



**News Release**  
**June 2010**

### **Capacity Crowds for 2010 Tennis Championships with Arena Group**

The Arena Group supplied temporary seating, structures, interior design, scaffolding and furniture as capacity crowds attended two of the UK's most prestigious tennis events this summer, strengthening their ongoing relationship with the organisers of the Wimbledon Championships and the AEGON Championships at Queens Club.

The Arena Group created distinctive modern temporary sporting venues for each tournament that highlighted the innovation within the Group, and met the requirements of the multiple stakeholders associated with both the AEGON and Wimbledon Championships.

Dave Withey was Arena Seating's project director, managing the design and installation of temporary grandstands at both events. Arena Structures Managing Director Grahame Muir was the main client point of contact, he says:

"The Arena Group has a long and successful history supplying these prestigious Grand Slam tournaments. It is a testament to the high levels of service and capabilities within the Arena Group that we are able to maintain strong relationships with the organisers of such high profile sporting events.

"Each year we strive to improve the events' infrastructure where-ever possible, and more than ever this year, we have had to ensure the organisers are delivering excellent value to their corporate guests. We are pleased to announce a contract extension at Wimbledon through to 2013."

Arena Structures removed their semi-permanent 'Wimbledon Eye' from the world famous permanent Centre Court, and installed a range of Arena's temporary structures including peaked roof retail outlets and the hospitality village. Arena Seating supplied trademark Wimbledon green seating grandstands around the outside courts to provide optimum viewing angles and comfort for the thousands of assembled fans, and sister company Spaceworks supplied a wide range of furniture to private hospitality and public catering areas.

At the Queens' Club early June AEGON 2010 Championships, Arena worked closely with the venue and the Lawn Tennis Association (LTA) to create a unique venue. The main spectator amphitheatre utilised all potential space around the famous Queen's clubhouse with blue grandstand seating matched to the sponsors blue corporate colours; it incorporated bespoke seating components including the customised corner units, hospitality and media boxes. Arena Structures double decker horizon system was the impressive main hospitality structure creating a horseshoe into the public restaurants on this very different site format. This year a bespoke bridge connected the first floor hospitality pavilion with the main grandstand.

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