

Empire Fields Stadium A Real Novelty in North America

New Round Arch Stage Developing Staging Technology

Expo 2010 Shanghai A Global Village





Isabelle C. Nüssli

A Year to Remember

2010 was filled with memorable events around the world: Olympic Winter Games in Vancouver, World Expo in Shanghai, FIFA Football World Cup in South Africa, Commonwealth Games in Delhi and World Equestrian Games in Kentucky. Such a constellation of major international events has not only been previously rare, it is additionally unique that we were able to introduce our entire scope of services for all of these projects.

We highly value the trust extended to us by our customers and it motivates us to see that the work of our teams is appreciated worldwide, regardless of cultural, linguistic, or geographic boundaries. Our company philosophy as a whole strives to integrate local workers and resources into our projects in order to benefit from local market know-how as well as to develop partnerships within each respective market therein.

The year 2010 was also a year of management changes. With Daniel Cordey as CEO Market and Urs Schönholzer as CEO Operations, two experienced and long-term staff members share the management of the Group. On a strategic level, after 30 years Heinrich J. Nüssli transferred responsibility to his wife Isabelle C. Nüssli.

For all of your large and small-scale projects we are also looking forward in the coming year to have the opportunity to prove that your trust in us is a good investment.



Daniel Cordey



Urs Schönholzer

Isabelle C. Nüssli
Member and Secretary General
of the Board of Directors

Daniel Cordey
CEO Market

Urs Schönholzer
CEO Operations and Member
of the Board of Directors

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LOCATIONS

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Switzerland: Hüttwilen (headquarters), Lyss // **Germany:** Roth (Nuremberg), Ludwigsfelde (Berlin), Gießen // **Austria:** Wels // **Italy:** Torino // **Spain:** La Roca del Vallès (Barcelona), Valencia, Fuente el Saz de Jarama (Madrid) // **Great Britain:** Basingstoke // **USA:** Mooresville (IN), Tampa (FL), Miami (FL) // **Canada:** Vancouver // **China:** Shanghai // **India:** New Delhi // **United Arab Emirates:** Abu Dhabi // **Qatar:** Doha

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A Real Novelty in North America

NUSSLI built the Empire Fields Stadium in Vancouver as a temporary playing location and thereby created room for 27,500 spectators. In the interview, Project Manager Florian Weber explains why the quality of the temporary football stadium is equal to that of a permanent construction in regard to atmosphere, seating comfort, line of sight, and safety.

up'date: What was the objective behind the construction of the Empire Fields Stadium?

Florian Weber: This temporary stadium was constructed in order to provide a fully-fledged alternative to the actual home stadium. The BC Place Stadium in Vancouver is currently being renovated. In the meantime, the BC Lions and the Vancouver Whitecaps play their home games in the temporary Empire Fields Stadium.

up'date: The Empire Fields Stadium, with 27,500 seats, was

built in only three months building time – doesn't such a short assembly time diminish the quality compared to a permanent structure?

Florian Weber: Absolutely not, we realized the temporary stadium in compliance with Canadian building regulations and standards. Comfort and safety are first-class. The costs and assembly time are, in comparison to permanent structures, exceptionally low. Never before was a temporary stadium with this visitor capacity built in North America within such a short period of time.

up'date: What is NUSSLI's precise scope of works?

Florian Weber: Aside from the delivery and assembly of the individual modules, the assignment included the planning, statics, and the design. We implemented about 2,500 tons of material. In addition to normal spectator seating, we provided VIP suites, press rooms, media tribunes. The cladding, electricity, sound, floodlights and ambient lighting were further deliverables in our overall scope.

up'date: How long will the Empire Fields Stadium be used as an interim stadium?

Florian Weber: The home stadium BC Place in Vancouver will presumably be renovated until summer 2011. During this construction phase the BC Lions (Canadian football team) and subsequently also the Vancouver Whitecaps (major league soccer team) will play in the Empire Fields Stadium that we have built.

up'date: How do the fans like the stadium?



