Concert Studio // 25 below – manfred h. vogel, berlin // 26 – Jan Keller Photography // 27 left – Jan Keller Photography // 27 right – NUSSLi Group // 28–30 – jahreiss. kommunikation foto film // 31 – Jan Keller Photography // 32 above – Rockwell Group // 33 above – Knippers Helbig & Menges Architekten // 33 below – Les Tontons, Lausanne // 34 left – Milla & Partner // 34 center – NUSSLi Group // 34 right – swiss-image.ch/Monika Flueckiger // 35 center – LHC // 35 above right – NUSSLi Groups

# Foreword



## Temporary Building

*Dear Readers,*

*It literally came down to hundredths of a second at the Ski World Cup in St. Moritz in January 2017. In the summer, during the World Swimming Championships, the high divers in Budapest also had to turn at just the right second as they jumped from the tower. But time as a factor doesn't play a deciding role in sports alone.*

*When I took over the operational helm of the NUSSLI Group in the summer of 2017, I quickly noticed the importance of this resource for us. Even the term 'temporary construction' stands for buildings that are built for a short time only. Whether they're brand pavilions, replacement match locations, theater buildings or grandstands – what remains after our projects have been dismantled is the memory of an unforgettable event. For example, in the park on the Rhine in Dusseldorf there is nothing to indicate that a two-story world of experience by wholesaler Metro was recently located on some 2,000 square meters here.*

*Time is our daily companion – be it in the development of a new product, keeping our finger on the pulse of the times or during the implementation of a temporary ice hockey arena. Or when the assembly team is working under high pressure, always keeping the date of the first home game in mind. Similarly, when in the last few hours before the opening of Expo Astana 2017, short-term changes still had to be made and the team was able to use the remaining time to implement all customer wishes in a timely manner.*

*Inspiring our customers with unusual projects is our passion. Unique, quality conscious, and on time.*

*On that note, I hope you will enjoy reading these articles.*

**Winfried Schaller, CEO NUSSLI Group**

12



## Imprint

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# A Piece of History in the Here and Now

*The Acropolis, from Athens to Kassel*




*The Parthenon of Books is considered to be one of the most important structures of contemporary art. It is regarded as a symbol protesting against the prohibition of texts and their authors. The idea of the temple, modeled on the Acropolis in Athens, comes from the Argentine artist Marta Minujín. She built her first temple of books in Buenos Aires in 1983. On the occasion of documenta 14 the historic building was rebuilt in Kassel. The German team from NUSSLI was responsible for the construction of the walk-through work of art, which covered a total of 2,000 square meters. Up to 100,000 once or still forbidden books from all over the world covered the pillars of the building, which glittered majestically in the evening sun.*



# A Feat of Logistics and Engineering

*Spectacular Stage at the Electric Zoo Festival*



A large, illuminated elephant sculpture is the centerpiece of a night festival. The elephant is covered in gold lights and has large, curved tusks. It is positioned on a stage with a DJ booth. In the background, there are several tall, illuminated structures that look like skyscrapers. The sky is filled with bright red and white fireworks. A large crowd of people is visible in the foreground, many with their hands raised in the air. The overall atmosphere is festive and energetic.

*Normally the best DJs and producers are the focus of New York's biggest electronic dance festival. This year, however, the show was stolen by the giant elephant which in September 2017 sat enthroned and illuminated over the main stage at Randall's Island Park. The impressive animal was developed in the production halls of NUSSLI. With a span of 25 meters and weighing 12 tons, it was the spectacular Main Stage in the truest sense of the word. The construction, with its huge winged ears and powerful tusks, was regarded as a masterpiece both from a logistical and an engineering perspective.*

# The World of Motorsports

## Classic Racing Meets Modern Technologies

Rumbling engines, squealing tires, and the smell of gasoline in the air are by no means all that counts in the international motorsports circus. The new Formula E class shows that the competition among electric racing cars takes place not only on the circuit but also at the digital level – by means of e-voting, the fans help provide their favorites with an additional energy boost on the track.

As technology progresses, the topic of sustainability is also becoming a focus of racing. While Formula E relies on racing cars with electric motors, sustainability is also increasingly playing an important role in classic racing. Motorsports and sustainability – two topics that couldn't be more different – are already being combined in various countries, as is shown, for example, by the “Circuit de Barcelona-Catalunya.” For several years, the organizers of the Formula 1 and MotoGP race tracks have been pursuing a clear goal, because the area, surrounded by forests, is very close to a residential area. Out of consideration for residents and the environment they are working on various measures to one day reduce the CO<sub>2</sub> emissions on the race track to zero.

But no matter whether it's Formula E, Formula 1, DTM, IndyCar, MotoGP, or Motocross – in the end, it is the action, tempo, and adrenaline that inspire the fans on the NUSSLI grandstands around the world.



