

GLORIOUS MATCH FOR GOODWOOD

As part of a £500,000 renovation, The BOX Seat has been installed into Goodwood racecourse's new March Grandstand.

The makers of The BOX Seat outline the recent installation of their 901 model at the iconic Goodwood racecourse.

Commonly known as the 'Sport of Kings', horseracing remains one of the most commemorated events in sporting history. And, in terms of prestige and heritage, there can be few racecourses as iconic as Goodwood.

From its rudimentary launch in 1802 by the third Duke of Richmond to its present-day programme of varying events, Goodwood has prevailed as one of Britain's most esteemed estates. So when redeveloping a venue of this significance to maximise its full potential and bring it to the fore of the racing industry, every effort was taken to remain sympathetic to its traditional charm.

As part of a £500,000 renovation, new seating was installed into the March Grandstand; a highly prominent platform within the Richmond enclosure, positioned directly opposite the Winning

Post. The BOX Seat was chosen as the seating system best suited to the venue's specialised requirements, with the current Duke of Richmond's son, Lord March, playing an integral part in the selection process.

JEWEL IN THE CROWN

With Goodwood standing proudly as the "jewel in the family's crown", it has become Lord March's intrinsic role to oversee developments at the racecourse; ensuring that patrons are able to enjoy the very best in sporting facilities and, at the same time, feel immersed in the rich history of the estate.

The BOX Seat 901 model now furnishes the newly developed March Stand and, in order to synergise entirely with the existing architecture and stunning countryside backdrop, each component

– right down to the metal work and fixings – was specifically prepared in the same shade of bespoke 'Crystal White'.

Racecourse Operations Manager, James Crespi, said of the recent installation: *"We thoroughly researched all products on the market to find what we were looking for and, considering the quality and price of the product, as well as the speed and efficiency of the service we received, The BOX Seat was better by a mile. Everyone we dealt with – from the sales team to the installers on site – were top rate. We are over the moon."*

Admired for its sleek aesthetics, cutting-edge innovations, and economic benefits, The BOX Seat is fast becoming the perfect choice of seating system for some of the most momentous sporting stages in the world; with Goodwood sitting proudly among them. ■