"When we put the construction contract for Empire Fields out to tender, NUSSLI was clearly the best qualified contractor of all of those who responded.

We knew it would be a demanding job on such short notice, but the fact that it was built in 111 days flat, and was put together so professionally with such terrific results, speaks volumes about NUSSLI's abilities. The uniqueness of this temporary stadium has captured the imagination of the public, and has earned nothing but great reviews. NUSSLI stepped up to the plate and we're very pleased with the results."

Howard Crosley, General Manager of BC Place

The visitors are filled with praise for their beloved, newly constructed sports arena. The special atmosphere with the two „Lions“ peaks in the background causes some Canadian hearts to beat faster. Even Bryan Adams found only words of honor for the stadium when he gave his concert at Empire Fields Stadium on August 21, 2010.

up'date: What will happen to Empire Fields Stadium when renovations are concluded at BC Place?

Florian Weber: When the renovations and the new roof for BC Place Stadium are finished, the temporary stadium will be disassembled. The floodlights and the artificial turf will be left as a

legacy for the neighborhood to upgrade Empire Field in the future. The material leased from us will be subsequently used for a future project.

up'date: Has NUSSLI realized similar projects in Canada before?

Florian Weber: Event infrastructures were delivered and pavilions were built for the Olympic Winter Games 2010 in Vancouver. With this project, we were able to prove our high competency in the area of temporary and modular stadium construction and to demonstrate the excellent suitability of our material.

"On the Road" in South America

From April 2010 to August 2011 a very special exhibition pavilion by NUSSLI is on the road in 13 Latin American countries. On the initiative of the German Federal Ministry of Economics and Technology (BMWi) and the German Federal Ministry of Transport, Building and Urban Development (BMVBS), the mobile „Casa Alemana“ presents the newest innovations that Germany has to offer as international market leader in the sector of renewable energies and in regard to energy efficiency. Martin Joos, Head of Sales Exhibitions, explains what is the most exciting about this project.

up'date: What is the primary purpose of the "Casa Alemana" whilst on tour in Latin America?

Martin Joos: The concept of the pavilion is to display brand new innovations and developments of German engineers on site. Up close and directly, it is a so-called hands-on approach to renewable energies

and efficiency technologies. That is the intention of the mobile pavilion.

up'date: In which manner and in what scope did NUSSLI overtake responsibility for the project?

Martin Joos: We were responsible for the production



and project management. We are present in each of the cities with two experienced staff members to ensure the smooth assembly and dismantling together with local partners. In addition to the production of the pavilion, the entire logistics via sea and land routes also lies in our hands. These naturally include customs formalities, which are often quite complicated.

up'date: How has the exhibition space been designed?

Martin Joos: When set up, the exhibition area has 81 square meters and possesses

the character of a meeting area. There are two exhibition containers positioned on it; one room module and one technical module, each having a volume of 33 cubic meters. Steel and wood are the recommended building materials. A membrane roof is stretched over the fascinating construction.

up'date: What is the distinctive feature of the pavilion?

Martin Joos: The special highlight is that the pavilion requires no external energy supply for the varying weather conditions that occur, which

are reminiscent of the Latin American climate, but ideally can supply energy – a result of the passive house-standard of one of the two containers. This is also enabled by state-of-the-art photovoltaics and highest quality insulation materials. The pavilion is quasi a plus-energy house under certain circumstances.

up'date: Who does the BMWi and the BMVBS want to address with the „Casa Alemana“ mobile pavilion?

Martin Joos: The exhibition platform should, thanks to its mobility, address a broad au-

dience of experts across the entire South American continent and convince them of the beneficial innovations in the energy sector.

up'date: Where are all the places that the „Casa Alemana“ will be making its stops?

Martin Joos: The pavilion will travel through a total of 13 countries and will stop in Sao Paulo, Montevideo, Asuncion, Buenos Aires, Santiago de Chile, Santa Cruz, Lima, Quito, Bogotá, Caracas, San José, Guatemala City and Mexico City.