3 | 2017 FIA Formula E Qualcomm New York City ePrix (US)



2 | Indy 500 2017, Indianapolis (US)



1 | Formula 1 Grand Prix of Mexico 2017, Mexico City (MX)







4 | Firestone Grand Prix of St. Petersburg 2017 (US)



5 | 2017 Formula 1 Spanish Grand Prix Pirelli, Barcelona (ES)



10 | Formula 1 Grand Prix of Austria 2017, Spielberg (AT)



6 | MXGP of Switzerland 2017, Frauenfeld (CH)



9 | MotoGP of Austria 2017, Spielberg (AT)



7 | DTM Norisring 2017, Nuremberg (DE)



8 | 2017 FIA Formula E Berlin ePrix (DE)

# Power Play in the Temporary Construction



Michèle Desalmand  
Senior Project Manager  
NUSSLI Switzerland

The Lausanne Hockey Club LHC is getting a new home stadium. To keep operations running during the transitional construction period, NUSSLI developed a convenient solution for the club: a temporary ice arena, which is likely the first of its kind. Not only is it a sheer novelty, everything from the former arena will remain the same. In fact, club management didn't even have to change the venue's signage. The location is virtually the same, there is ample room for all the fans in the arena, and the ice maker can still make his rounds on the ice on his trusted machine. Project manager Michèle Desalmand discusses the challenges during planning and construction and how the ice rink can also serve as a transition or home arena for another club in two years.

**up'date:** *The first games have already demonstrated that the temporary hall is in no way inferior to a permanent ice rink. Michèle Desalmand, what type of demands did you present at the construction-planning stage?"*

**Michèle Desalmand:** *"The LHC is definitely interested in ensuring there is enough space for all of their fans in the arena as well as achieving the previous revenue in the restaurant. Therefore, our planning was based on two key figures: 6,700 spectator seats and a buffet measuring 80 running meters."*

**up'date:** *"Did these two values in fact represent the central objectives of the LHC for the project team in the planning of the ice rink?"*

**Michèle Desalmand:** *"Yes, they did. In addition to the rink's dimensions of 30 by 60 meters as outlined by the hockey league, this was the basis of our calculations. This ultimately resulted in obtaining the quantities and mass for all*



the other components, for instance, the number of toilets, the distance from the barrier to the first row, and the dimensions of the hall. A total of 135 containers are installed in and around the ice hall. Cloakrooms, showers, offices, and other functional rooms are housed in their interior. Outside the hall, we set up the catering area with a VIP lounge for 300 guests, a fondue tent with 500 seats, food trucks and various bars, as well as the cash register, the merchandise shop, and even a gym.

**up'date:** "NUSSLI is constantly building interim venues for sports clubs and has already amassed a wealth of experience with these structures. What is the difference when the structure involves an ice hockey hall?"

**Michèle Desalmand:** "The technology necessary for ice creation and dehumidification was definitely new as well as challenging for us. We had to thoroughly confront these technical systems and subsequently consulted the BG Ingenieure und Berater AG engineering office for the planning. On a personal level it was incredibly exciting to get involved with all the cooling and dehumidification technology. I almost became an expert myself."

**up'date:** "Yet it is such a high cost for a temporary construction, though. Is it worth it?"

*"The hall can easily be used on a temporary or even permanent basis immediately afterwards at another location."*

**Michèle Desalmand:** "The temporary ice rink is a novelty, so we first had to get familiar with the necessary technology. We had no experience for this undertaking – not to mention, there were no dehumidifier systems for rent. Our cooling and dehumidifying solution is therefore also designed for long-term operation. The arena is designed in such a way that it will be available for use by the LHC as a temporary venue for at least two years. The hall can easily be used on a temporary or even permanent basis immediately afterwards at another location."

**up'date:** "Setting up the temporary ice arena again elsewhere could turn out to be a straightforward process. Is that the case?"

**Michèle Desalmand:** "In principle, yes. The hall is dimensioned so that it can be loaded and transported on trucks. The same applies to the interior spaces, which consist of containers. Of course the transport of the dehumidifier system is somewhat more complex, and the construction would have to be adjusted for the corresponding snow load depending on the location. But overall, a new temporary construction can be planned and implemented relatively quickly."

**up'date:** "Is this also true if the arena is to be given a new permanent location?"

**Michèle Desalmand:** "That could also be easily planned. However, the focus here is on the issue of the subsoil. In order to move the stadium directly from Lausanne to a new location in two years, a club would already have had to resolve the issue of the building plot."



# It's all a Matter of Time



The NUSSLI project team has only twelve weeks to plan and implement the “Metro unboxed” pavilion in Dusseldorf. A strict deadline also entails a lot of pressure to perform. For temporary – as in short-lived – constructions, time is of the essence. After all, temporary construction is designed to create the appropriate event frame for the special moment.



**The “Metro unboxed” pavilion at the düsseldorf festival!**

*The date September 13, 2017 is set in stone. It’s the opening day of the “düsseldorf festival!” as well as for the “Metro unboxed” pavilion. All aspects of planning and preparation revolve around this predetermined date. They are running at full speed and under enormous time pressure. Just a few weeks after conclusion of the contract, during the design and construction documentation planning, NUSSLI project leader Otto Schweitzer begins production for the two-storey pavilion and its observation tower in the form of the Metro logo. Designers from Milla & Partner are already initiating the media production at almost the same time. At this point in time, there are exactly six weeks until visitors will be able to enter the interactive world of Metro. They’ll experience “the new Metro” on a multimedia, tactile, and interactive level. They will be able to climb the Metro tower, take part in the live action at the forum, or while away their time in the market pavilion’s restaurant. Can it even be done – planning and building in such a short amount of time? “Yes, it can actually run smoothly,” says Otto Schweitzer, “though it requires seamless collaboration and a team that works well together. The interfaces must be precisely controlled without fail and the processes must run smoothly and quickly. In addition, something else is particularly important in this situation: Trust and courage.”*



The temporary theater cube in the middle of Bern's Old City featured an impressive historic look.

