

Press Release
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Arena Seating stay local with Rod Stewart at Newbury Racecourse



Arena Seating supplied an outstanding 15,000 temporary seats to the iconic outdoor Rod Stewart concert at Newbury Racecourse on 29th May 2011.

This was the first ever stand alone concert held at Newbury Racecourse and built upon their music experience with post race concerts. Arena Seating provided 15,000 flat seats for the legendary singer, which is one of only four gigs he will be performing in the UK this year.

The transformation of this renowned racecourse into a temporary concert venue was a huge success and has opened the way for other events of this size at the course. The seating that Arena provided helped to launch the location as a unique outdoor concert setting, diversifying and expanding the venue.

Dave Withey, Group Sales Director from Arena Seating comments:

“It was an amazing event that showcased the potential to hold large scale live music events in new locations. Arena Seating has grown continually over the past three decades with local skilled professionals so it was particularly nice to be helping a local venue expand into new business horizons. I started on the crew building seats with the company in Newbury over 35 years ago and many of our staff are local people who’ve progress through the ranks within Arena Seating. As we continue to expand our UK and international business we will be recruiting ahead of what will be an exciting 2012 in London and beyond.”



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