Developing Staging Technology

Those who want to effectively put great artists in the limelight need a stage construction that places the attention on the performers and the music. With the new round arch stage, NUSSLI has developed a stage construction technique that fulfills this requirement better than anything before it. Winning functionality, architecture and flexible constructional elements allow for great flexibility in the stage design. The design is remarkably streamlined and still sovereignly complies with all national and international

safety requirements alike. Due to the use of transparent tarpaulins, the new round arch stage possesses a previously unknown airiness. It ensures that the artist gets the audience's undivided attention and that the environment is integrated as a part of the venue – like, for example, the round arch stage built in front of the Cologne Cathedral (picture below) or the Reichstag building in Berlin (picture right).



World Championship Premiere a Total Success



Motorland Aragón in north-eastern Spain was the first-time venue for a race day within the scope of the Moto World Championship. The route in Alcañiz puts high technical demands on the drivers and holds the audience spellbound with an attractive course that has loads of treacherous surprises in store. The motorcycle professionals fought hard in several races of various classes in order to claim the Gran Premio A-Style of Aragón.

NUSSLI constructed around 35,000 temporary spectator

seats along the track and also built a platform for disabled access. A variety of commentator boxes, pedestrian bridges, and advertising towers rounded off the contract profile. The NUSSLI team had the modular material for the grandstands and other constructions shipped on trucks from Madrid, Valencia and Seville in Spain, from Roth in Germany, and from Hüttwilen in Switzerland to Aragón, where they were assembled from an international crew in only one month's time.

Fun to the Power of Ten at A1 Beach Volleyball Grand Slam

Successful digging in Klagenfurt at Lake Wörth: 36 nations, 186 teams, and 200 games on six courts in the presence of 100,000 passionate sports fans. The results of the A1 Beach Volleyball Grand Slam present some spectacular numbers. NUSSLI constructed all temporary structures for the 10th time and thereby contributed in making the event a true sensation.

For the 10th time, the organizers of the A1 Beach Volleyball Grand Slam put their faith in the specialists at NUSSLI, who built the entire temporary infrastructure with an experienced team in an action-packed three weeks. The focus of the project was the

main grandstand with 5,000 seats, which were configured in a U-shaped arrangement, and therefore provided a real stadium feeling. The roofed VIP grandstand provided space for 1,650 fans. Special moments in an unique atmosphere were guaranteed by the VIP and lake

terraces. Due to diverse podiums and two video constructions, optimal conditions were created for media and sponsors.

Well-planned logistics enabled the space-saving installation of office and toilet containers in the grandstands. The construc-

tion of a platform on the lake was again a challenge. In total, NUSSLI constructed 1,400 tons of material. The dismantling of all structures took less than two weeks.

Photo: Horst Neif



Photo: Ranz



Timeless Art: Renaissance in Motion

In principle, the legendary work of Sandro Botticelli requires no staging – even today, the unparalleled images of women created by the exceptionally talented Renaissance genius effectively present themselves. For NUSSLI, the implementation of the exhibition architecture in the Städel Museum was aimed at highlighting the intensity of the vitality of the pictures by creating a clean-cut interior design. The exhibition space spanned an area of over 1,400 square meters. Glass display cases and benches were integrated in the elaborate timber constructions. The on-site construction including all preparatory work did not take longer than one week. A total of 334,000 people visited the exhibition.