The BC Lions Vancouver "Empire Fields" replacement stadium was in no way inferior to a permanent building. The temporary venue included a total of 27,000 seats.



### Temporary alternative venues

*NUSSLI project teams often encounter construction projects with extremely short planning and construction deadlines, as in the case of the Metro Pavilion. In addition, there are projects where the factor of time has a different meaning: If operations have to be interrupted for a certain period of time – as for example in the conversion or development of sports and culture venues – and a temporary solution has to be found. How long does it take to set up the interim operation? Does the transition solution offer all the necessary requirements for matches to continue? These issues must be clarified in advance in order to examine feasible transitional variants. In many cases temporary constructions prove to be the optimal solution. Not only due to the lower costs, but particularly due to the flexibility of these structures. What exactly does that entail? For matches, it means they don't have to adapt to an existing sports venue. On the contrary: The temporary structure adapts to the match requirements in terms of furnishings, location, and size. It offers*

*the most suitable furnishings that the sport or cultural association deems necessary. We have a number of examples of tailor-made temporary venues: These include the soccer arenas "Brita Arena" in Wiesbaden, the "airberlin world" in Dusseldorf, as well as "Empire Fields" in Vancouver, the musical theater "Ewigi Liebi", and the Theater Cube in Bern, or the first temporary ice hockey arena in Lausanne. It's often the case that theatergoers or sports fans are so impressed with the temporary venues that they would actually prefer them over the original structure.*

### A concept shows the power of innovation

*Why did Metro decide on such an unusual appearance in the temporary pavilion? The wholesaler and foodstuffs specialist wanted to make a personal introduction again following its debut on the stock market as well as thank its hometown of Dusseldorf. What could be more appropriate than the setting of the renowned “düsseldorf festival!”? For three weeks, festival visitors, customers, partners, and any interested parties will have the opportunity to experience the international flair and passion of Metro as a sensory journey. The company is expressing its power of innovation by virtue of its appearance. Thirty-eight locations invite visitors to enter the world of modern trade and to learn about international specialties, sustain-*

*able logistics solutions, as well as digital trends of the future. Visitors will be surprised and inspired by the newest technology within a hands-on, interactive space. While artists dance and perform outside on the plaza, there are cooking demonstrations, panel discussions and concerts in the pavilion to complement the program of the “düsseldorf festival!”.*

**Which herbs are best for which dish? During the show cooking, the Metro chefs let their guests experience spices and ingredients with all their senses.**



### Visitor time versus event experience

*With “Metro unboxed”, the company is not only meeting the needs of its stakeholders, but also creating a memorable experience. It has a finger on the pulse of the times by conveying its values and message as an experience. Furthermore, the company is actively reaching out to visitors, approaching them where they are and where they spend their time. “Experience shows that a unified approach to event organization is becoming increasingly important in order to offer the audience an exclusive, sensory experience,” Rainer Zünd explains. He heads the NUSSLI Events division and is observing these developments at corporate, cultural, and to an increasing degree, sporting events. What attracts spectators are primarily trend sports such as beach volleyball, Big Air Freestyle, Formula E car racing, or even Red Bull Crashed Ice, as opposed to trying to get them into existing sports venues. The NUSSLI project teams set up competition arenas and tracks in the middle of the city, on the*

*beach, or in other popular and well-frequented locations for these sporting events. At the exclusive locations the teams also design the stadium facility or site infrastructure which precisely meets the needs of the event’s visitors and makes their experience complete. Lounges, branded and sponsored pavilions, VIP zones, party and music areas, various catering areas with the applicable interior according to the food served, as well as opportunities for the visitors to actively participate in the competition – both digitally and physically. It is only when everything functions well and is impressive that visitors will gladly devote their limited time to the event and come back again.*

### All factors must be coordinated within a strict deadline

Back to the “Metro unboxed” pavilion, six weeks prior to opening: The schedule is running smoothly, project leaders, CAD designers, metal workers, carpenters and media designers are working busily to meet the deadline – and are on target. Time is short, all available resources are activated, and logistics are being carefully organized. And then it really gets going: Only three weeks for construction. The project team of 90 builds up a surface of 2,000 square meters. One hundred truckloads of material are available for this purpose. It is only possible to erect the supporting structure and the building shell with the combined construction of system material and modular construction elements. The interior construction for the exhibition runs in parallel.



From here, visitors can look far off into the distance: The 16-meter tall Metro logo forms the perfect viewing platform.





### The memory remains

Later, when the festival, event, or season is over, images and memories are all that remain – no upkeep, no reuse concerns, and no follow-up costs for the organizers. The reason for this is that as quickly as the project team was able to install the temporary event infrastructure, it also dismantles it just as quickly – or rather, within an even shorter time frame and with a particular focus on sustainability. Right from the beginning, each individual component of the “Metro unboxed” project was carefully checked for its recycling potential. As early as the planning phase, all participants paid special attention to using materials sparingly – in line with the motto “Reduce, reuse, recycle.” For example, rented furniture is predominantly used for the stands. Even the scaffolding, the building’s supporting level, as well as the exhibition walls including tubes and connectors are also utilized on a rental basis. In addition, standard material used for this venue can easily be used in other buildings. The same usage is likewise applicable for air conditioning, heating, electrical, lighting and sound systems.

