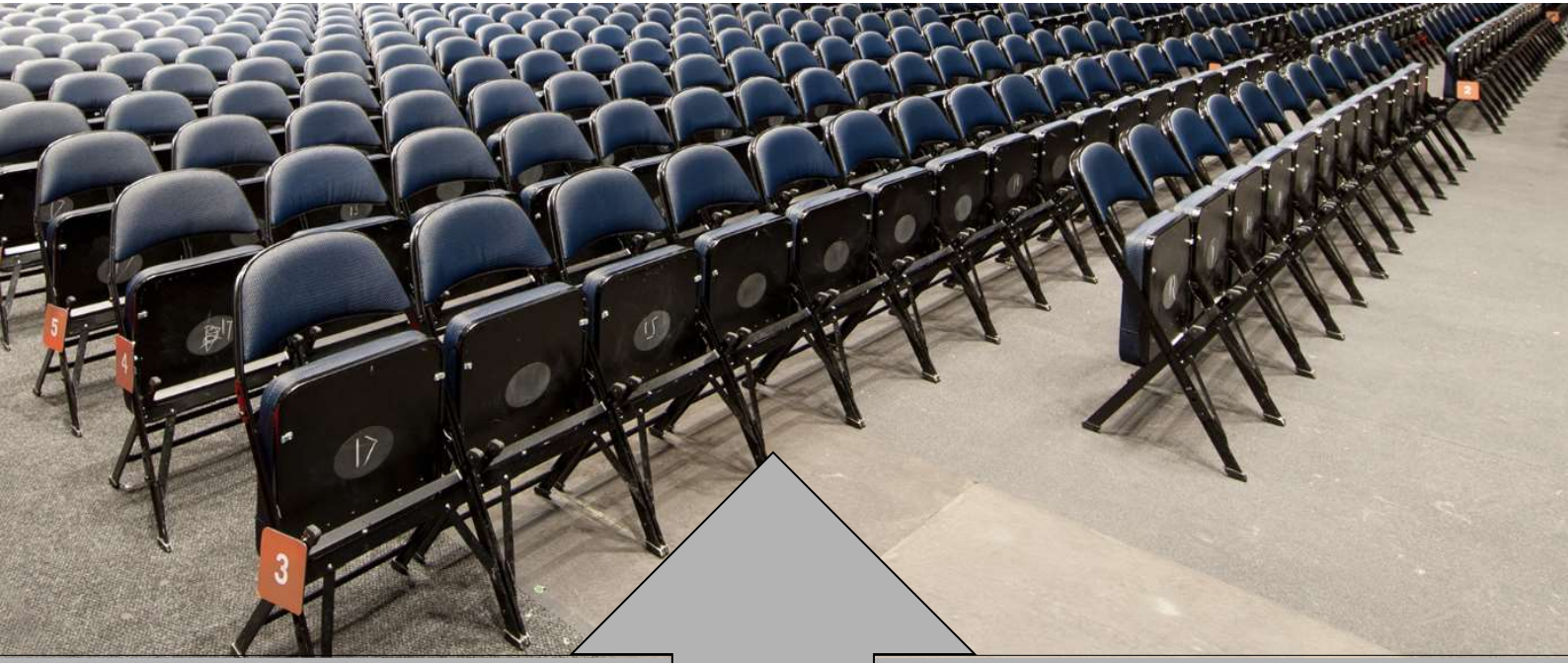
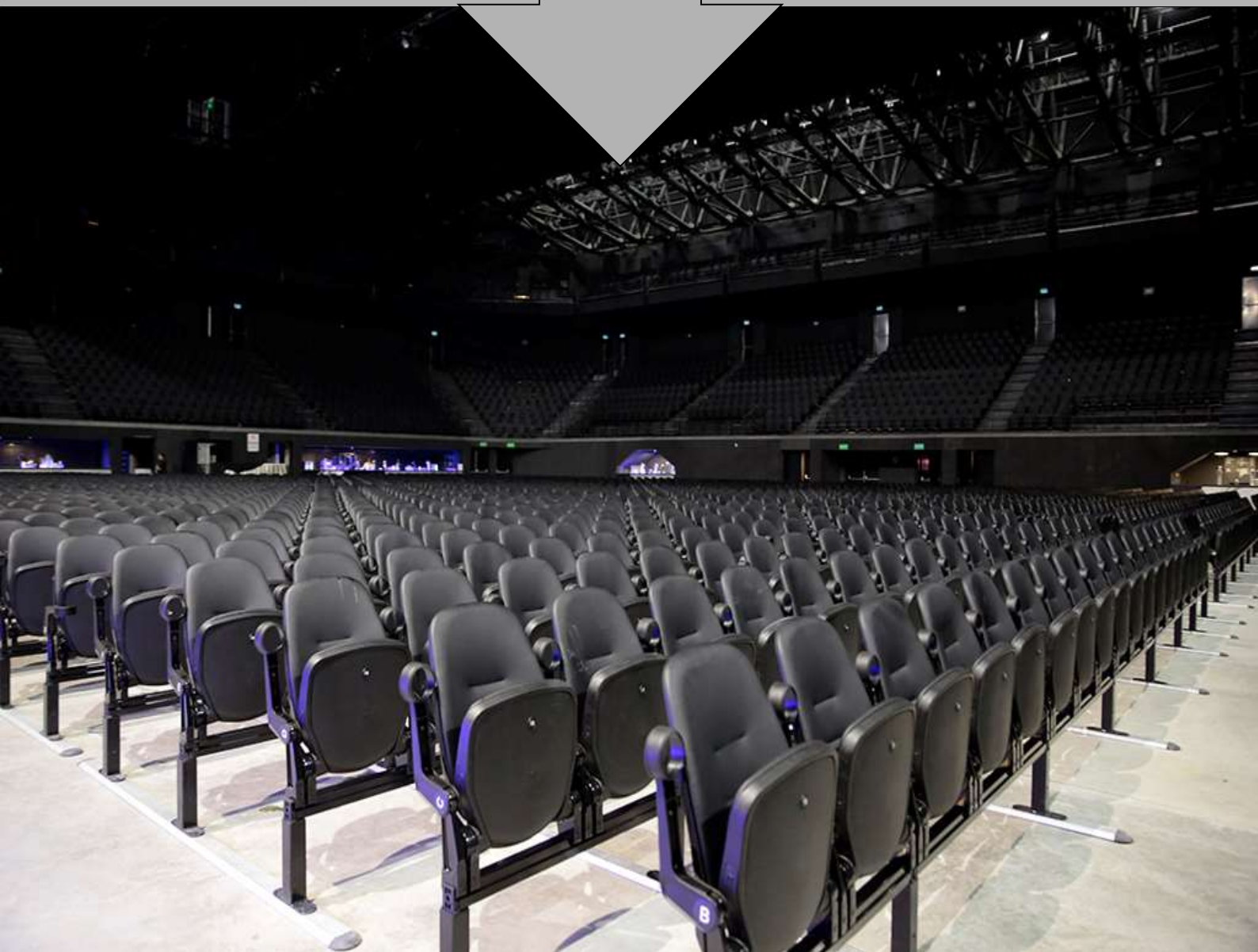
20200608