Automobile Showtime in Paris

NUSSLI contributed to the design of the Motor Show in Paris with two sophisticated projects. For Volkswagen, the assignment was to create winning infrastructures in the authentic VW design for the Company Group event prior to the trade fair. Apart from a 70-meter-wide stage, the 1,500 international guests were impressed by an equally

wide and 6-meter-high LED matrix screen, which enabled a unique presentation of the VW brand world. The construction of a complex ramp, over which the automobile manufacturer presented vehicles according to a sophisticated system with special choreography, proved to be particularly challenging. With the construction of the BMW trade fair stand, NUSSLI

displayed extensive know-how on order by the premium manufacturer from Munich. The 2,100 square meter stand was created with the use of particularly elegant materials like natural slate and timber. Rotating presentation areas and a track segment with steep banked turns served as an effective stage for the latest BMW models. A sophisticated lighting

concept with 50-meter-long LED strips and 77 light diodes left a lasting optical impression.

Both projects demanded extensive logistical skills from NUSSLI, in order to precisely coordinate the approximately 135 truckloads of material sent from different European locations.



Modern Accent in a Historical Environment

With the construction of the entry pavilion for the Food and Agriculture Organization of the United Nations in Rome (FAO), NUSSLI demonstrated that precise adherence with scheduling and budget issues is not a problem when you collaborate with

a competent partner. The bullet-proof building of wood, glass, and concrete was designed according to plans drawn up by architect Marco Felici and was completed within a period of only three months. Since the building had to be assimilated

to the historically evolved urban environment, the concept was to cautiously integrate the design of the pavilion into the cityscape and to meticulously comply with the corresponding restrictions. The entry pavilion measures twelve by seven me-

ters in total and has a height of four meters. With its light character it conveys a modern visual accent, without opposing the established structure of the environment. The pavilion was honored with the romArchitettura Award.



Photo: Renaklinik Bellikon



Information Platform Creates Transparency

Citizen-oriented persuasion efforts with a very special type of pavilion: The Bellikon Rehabilitation Clinic is funded by the Swiss Accident Insurance Institution (SUVA). They are planning the expansion of the existing building complex. Before this request can be implemented, it needs to be supported by the residents of Bellikon. The SUVA has decided to put all the facts concerning the building project on the table and to communicate with the residents of the city. This purpose is served by a four-story information pavilion that provides an important service for a period of four to six years.

The building has an area of 64 square meters and its height is measured at 10 meters. The substructure is comprised of a steel skeleton. The sophisticated architecture is characterized by large-scale areas of glass and white facade panels. Due to the offset layout of the individual floors, asymmetrical – in part sloping – surfaces are created in the facade. Planning and production were completed in only four weeks. It took another four weeks to erect the fully functional building.

Premiere in India

The long-awaited XIX Commonwealth Games in India were inaugurated on October 4th in an impressive opening ceremony.

NUSSLI celebrated its premiere on the subcontinent with a major contract and continued in its tradition as partner for major sports events like the Olympic

Games or world championships with diverse overlay services.

The Commonwealth Games have a long history and include all countries that once belonged or still belong to the British Kingdom. The focus of the athletic competition is on disciplines that are known from the Olympic Games – and additionally include sports disciplines that are traditionally linked to Great Britain. These are, for instance, rugby, cricket and netball.

NUSSLI was commissioned to deliver six turnkey venues in their function as „Overlay Contractor“. This included planning, delivery, assembly,

maintenance, and finally the dismantling of temporary infrastructures – all from a single source. The contract comprised both the expansion of existing stadiums along with the complete construction of temporary sports arenas. Tents and containers for the specific requirements of catering and media were also included in the scope of services. NUSSLI set up a project management team of Indian and international staff for a smooth implementation.



Driving Forward Automotive Passion

At the Detroit Motor Show, the Volkswagen automobile company group impressed an expert audience from around the world with a spectacular two-story exhibit stand and completely relied on the know-how of NUSSLI for its planning and construction. The floor of the exceptional construction consisted of 1,200 plates of glass on a total area of 1,700 square meters. The perfect arena to present the exciting new models and concept cars.