The system components thus fit into the material cycle and can serve as a basic construction for other unforgettable experiences elsewhere in the world only a few days later, whether in the grandstand of the St. Gallen Festival (CH), in the open-air Faustfestspiele theater (Pegnitz, DE), or on the stage of “The Governors Ball Music Festival” (New York, US). All the other components also have a second life – intact whenever possible, or as recycled materials.

Weeks after the “düссeldorf festival!”, children are playing on the park grounds again and joggers are running their laps. There’s nothing to suggest that the Metro brand pavilion stood here until recently, complete with a 16-meter high yellow tower from which visitors could look far into the distance. Yet it is entirely feasible that people in Düsseldorf will unconsciously recall their virtual-reality experience from the “Metro unboxed” event while shopping at Metro. Does this mean they will automatically reach for the organic rice from Italy, since they had previously traced its virtual value-added chain? Quite possibly, since a memorable experience will have a lasting impact.



# Global Highlights



**Vienna, Austria – 2017 FIVB Beach Volleyball World Championships** // Within a very short time, a temporary arena for 10,000 beach volleyball fans arose on the Danube Island. NUSSLI not only implemented a grandstand system for the fans, but also the entire array of event structures – including the video wall, technical towers, and even the tent platform.



**Frankfurt, Germany – International Motor Show (IAA)** // Anyone who visited the IAA in 2017 was treated to a different perspective of cars und Co. Whether showcasing an urban vintage look, the ambience of a Spanish tapas bar – or even situated beside a climbing wall, or a fragrant herb garden – the teams from AMBROSIUS and NUSSLI exceeded the high-quality demands of Mini, Seat, Opel, Škoda, and ebm-papst and impressed clients with a great deal of creativity and attention to detail.

**Stephanskirchen, Germany – Marc O’Polo 50th Anniversary Fashion Show //**

Approximately 1,800 invited guests attended Marc O’Polo’s 50th birthday celebration at the headquarters. The highlight of the gala event was a fashion show with a roster of in-demand runway models. NUSSLI supplemented the Marc O’Polo Village with a temporary fashion arena for 1,500 spectators.



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

The mood in the “witches’ cauldron” at the finish area in St. Moritz motivated the athletes of the World Ski Championships to give their all in the last few meters. There was enough space to accommodate a total of 5,300 cheering fans on NUSSLI’s grandstand systems. Even spectators watching from home could enjoy the races up close, courtesy of a total of 30 camera towers along the slope.



### Skagen, Denmark – Center for Migrating Birds //

Danes refer to the natural spectacle that occurs every year in October on the North Sea as “The Black Sun.” Millions of migratory birds darken the sun over Denmark in huge swarms during their landings in the evening and upon their departure the following morning. As of May 2017, the migratory birds have been under special observation in Skagen, the northernmost part of the country. Visitors can virtually follow their long journey to the south at the new “Center for Migrating Birds,” which is located in the Grey Lighthouse. NUSLI created the interior fitting of the exhibition over an area of 120 square meters according to a design concept by Art+Com.



**Budapest, Hungary – 17th FINA World Championships 2017 //** Every twist, every turn, and every somersault had to be perfectly executed. The 27-meter dive into the cool water is quite a challenge for the high divers at the Swimming World Championships in Budapest. There is no room for a fear of heights here. The NUSLI crew likewise had to keep their wits about them at dizzying heights during the assembly of the diving platform.





**Hanover, Germany – Schindler Exhibition Stand at the Hannover Messe** // Video walls, LED installations, a multimedia infotainment show, and a networked elevator – the 110-square meter Schindler exhibition stand at the Hannover Messe completely exemplified the “Schindler goes digital” slogan. The Schindler logo was even depicted in the cappuccino milk foam. In cooperation with Event Manufaktur, NUSLI created the innovative exhibition stand.

**Marseille, France – Red Bull Crashed Ice** // In January 2017, a 340-meter long ice track, four floodlight masts, and nine TV platforms adorned the sunny harbor town of Marseille on the French Côte d’Azur. The occasion for the eye-catching equipment was the Red Bull Crashed Ice extreme sports event. Ice skaters zoomed down the ice track with top speeds of up to 80 kilometers per hour.





**Washington, D.C., USA – Temporary “Hive” Exhibition at the National Building Museum** // During a visit to the National Building Museum in Washington, D.C., NUSSLI demonstrated that even simple cardboard rolls can be used to build modern chimes. More than 2,500 paper rolls formed three colorful interlocking hives, inside which visitors were able to experiment with various sounds.

**Schladming, Austria – Special Olympics World Winter Games 2017** // In line with the motto “Heartbeat for the World”, over 3,000 athletes with cognitive impairments from 110 countries competed for medals in Schladming. NUSSLI created a temporary arena for 9,000 fans, the catwalk for the entry of the athletes, as well as the stage for the opening ceremony.