bluecube³

grid



single **OR** **ganged, *a seating choice***



Why specify grid?

Choice of seating for flat floor applications comes down to asking one question.

Is your flat floor seating required for extensive banqueting, or other uses where individual loose seats or ‘scattered’ seats are required?

If the answer is yes; I need the majority of my flat floor seats to be used for banqueting applications, then it’s possible to consider the one advantage individual folding chairs have when compared with the **grid** flat floor system.

But the reality is that this perceived multi use flexibility is almost never required, and instead the more compelling advantages of **grid** come into play.

Safety

Individual seats can be linked to each other, but linked rows of seating are still susceptible to ‘snaking’ which is especially important in emergency evacuation. By contrast grid interconnects each row at regular intervals, and as a result provides an ‘immovable’ layout of seating rows.

Seating Capacity

When compared with **grid,** individual folding seats provide a reduced seating capacity. This is because our **grid** system utilises **bluecube** ‘tip up’ seat models such as the **centura** and **luxx** which are more compact in the ‘tip up’ position than any loose folding seat.

Operational efficiency

There is no comparison, grid is far quicker than loose seats to set up, and far more compact to store. Seats are arranged on rails in groups of 3 and 4 seat places, these are ‘plugged’ into the lightweight aluminium floor bars and are stored in compact aluminium stillages which can be stacked and handled with fork lift trucks.

Compatibility

All seat model from the **bluecube** range can be specified on **grid**

grid is the best and most flexible solution to temporary seating layouts in arena environments because for the most part; it can be used in other relevant applications around a facility.