The North American International Auto Show (NAIAS) is considered the first important trade show event in the annual calendar for the international automobile industry. All the more important is that the 146 exhibitors present themselves from their very best side in order to captivate the interest of the over 700,000 visitors for their products. The Volkswagen company group entrusted the experienced NUSSLI staff with everything from planning to completion. Scheduling was thereby quite tight. The planning took only two weeks; the production of the building components was finished in only four weeks. Even the assembly time of four weeks was rather short. First on the agenda, the materials steel, wood, glass, and aluminum were used

for the exhibit stand. In addition to the design for the exhibition space, NUSSLI was also responsible for the overall technical infrastructure like electricity, air conditioning, lighting, audio, and media. Aside from the complex logistics, extensive organizational tasks were also part of the services that NUSSLI delivered – for instance, securing all official permits in Detroit.

Particularly great attention was given to a special construction that was specifically designed for the press conference: a sloped, six-meter-wide garage door, which was flush-recessed into the presentation surface of the stage and was only noticeable once it made its grand entrance upon opening up.



All-round Operations for the Olympics in Vancouver

Colorful, vibrant, unique – this is how Vancouver presented itself at the Olympic Winter Games 2010. NUSSLI accompanied the major sporting event with interesting building projects – worth mentioning as a special highlight in addition to the temporary grandstands, camera platforms, scaffolding, and stages are the sophisticated pavilions that gave the global audience a better understanding of the Canadian Province of Ontario and of Switzerland.

The bare figures make it readily apparent what kind of logistical mammoth project the Olympic Winter Games were for NUSSLI: twelve grandstands with a total of 40,000 seats, 1,000 constructions like platforms, pedestrian bridges, ramps, stairways, and cable bridges. Even the stage in Whistler, which provided the noble setting for the medal presentations, was built by NUSSLI. With 200 assembly operators at times, these extensive infrastructures were created in only five months at twelve different locations – occasionally with adverse weather conditions

and challenging ground conditions.

Furthermore, NUSSLI built a representative turnkey pavilion with spectacular architecture for the Province of Ontario. The pavilion designed by Hariri Pontarini Architects, Toronto, had an area of 1,400 square meters and towered 10 meters above the ground. The facade of the building, which was built with different colored cables, was reminiscent of the natural spectacle Niagara Falls. The facade of the Samsung Pavilion and building extensions for two so-called Swiss Houses in Whistler and Vancouver were also in NUSSLI's order book. The Swiss Houses, featuring characteristic architecture, housed television studios and additionally served as a meeting place for the Swiss Olympic Team along with partners and sponsors.



Technical Expertise in a Historical Location



For their Kreuzgangfestspiele theater festival, the city of Feuchtwangen in the Middle Franconian province of Ansbach was on the lookout for a flexible, high-quality grandstand facility – which they were able to find with the competence of NUSSLI. A cautiously executed construction in the courtyard of a historical building complex thereby played a particularly important role, especially due to the fact that the use of a crane was not possible at this special location. Therefore, all elements of the 513-seat grandstand had to be transport-

ed manually through a very narrow access passage – the eye of the needle measures a mere 200 by 80 centimeters. Nevertheless, it was possible to build a top-class grandstand with comfortable padded folding seats, on a parabolic rise over 21 rows. The audience is directed to their seats via access ramps on the sides underneath the grandstand – which are connected to the box office and foyer that are located in a historical part of the building. The grandstand is now the property of the city of Feuchtwangen and is reassembled each year on the occasion of the theater festival – and that in only seven short days each year.



Exhibition of the city of Venice, Italy



Energy Source in the German Pavilion



Chairlift ride in the Swiss Pavilion

Expo 2010 Shanghai: The Global Village

A successful World Expo wants to be nothing less than the reflection of a global society in all its diversity. The individual countries and cities present their own self-image and lifestyle in pavilions. It is no easy task to compile and convey the whole range of a country or the complexity of a city to the Expo visitors in such a compact space. With the construction of several pavilions, NUSLI helped the exhibitors to reach out and touch the Expo visitors – in the true sense of the word. Among experts, this work has been honored with multiple awards.

