

## **Arena Group golf structures success in Spain and Portugal**

**The Arena Group is on course for a triple victory this May, strengthening its presence in Spain and Portugal by supplying event structures at three PGA golf championships.**

The prestigious Spanish Open Golf Championship set the scene for the continued international expansion of Arena's event overlay capabilities.

Seeped in heritage, Europe's second oldest golf tournament was hosted at Real Club



de Golf El Prat in Barcelona, 5<sup>th</sup> to 8<sup>th</sup> May, 2011, and it produced a couple of firsts. South Africa's Thomas Aiken claimed his first major international victory, whilst the Arena Group supplied all temporary structures and events overlay to the event for the first time.

Shortly afterwards, Arena will also be supplying a variety of temporary facilities to the Volvo World Match Play Championships in Spain and

the Madeira Island Open BPI in Portugal, both of which fall on the same weekend, 19<sup>th</sup> to 22<sup>nd</sup> May, 2011.

Working with their Madrid based partners Carpa 10, the Arena Group supplied more than 2,500 sqm of bespoke temporary structures for the four day event including a 20m x 35m raised Horizon double deck VIP hospitality structure overlooking the 18<sup>th</sup> green. Other structures included a public village with 20 5m x 5m merchandising units, 1,500m of picket fencing, extensive media facilities, a Sky TV studio and restaurant facilities as well as ancillary services such as all power, lighting and air-conditioning for each structure.

Arena applied their extensive experience when building on the undulating surfaces found on the impressive 45 hole course, constructing custom engineered scaffold bases. The structures' interiors were designed with creative flair; fitted with an internal perimeter walling system and high quality flat roof lining, creating exclusive areas from which prestigious sponsors such as Rolex, Mastercard and BMW were able to watch the action overlooking the 18<sup>th</sup> green.

**Ricardo Mendoza, project manager from QUUM Comunicación commented:**

"It was a pleasure working with the Arena Group for the first time this year; we were impressed with their organisation and delivery before and after the event. They raised the standard of hospitality, media and public facilities on offer to our clients from previous years."

Moving swiftly over to Portugal for the Madeira Island Open, Arena will be supplying a 10m by 20m press tent and a number of score and starter tents for this the next leg of the European Tour. Whilst back in Spain the Arena Group will be, on the same weekend, supplying a vast array of structures to the Volvo World Match Play Championships including public catering facilities, entrance structures, media centre, decking throughout the spectator village and merchandising units.



**Grahame Muir, Arena Group managing director explains:**

“We believe we are taking a journey to help organisers improve the quality of events and client experiences they can offer through bespoke, quality structures. By working closely with our European partners Carpa 10 and Arena Portugal to strengthen relationships we are continuing to build on our expansion into the area and develop our offering to iconic sporting events such as these.”

**ENDS**

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