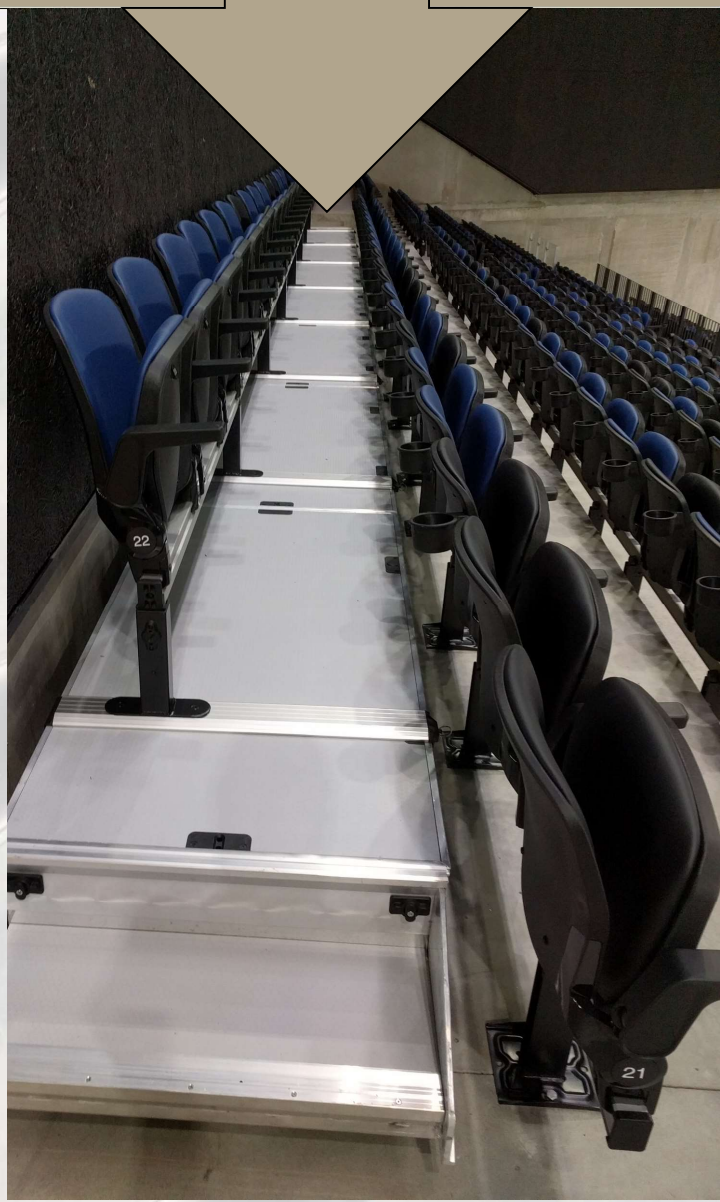
The choice of seat specification and style is the same as those available on fixed terraces or telescopic platforms. The same accessories are also available, cup-holders, armrests, upholstery, even tablet arms! The entire facility can be specified with one coherent seating style and specification.

single OR ganged?

grid; the reality and opportunity

Flexibility? In reality most multi use applications in Arena environments do not re-purpose seating for banqueting, instead re-purposing seating is almost always in areas where they are required to be arranged in rows onto temporary platforms.

grid has been designed in combination with our **tech** *deck* modular decking system providing a 'total solution'. The alternative is rows of folding seats which close down egress between seats and cannot be 'locked' in position onto temporary decks. At Royal Arena Copenhagen, grid is used to provide space efficient tipping seats on the event floor. The grid system is compatible with tech deck, the frame profiles allow the grid 'sleds' to be clipped securely into position preventing any movement of the seating rows. Sleds are simply removed by pulling the spring loaded locking pins

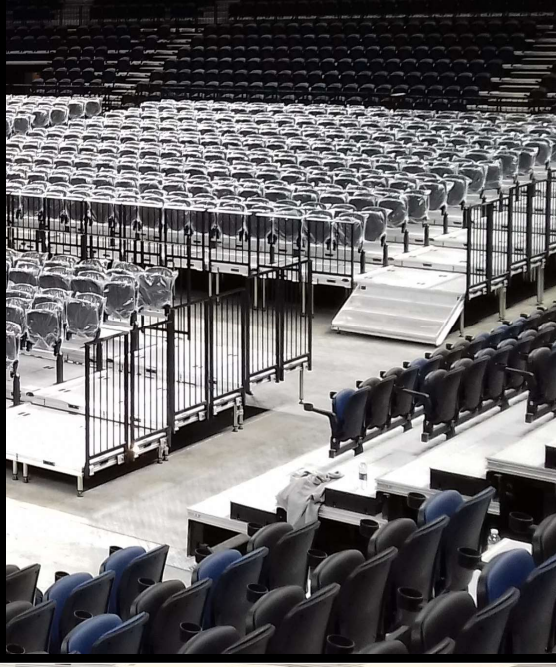


grid *storage and handling*

Application case study - Royal Arena Copenhagen

When laid out with seating, sight lines become severely compromised at the rear of the event floor. Royal Arena used **tech** *deck* to elevate the last 20 rows, significantly maintaining ticket revenue which would otherwise have been reduced by restricted view seats. Seating on the flat floor is laid out using the **bluecube** **grid** system.