- **Dusseldorf, Germany – Liebherr World Table Tennis Championships 2017 //** Dynamics, precision, and strategy aptly characterize the fastest racquet sport in the world. When the players of the World Cup in Dusseldorf first gained momentum, it was nearly impossible to follow the ball with the naked eye. A total of 8,000 feverish fans created an electrifying mood on the NUSSLI premium grandstands in the Center Court.



- **Wittenberg, Germany – “Reformation” World Exhibition //** 500 years ago in Wittenberg Martin Luther initiated the Reformation of the Church. From May 20 to September 10, 2017, a viewing tower consisting of NUSSLI system material, in the form of a 30-meter-high Bible – the largest Bible in the world, to be precise – complemented the center of Luther’s city.



**Dielsdorf, Switzerland – BMW Group Brand Experience Center** //

In their quest for the vehicle of their dreams, customers will be able to navigate through the new BMW Group Brand Experience Center in Dielsdorf. NUSSLI was responsible for the realization of the interior fitting of the customer center and equipped the two-story exhibition and consulting area with ground platforms, furniture, display cabinets, as well as decorative elements, in addition to wall claddings.

**Worldwide – Bosch Awareness Room Road-show** //

AMBROSIUS created a pavilion of a somewhat different sort for an 18-month world tour by the multinational company Bosch. The Bosch Awareness Room, consisting of five containers, will visit a total of eleven locations in eight different countries during its trip. The traveling exhibition's objective is for workers from Bosch's Automotive Electronics division to playfully interact with the subject of "Quality means paying attention to details."



**Bern, Switzerland – Gurtenfestival** //

For four days visitors to the Gurtenfestival can leave their daily stress behind and enjoy the atmosphere on Bern's local mountain. NUSSLI created a 28 x 18-meter wellness oasis with the new two-story VIP tower in the middle of the festival grounds – which provides an optimum view onto the main stage.







**Barcelona, Spain – Festival Jardins de Pedralbes** // Once a year, the palace garden of the Royal Pedralbes Palace is transformed into the unique concert venue known as the “Festival Jardins de Pedralbes.” The NUSSLI grandstand can accommodate 850 people against a backdrop of 100-year-old pine trees on warm summer nights.



**Hamburg, Germany – The Rolling Stones** // The legendary Rolling Stones rocked the Hamburg Stadtpark with a spectacular stage performance on September 9. A total of 8,400 Stones fans were accommodated in the grandstands constructed by NUSSLI in collaboration with EPS GmbH.

# We are NUSSLI

**Marco Felix** *“At the end of a long day at work, seeing what we have accomplished as a team is a tremendous motivation for me.”*



**Kimberly Fäh** *“It was love at first sight.”*



Wherever individual system parts end up in their proper place, whenever thousands of tons of scaffold material turn into a huge festival stage, or where an arena with 53,000 seats is created within a few weeks – that’s when Marco Felix feels at home.

His original fascination was fast cars. The trained tire specialist first discovered his passion for event construction while employed at NUSSLI by an agency for temporary work. A few weeks later Marco Felix signed a contract for a job as an assembler. Within only four years he worked his way up to the position of group leader. His personal highlights include the annual set-up of the stage town at the Openair Frauenfeld. “In addition to the impressive dimensions, the project is also structurally sophisticated,” Marco Felix explains. If the 28-year-old is motivated by anything in particular, it is the new challenges and the determination to achieve the goals he sets. For the Thurgau native, it was therefore clear from the onset that he not only wanted to assume responsibility for the larger construction sites, but also management of his own installation crew. He places great emphasis on team work. The recipe for success for a successful installation? “Total participation from everyone on my team,” Marco Felix says. “At the end of a long day at work, seeing what we have accomplished as a team is a tremendous motivation for me.”

When 12-year-old Kimberly built a small wooden bridge at school, she had no idea she had simultaneously discovered her dream job. Once the bridge could stand on its own, it was subjected to a stress test. Kimberly watched as the structure began to bend under the load and finally gave way to its pressure, causing several small wooden parts to fly through the air. At that moment, Kimberly Fäh discovered her fascination for building. “It was love at first sight, and not much has changed since that day,” according to the construction engineer.

NUSSLI has profited from her expertise since May 2017. As an exhibition estimator, Kimberly Fäh is able to expand her horizons without abandoning her core area of engineering. When she’s not busy calculating the quantities and prices for setting up an exhibition stand, the American is an avid traveler. She discovered her fascination for foreign countries and cultures when she and her family traveled to Mexico for the first time. As a component of her engineering degree, Kimberly Fäh completed a semester abroad in Germany, where she learned German and devoted herself intensely to the study of the country’s history. She met her Swiss husband upon returning to Chicago a few years later, then emigrated to Amsterdam with him in 2014. The couple then ultimately moved back to her husband’s home country, where the 38-year old has since arrived. She would like to turn her dream of having her own house by the lake into a reality here – and learn Swiss German.

**Matvey Digilov** *“NUSSLI's making history with its temporary structures in Russia and Kazakhstan.”*



When the Russian soccer club Rotor Volgograd defeated the legendary Manchester United in 1995 and its players were subsequently celebrated as heroes nationwide, 9-year-old Matvey Digilov declared: “I want to be a soccer player!” Although his proclamation was not enough to kick-start a professional career, the sport still plays a major role in his life. “Seeing the happiness and pride people get from soccer inspired me to combine my profession with the sport.” Matvey Digilov then relocated to Germany to study business administration. He took on the mission of creating a bridge to Russian soccer for companies from the German-speaking world with his network. Preparations for the 2018 World Cup at the end of 2010 resulted in the initial contact with NUSSLI. One year later, Digilov secured the contract as event contractor to design a temporary stadium for FC Zenit. Until then, a temporary stadium had never been set up in Russia. Digilov is convinced: “NUSSLI's making history with its temporary structures in the former Soviet States.”