It was one of the greatest crowd-pullers ever in Shanghai: the German Pavilion. The huge construction was named „balancity“. It was comprised of different structures, which individually viewed seemed unstable and asymmetrical. First in supportive interaction of the

components did the pavilion gain stability. The complex architecture symbolized the chorus of interactivity that shapes the character of a city and therefore provided the German answer to the Expo motto „Better City, better Life“. The intricate building construction

of the German Pavilion housed three central exhibit spaces, each of them individual exceptional spaces, which seemed to float within the supporting structure. Like a labyrinth, the path of the visitor wound its way through the pavilion. The crowning highlight was the Energy Source. It was the heart of „balancity“. Its central element was a sphere that had a diameter of three meters, whose surface was studded with around 400,000 LEDs. In a seven-minute-long show, in which the visitors caused the

sphere to illuminate and oscillate with their mutual shouting, the sphere was covered with images, colors, and shapes.

A transparent membrane was stretched over the facade of „balancity“. The shiny, silver fabric reduced the radiation by the sun and transformed itself into a canopy of light in the evening. The appearance of the pavilion was changed according to the time of day and the weather conditions.

The Swiss Pavilion displayed an equally special facade. It consisted of a complex network

The German Pavilion was, among others, honored with the: red dot design award, ADAM Award, EVA Award, Galaxy Award, Exhibitor Magazine Award. Furthermore, the Chinese expo-organisational committee awarded the German pavilion with the Golden Award. The Swiss Pavilion was honored at the Exhibitor Magazine Award.



of 11,000 interactive cells that generated a highly impressive color play using solar energy and mirror effects. The pavilion itself was comprised of two cylindrical buildings in which the typically Swiss juxtaposition between modern city and rural environment was playfully staged. The chairlift at the Swiss Pavilion, which rode up to the greened roof area, proved itself to be a particular crowd-puller. Even in far-away China it created the typical charm of the idyllic Swiss landscape. This enabled visitors to confirm their positively influenced image of traditional Switzerland on the one hand and on the other hand to acquaint themselves with the country's innovative power as a result of the technical finesses. The Swiss Pavilion thereby consciously played with the use of clichés. NUSSLI was also responsible for the realization of the Liechtenstein Pavil-

ion and the exhibitions for Venice and Bilbao. All five projects – which could not have been more different and fascinating – required the collective creative energy of the specialists in the areas planning, logistics, and assembly. 50 permanent NUSSLI staff members were in Shanghai to handle the projects on site and recruited an additional 600 local workers. A total of about 2,500 tons of steel and 70,000 square meters of plasterboard were used for building. Apart from the building projects, NUSSLI was responsible for the site supervision of the Egyptian Pavilion designed by Zaha Hadid and the exhibits of the Egyptian cities Cairo and Alexandria.



Exhibit of the Principality of Liechtenstein



Exhibit of the city of Bilbao, Spain



„We wanted our pavilion to be a seamless solution and that's just what we got. Its exterior symbolizes the ‚city in balance‘ and makes the visitor curious to see what's inside – the informative and simultaneously entertaining story of ‚balancity‘. With NUSSLI we had a strong and reliable partner to implement the construction of this spectacular pavilion“, notes Dirk van der Coelen, Managing Director of Koelnmesse International GmbH, which was responsible for the overall organization of the German Pavilion.



The Black Brothers, Walenstadt (CH)



Hurricane Festival Schöeßel (DE)



Madrid Masters of Golf 2010, Madrid (ES)



Essen as the Cultural Capital of Europe – Ruhr 2010 (DE)



Swiss Wrestling and Alpine Festival, Frauenfeld (CH)



European Water Polo Championships, Zagreb (HR)



Origen Cultural Festival "La Regina da Saba", Julierpass (CH)

Foto: mcg/wiener



Handball European Championships, Graz (AT)



G8 Summit, Toronto (CA)

20th European Track and Field Championships, Barcelona (ES)