tech *deck* storage is extremely compact and efficient, deck modules stack onto mobile storage carts, guard rails are stored on mobile 'trees'.

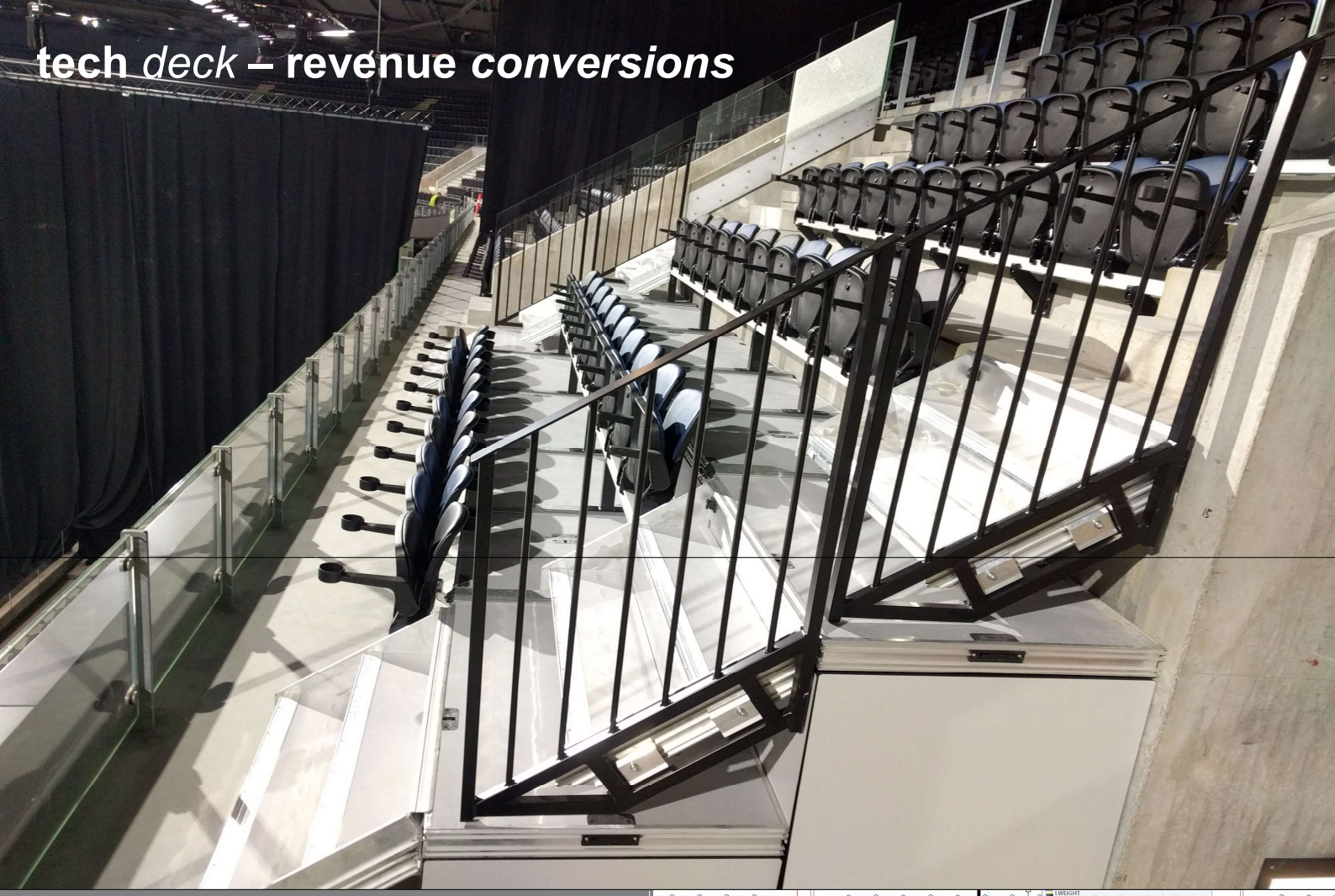


tech *deck* – ***low rise tiering***

The Royal Arena in Copenhagen, Demark, illustrates the versatility of the **tech** *deck* system. Typical of many venues, the operators looked to maximize revenue. Achieving this meant ensuring their equipment could facilitate 'tailoring' the seating layout differently for the specific requirements of each event. Adding additional seating where possible and being able to remove / relocate them for the next event.
This idea is not new, arenas have always added seats in concert mode, principally by telescopic stands and the deployment of seating on the event floor using products like the **bluecube** **grid** system.