NUSSLI in particular benefited from Digilov's many years of experience in Russia when it established its company in Moscow for the 2014 Olympic Games. In terms of the Expo Astana, the company gained a foothold in Kazakhstan last year as a result of his support. Today, as Director of Business Development CIS and Managing Director of NUSSLI Kazakhstan, Matvey Digilov is devising a strategy for the continued development of both markets. His family gives him the energy to implement these projects – which includes playing soccer with his son, of course.

**Cristina Unzeta** *“I'm lucky to work in a tremendously exciting environment”*



In early 2016, Cristina Unzeta decided: “I need a new challenge!” In April of the same year she found this new challenge in her role as marketing assistant at NUSSLI in Barcelona. She supports the projects of the Spanish and Mexican branches with the realization of marketing material and tendering documents – a task which Cristina Unzeta fulfills with a great deal of commitment. “I love it when I can contribute with my work to a successful result as part of a team,” says the native of Spain. She most appreciates the versatility and the wide range of projects at NUSSLI: “I'm lucky to work in a tremendously exciting environment.” Cristina Unzeta has always placed a great deal of emphasis on change in her profession to continually expand her horizons. This was also the reason why she decided to pursue her professional development as a managerial assistant, which provided her with an important basis for her current work.

Cristina Unzeta is highly active in her private life as well, whether it's on her morning jog, hiking in the mountains with her family in the summer, or skiing in winter. But here and there, things can also be a bit quieter in the life of the mother of two. In such moments, Cristina Unzeta enjoys the time she has for herself – her favorite occupation is sitting down with an exciting book in the warm sun of Barcelona.

# Scenes from a Successful Project

*Expo Astana 2017*



China welcomed Expo visitors in a pavilion on "Future Energy, Green Silk Road" and showed China's development in industry and energy over the last 30 years. The more than 2,000 square meters of presentation space included a complete movie theater for 120 spectators, a stage, and a VIP lounge.

The NUSSLi project teams supplied five upscale pavilions as part of the Expo 2017 in Astana: China, UK, Air Astana, Shell, and the Vatican. Not to mention scenes during the construction phase that might have been mistaken for a movie setting, featuring a meticulously prepared scout, a project manager with an eye for the essentials, and five teams with lots of experience who led their mission to a happy ending.

The film could have easily been entitled "NUSSLi's Adventure in Astana" or something to that effect. Matvey Digilov, Director of Business Development CIS and

Managing Director of NUSSLi Kazakhstan, also played a key role. In his role as scout and trailblazer, Digilov headed off to Astana an entire year prior to Expo 2017. His mission was to establish a NUSSLi branch office in Kazakhstan, obtain building permits, set up a network with partners and service providers, as well as undertake all necessary preparations so that the project crew could then immediately begin the construction work.

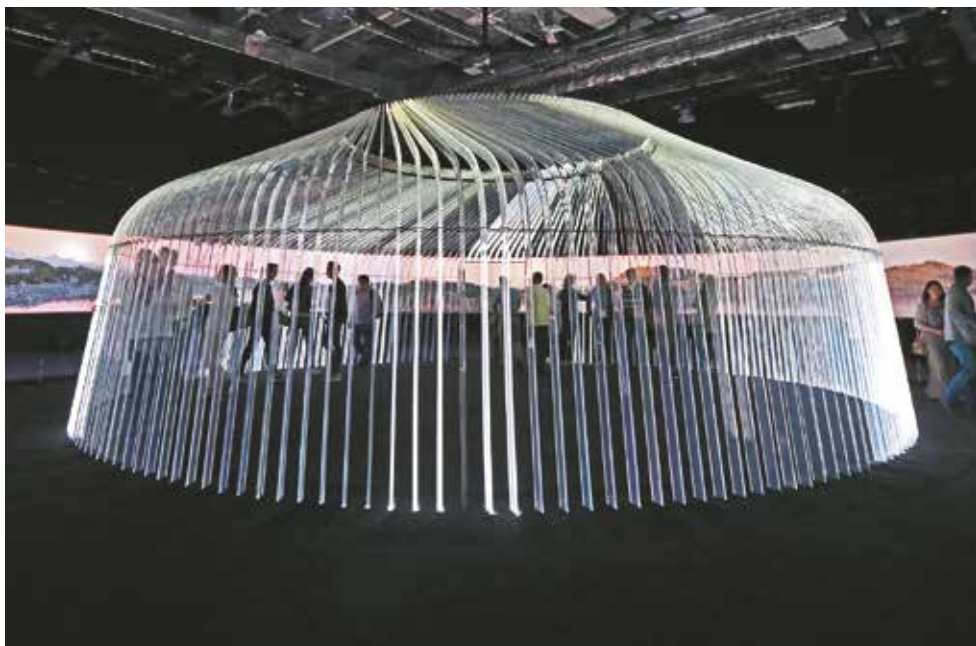


### Five projects, one mission

*Digilov did not exactly cut an unassuming figure when he rented office space in the embassy building for Switzerland, Italy, and Germany. Upon moving in, he wasted no time in hanging the flag bearing the black and white NUSSLI logo next to the German, Italian, and Swiss flags, where it fluttered in the wind for the duration of the construction phase as well as the entire Expo. NUSSLI's presence in Astana was absolutely unavoidable. The company erected five exhibition constructions at the world trade show with the theme "Energies of the Future" and thus 15 percent of all country and brand appearances in total. Or, as Roland Gebhardt, Director Projects Exhibitions remarked with a wink: "We built these structures for three world powers and two strong brands: China, UK,*