Paddle Pro Tour, Madrid (ES)



CERN, Geneva (CH)

20th European Track and Field Championships, Barcelona (ES)

Basel Tattoo, Basel (CH)



Green Point Stadium, Cape Town, South Africa (ZA)

South Africa Leaves Behind a Legacy to Remember

What a grand spectacle: The 2010 FIFA World Cup™ in South Africa broke records, changed perspectives, and gave an entire continent a new self-image. This World Cup also had a historical character for NUSSLI as well. This is due to the fact that the tournament was the most complex event in company history – with vastly differing task profiles at ten different locations. And always with the aim of exceeding the strict regulations of the FIFA and the Organization Committee.

Johannesburg, July 11, 2010: Spain is the world champion. The final whistle has just been blown and almost 85,000 people are already streaming out of Soccer City Stadium. Euphoric Spaniards cheer the triumph of their team, while crushed Dutch fans dry their tears. And amongst it all, an entire con-

tinent celebrates the successful football festival. Vuvuzelas, songs, dances, embraces. The scene is vibrant, but always peaceful. A similar atmosphere can be experienced simultaneously in Rome, Paris, and Cape Town, where thousands upon thousands of football fans celebrate the FIFA Fan Fest in

front of huge public viewing screens.

When crowds of this dimension assemble in an orderly fashion to collectively experience an international sensation like a football world cup without notable problems, there is certainly a reason: these include, among other things, the plan-

ning of the temporary infrastructures (overlay planning), which is customized to comply with the needs of the fans and the requirements of the organizers. Then there is more to creating a successful mega event than merely building stadiums with lots of seating.

Of great significance is the



For the execution of the overlay planning for the ten FIFA World Cup stadiums in South Africa in a period of only nine months, NUSSLI was honored with the International Sports Event Management (ISEM) Award in gold in the category Event Overlay/Facilities.



Soccer City Stadium, Johannesburg (ZA)

infrastructure that surrounds the games: this includes, for instance, the entrance areas including ticket control and safety procedures. The overall supply of the many fans with food and beverages in the Hospitality Village. The areas and rooms for accrediting the media representatives, rooms for press conferences, work stations for journalists, the media grandstand in the stadium, gigantic cable bridges for additional electrical supply and the camera cables, service areas for volunteer workers, and, and, and. The organization committee entrusted NUSSLI with the planning and supervision of installation of all infrastructures in all ten World Cup venues. NUSSLI is proud to have contributed in making the World Cup a success.

„What also remains is the realization that sustainable stadium construction for events like world cups or Olympics are a part of the future“, says

Project Manager Nanning Hergesell, and mentions the dismountable extension of the football arena in Cape Town as an example. There, NUSSLI extended the spectator capacities in modular construction, to include an additional 13,000 seats for the duration of the World Cup. This means that the grandstand seats were increased from 52,000 to a total of 65,000. „The modular seats are thereby in no way inferior“, Hergesell assures, and refers to the strict regulations determined by the FIFA in regard to comfort and safety. The 13,000 additional seats were promptly dismantled after the tournament and leave a stadium behind that can continue to be used sensibly and economically with the remaining capacities. Additionally, the areas that have become vacant can be used intelligently, for instance for the construction of Sky Boxes.



FIFA Fan Fest, Paris (FR)

One Game Will Go Down in **Sports History**

A magic number is representative of an ice hockey spectacle like nobody has ever seen: 77,803. That is the number of fans that cheered for the teams from Germany and the USA at the opening match of the World Championship in Gelsenkirchen – that is a world record. For the enormous capacity of the ice rink, which as the Veltins Arena otherwise serves the Schalke 04 football club as a home stadium, was extended with 15,000 temporary spectator seats by NUSSLI.