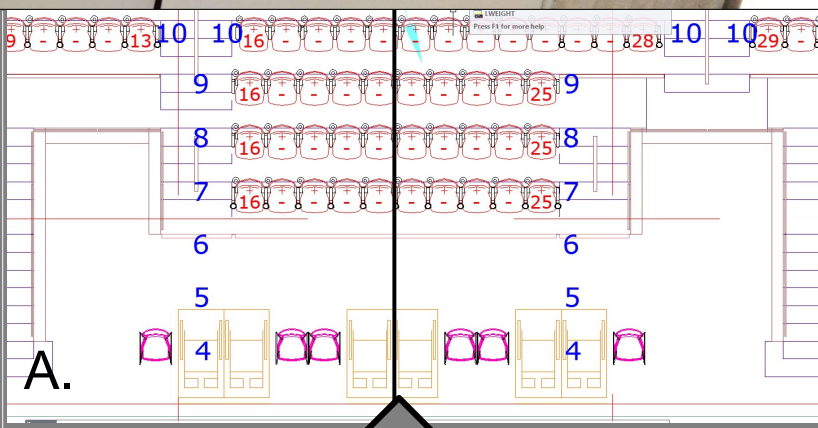
With build and operational costs escalating, every saleable seat means revenue gained or lost. In addition to this, regulations to improve access and increase allocation for patrons with disabilities at the point of sale can result in relatively large areas which are not sold. Thus the operators ability to convert a general admission bay into an easy access DDA platform and vice versa becomes a critical factor in optimizing revenue.
tech *deck* is the solution, providing facilities management teams with a versatile system specifically designed to be used in conjunction with **bluecube** flexible seating solutions like **fast** *latch* and **grid,** **tech** *deck* is backed up by seating innovation.

tech *deck* – revenue *conversions*



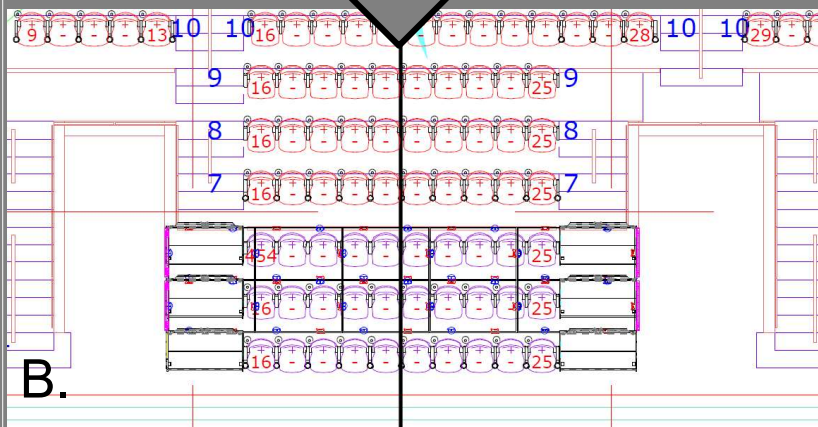
At Royal Arena Copenhagen, seating revenue can be optimized using **tech** *deck*; DDA areas that are not sold can be quickly and easily converted to general admission seating generating additional revenue.

Option A. – the area between the vomitory's is set up for DDA event requirement – 6 wheel chair spaces – 6 companion spaces.



DDA OR Seating

Option B. – the same area set up for general admission seats using **tech** *deck*. The area provides an additional 30 seats!



Imagine using a loose folding seat for an outdoor concert, **grid** was supplied for ‘Desert Trip’, a temporary outdoor venue in California with 20,000 seats on **grid**! See video below

The **grid** floor system ensured that seat legs were not vulnerable to ‘sinking’ into the ground therefore negating the need for an additional turf protection system. Grid was specified with **integra** seating, both seats and the grid system can be specified with an outdoor weather package.

grid *outdoor applications*