*the Vatican, as well as for the airline Air Astana and the oil company Shell." Gebhardt, so to speak, directed and kept an overview of the operations. He led, coordinated, and managed the project crews in Astana and was in constant contact with the clients. He even considered the five NUSSLI construction sites in Astana as independent projects yet simultaneously one complex job with various actors. This perspective allowed the use of sensible synergies and increased efficiency.*

With the message, "We are Energy," a modern interpretation of a yurt and a 360° panorama, the UK presented itself on one of the largest exhibition spaces at the Expo grounds in Astana. The acrylic glass rods of the yurt lit up by touch, which also controlled the image on the panoramic screen. The pavilion received the "Silver Award for Exhibitions Design" from the Expo organization BIE (Bureau international des expositions).



Air Astana combined the issue of energy with connectedness, family, and travel, thus establishing a connection with its own products and services. A cinema and various multimedia stations gave visitors the opportunity to learn about the topic of energy as well as the airline itself, its services and expansion plans.

### Action shortly before the opening

The planning and in some cases even the implementation of the China, Shell, Astana, and UK pavilions were already in progress when the Vatican issued the order for its pavilion in March and thus on relatively short notice. Nevertheless, there was no question for Roland Gebhardt building another project team, which constructed the pavilion with the image of Pope Francis on its sequin façade with loving attention to detail.

But then, with only two days until the opening of the Expo, things suddenly got very hectic. The reason: Chinese President Xi Jinping visited the completed China pavilion together with Kazakh President Nursultan Nazarbayev. The project team was instructed to replace the 120 armchairs in-

stalled in the movie theater with two leather armchairs for this visit, only to then reverse the entire impromptu set-up immediately upon the departure of the two heads of state. Gebhardt is proud of his teams, who not only kept a cool head in light of such exceptional situations, but also demonstrated first-class work in all the other tasks, including building challenges and dealing with clients, partners, as well as Expo organizers. Customers were also very satisfied and were already talking about the Expo in Dubai in 2020. To be continued.

The oil and gas company Shell presented its products and services in its own free-standing pavilion. It presented sustainable energies in an interactive and playful way. A striking element of its appearance was the backlit wooden façade in the entrance area, which was manufactured in Hüttwilen. NUSSLI complemented the outdoor area with an oversized stairway and a harmonious green terrace.



The Vatican's focus was on the importance of promoting sustainable and fair energy sources for all. NUSSLI constructed a virtual church in which a multimedia exhibition on this subject was provided for the visitors.



**In his function as Director Projects Exhibitions Roland Gebhardt was responsible for the Expo projects in Astana and threaded the strings behind the scenes. In an interview he told about the experiences and challenges the NUSSLI team faced during the world exhibition.**

***up'date:** Roland Gebhardt, one of NUSSLI's strengths is systematically learning from new experiences. What insights did you gather from Astana?*

***Roland Gebhardt:** Less is more – this principle was once again proven in Astana. NUSSLI limited itself to five presentations, implemented them on time and with a high degree of quality. We thus achieved our goal: satisfied customers on the one hand and a profitable project on the other.*

*Another issue involves the project team. We deliberately set up strong teams of experienced people and allocated clear responsibilities. Each individual team member's function and abilities represented a cog in a machine throughout the project organization and ensured the operation ran smoothly.*

*In addition, the value of transparent communication and ongoing communication with the customers once again became clear. Both sides benefited from the trusting partnership that resulted during the joint project work.*

***up'date:** In Astana, you were able to hand over all the buildings to the clients on time. How important was the time factor during the entire duration of the project?*

***Roland Gebhardt:** At the beginning we invested a lot of time in order to make the necessary preparations, to meet the needs of the clients, and to assemble the project teams. These fundamental measures paid off. During the planning and construction phase, it was important to clearly define when the planning would actually be finalized and completed. We agreed upon a design freeze and concentrated on building itself at that point. Otherwise we ran the risk of suddenly running out of time.*



***up'date:** Let's take a look toward the future. Where do we go from Astana?*

***Roland Gebhardt:** The end of one Expo is the beginning of the next Expo. It takes enough time to prepare such large-scale events. In Astana, we made important contacts and talked about the next world exhibition in 2020. It is first and foremost about strategically setting our goals. At the same time, we are already getting set up in Dubai, expanding our network, and starting the preparations to find reliable partners and service providers.*

# Time for New Challenges



## A festival for bread and wheat

*“Solstices” tells the story of famine and how three heroes from the four elements earth, water, air, and fire created a food that saved the villagers from starvation: Bread. With the production of the epic around the origin of bread, the village of Echallens celebrates the transformation of the wheat grain as savior of life into the crop, which founded the agriculture of the entire region.*