The magic of the moment: 77,803 people join together to hear the start signal for the Ice Hockey World Championship. Suspense, tension, goose bumps – once it is over Germany will have topped the USA 2 to 1. But there are no losers on this special evening in the Veltins Arena, which has been converted into an ice rink. The harmonious and unique atmosphere amongst the fans creates an impressive sports experience, which will far surpass the World Championship games in Gelsenkirchen. The fact that never before have

more people attended a single ice hockey match explains a part of the fascination that still continues to resonate.

How does an organizer create such special moments? Apart from thrilling duels on the ice with the best teams in the world, it is particularly important that safety and comfort meet high standards. „So that the fans have a really good feeling“, says NUSSLI Project Manager Rolf Hauf, who particularly sees the challenge for the team in the tight schedule for the construction of the temporary grandstands. „After

the last home game between Schalke 04 and Werder Bremen, the turf was rolled up and transported out of the arena“, Hauf remembers. For the construction of the grandstands, there was a time frame that was not to exceed 48 hours. „We worked non-stop in four shifts with around 20 workers.“ It was worth the effort: despite highly restricted spatial conditions as a result of other work being conducted in the arena, the NUSSLI team beat the clock.

NUSSLI was contracted by Infront Sports & Media with the

detailed planning of the temporary grandstands and paved the way for extending the capacities by conducting a feasibility study as early as 2005. „We had absolutely no idea that the old ice hockey fan record from 2001 would be topped“, recalls Rolf Hauf. „It's a good feeling to have been there to experience sports history in the making“, confirms Henry Krimmel, responsible at NUSSLI for the stage/grandstand leasing business in Germany.





World Class Equestrian Sporting Event

For centuries poets have romanticized the great joy of riding horseback. The enthusiasm for equestrian sport in all its diversity still holds true today: the Alltech FEI World Equestrian Games (WEG) serve as impressive evidence of this, when they lure fans of the noble equestrian sport to Lexington/Kentucky in the USA from all over the world. NUSSLI contributed with the construction of extensive event infrastructures and ensured that the around 30,000 spectators could experience the noble quadrupeds up close on temporary grandstands.

Is it the grace with which horse and rider fascinate the spectators at the World Equestrian Games? Or is it the loyal eyes of the animals? The earthy smell? The diversity of the sport? There are no simple answers when one is in search of explanations that do justice to the world's largest equestrian sports event, the Alltech FEI World Equestrian Games. The event takes place every four years and also serves as a world championship for the popular disciplines dressage, vaulting, or jumping. With Lexington in Kentucky, it was the first time in the history of the WEG that the USA hosted the venue. And the premiere on the other side of the ocean was a success.

The very different disciplines required great efforts from the organizers, in order to be able to provide a correspond-

ingly adequate frame. This required that the existing facility at Kentucky Horse Park be extended – 18,000 additional seats were added to the permanent outdoor arena and an additional driving arena with 6,000 seats was created as well. For the first time, NUSSLI was also able to prove their mobile bleachers, which have been newly integrated into the product range. These are folding grandstand supplements that can be quickly and easily installed. They were positioned on several changing sites along the endurance parcours.

That alone is not enough for a world-class event. Customized seats for media representatives were installed upon existing seats, new rooms for the VIP guest hospitality were created, along with a series of platform constructions. In

total, the NUSSLI team built over an area of almost 3,000 square meters.

Once again, the NUSSLI US team acted within a very tight time frame and even demonstrated an instinct for logistics, in order to transport all the modular NUSSLI systems to the right place at the right time.

The equestrian enthusiastic spectators could thereby safely and comfortably enjoy watching 600 athletes from over 60 countries atop 700 horses in a wonderful atmosphere.



2011: Exciting Prospects Ahead

up'date has given you a comprehensive overview of our projects completed this past year. Please find below a selection of upcoming projects due to be completed in the next year.



Visualization Tripoli Arena, Tripoli (LY)



Rendering Edinburgh Military Tattoo, Edinburgh (UK)



Visualization Bata Stadium in Bata, Equatorial Guinea (GQ)



Visualization Doha Museum Hall, Doha (QA)