

FRIENDS ARENA FLEXIBILITY

The subtle design features of The BOX Seat 903 contribute to the aesthetics and the commercial viability of Sweden's new national football stadium.



The BOX Seat's design maximises space for the spectator.

Formally taking the baton from Råsunda as Sweden's National Stadium in October 2012, the magnificent Friends Arena effortlessly assumes its place as the most adaptable, technologically advanced venue in Stockholm.

The Arena utilises The BOX Seat 903 model to furnish what has become the largest retractable outdoor seating system in Europe. The BOX Seat is taking economical stadium seating to new heights in functional resolution and aesthetic finish. The BOX seating system has been specifically designed to complement multipurpose stadium environments, driving increased revenue opportunities.

The BOX Seat delivers the ideal solution for high-volume spectator requirements, combining intelligent design for venues such as Friends Arena with the fundamental principal of enhancing client comfort.

The main tenants of the stadium are Sweden's national football team and top-tier football club, AIK, but the ground is phenomenally multipurpose,

enabled by a unique exterior retractable seating platform system.

The BOX Seat is utilised on both the fixed tier seating and in the retractable system, allowing the capacity to range

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from smaller, more intimate audiences of 10,000 up to a capacity crowd of 65,000 for concerts and large exhibitions.

The highly compact BOX Seat was the perfect choice for both a folding retractable seating solution and the fixed tier seating areas, permitting the integration of one seat solution.

Additionally The BOX Seat's tight fold system substantially increases "clearway" space, maximising crowd flow and managing spectator movement. This provides the greatest

advantage to both audience safety and access to vendor merchandise, drastically increasing revenue. The generous seating pan also guarantees a more accommodating and pleasant experience for the customer.

The added benefit of The BOX Seat's high rail system facilitates faster, more efficient cleaning, saving thousands in daily operational costs. It allows for a lightning-fast turnaround in arrangement set-up, soon to be demonstrated when the arena becomes the chosen platform for the Eurovision Song Contest, Bandy Finals and World Cup Qualification matches, all in the space of less than three weeks.

The construction of the stadium plays an integral part in an overall regeneration of the capital, which includes plans to build a hotel, restaurants and a grand shopping mall of over 240 shops.

The outstanding Friends Arena looks set to become a congenial feature among what will be an astonishingly galvanised Swedish cityscape, sure to be enjoyed by both nationals and tourists for decades to come. ■