*The twelve-day Fête du Blé et du Pain has eight spectacular performances and much more to offer: Music, dance, poetry, fireworks, excitement, joy – and infrastructures from NUSSLI. Project manager Manuel Blaser has already started planning: “We’ve taken measurements on site. The first*

*sections and layouts for the grandstand system are available. We will begin assembly on July 2, 2018.” There will be room for 5,100 spectators in the grandstands with 3,600 covered seats. Echallens puts on the wheat and bread spectacle every ten years. The festival will attract 40,000 spectators and 2,500 participants in its fourth run in the summer of 2018.*



### Meeting place in New York: Pier 17

New York's Pier 17 in the historic district of South Street Seaport is getting a new life and becoming a meeting place in the city, both in the summer and in the winter. The owner, Howard Hughes Corporation, envisages a summer and winter landscape. Starting in summer 2018, the 5,500-square meter pier area will alternate between a summer village with a concert stage and bars and a winter village with an ice-skating rink and an event hall. The Rockwell company's ideas and plans for the Winter Village are now being planned by NUSSLI as modular components for repeated setup in the coming winters. Once planning is completed in late 2017, the implementation of the winter amusement park will begin.

Architect Achim Menges designed a futuristic roof structure for the summer concerts and performances. Developed by the engineering firm of Knippers Helbig, both the material, – a glass and carbon fiber composite – as well as the huge honeycomb shape are completely novel. It stretches easily, is translucent, and is illuminated from the inside over the stage and serves as support framework for the roof membrane from individual foil cushions. The responsibility for the entire im-

plementation of the modular design made from the innovative material is in the hands of NUSSLI. The same applies to the storage of the building modules and maintenance operations, as well as the assembly and dismantling of the Summer Village and the Winter Village components.



# Unforgettable Moments

Immersing yourself in the fascinating world of an event: Customers, employees, and suppliers remember their experiences and tell us about their special NUSSLI moment.



"We had exactly three months for the entire design and planning of the Metro pavilion. It was clear to us that there is only one company which can build it for us in this short period of time: NUSSLI."

**Johannes Milla, CEO and Creative Director, Milla & Partner**



"As a skiing enthusiast from Colorado I found NUSSLI's contribution to the event particularly impressive. The FIS World Ski Championships in St. Moritz was a great and emotional event."

**Caitlin Yarger, Operations Manager, NUSSLI US**



"Walking into the large arena is an indescribable feeling. We don't usually wrestle in front of such a backdrop, so it's therefore a very special moment for each of us!"

**Kilian Wenger, Swiss Wrestling Champion**

"The 'Cats' performance at the Thunerseespiele was very successful, also thanks to the outstanding event buildings from NUSSLI."

**Paul Aschwanden, CEO, Layher GmbH**

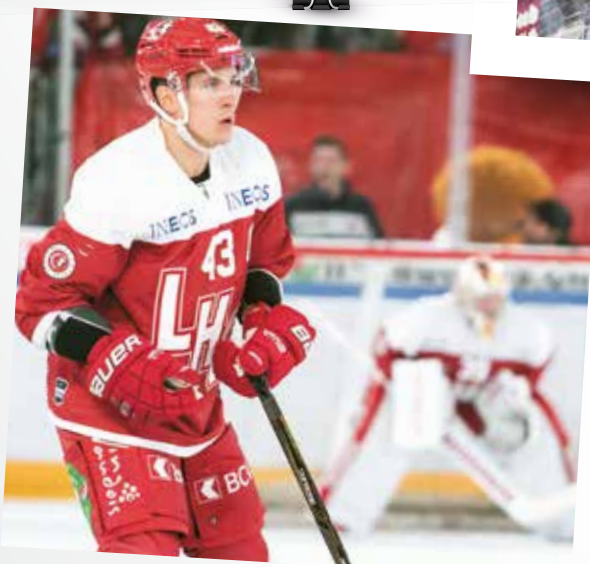
"One of the highlights of the 17th FINA World Championships in Budapest was the High Diving event. The tower built by NUSSLI was a great architectural achievement. It was the first time ever that divers dived into a 6 m deep and 15 m diameter circular artificial pool. Without NUSSLI this dream of setting up this astonishing venue could not have been realized."

**Éva Szántó, Executive Director,  
Organising Committee of the  
17th FINA World Championships**



"At documenta 14 I was able to see how interested visitors became involved in the search for well-known 'forbidden' books. A piece of art history to which our work contributes."

**Markus Mayser, Project Manager,  
NUSSLI Roth**



"The temporary ice arena has become our new home. Preparation for the season in the new environment has given us momentum and allows us to leave the daily routine behind."

**John Gobbi, Captain,  
Lausanne Hockey Club**

"As a native Thuringian, the DomStufen-Festspiele are particularly close to my heart. The performance of 'the Troubadour', with the best view of the breathtaking backdrop, was a unique experience."

**Roland Hamal, Project Manager,  
NUSSLI Frankfurt am Main**

"When the Vienna Danube Island quickly becomes a beach volleyball mecca for tens of thousands of enthusiastic fans, NUSSLI had once again demonstrated its event-building skills."

**Nikki Eyselt, Technical Director,  
Beach Majors GmbH**

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