





solara integrated armrests can be shared between seats - maximising venue capacity

Alternatively - each seat can be supplied with double armrests - this is often preferred in VIP or club areas where space is available to decrease seating density



solutions in seating

solara is a systems approach to stadium seating - where possible - the extruded aluminium rail sections are installed continuously throughout the facility - independent seat modules can then be installed to the rail within seconds via a tamperproof screw - **solara** seat modules can be installed - removed and re-positioned at any point along the extruded aluminium rail - the rail is anodised to prevent cosmetic deterioration

As with all our rail mounted products - **solara** can be fitted with a rail mounted armrest for infinite spacing on the rail - a front mounted cup version is available as a single integrated molding



bluecube is a seating company who believes product innovation, global manufacturing and distribution are key to maintaining our position as the market leader in public sector seating.

- Established in 2003, the company has attained global recognition installing into some of the most prestigious international event venues around the globe
- The company continues to develop and grow, maintaining its focus on the continued development of new products in established and new markets.
- Our approach is to recognize the individual requirements of each project and develop products and associated solutions that enable operators to manage and 'flex' their facilities efficiently.
- In 2011 bluecube formed a partnership with the Irwin Seating Company for North American manufacture and distribution.
- In 2013, following completion of the 63,000 seat Castelao Stadium, the first of the Confederations Cup stadiums in Brazil, bluecube opened its first international office in Sao Paulo, Brazil.
- 2014 has seen unprecedented growth, completing four World Cup stadiums for Brazil 2014 alongside several other notable major projects globally
- 2014 has also seen the introduction of 'Nomad', an industry first, conceived specifically to support the growing trend towards temporary architecture for world events.



solara can be fitted with front or rear mounted cupholders - the rear mounted version is moulded in a highly durable flexible polymer - making it vandal resistant

With a large selection of fabricated steel supports for the rail system - including wall (riser) mounted floor (tread) mounted - our system can easily be adapted to specific building requirements



general arrangement

2012 Olympics - London

Main Olympic Stadium, 80,000 seats
 Sir Chris Hoy Velodrome, 5,000 seats
 Lords Cricket Ground, London, 20,000 seats
 CISV Swimming Pool, Cardiff, 800 seats

Other Major UK Projects

AMEX Stadium, Brighton and Hove FC, Brighton, 30,000
 LG Arena, Birmingham, 15,000 seats



Sweden
 Tele2 Arena, Stockholm, 30,000 seats

Completed in 2013 - the Tele2 Arena allowed bluecube to showcase its ability to develop special solutions - Stadiums and Arenas have always required solutions and equipment that facilitate the adaptation of a building to different modes of operation - Telescopic grandstands are used to help 'flex' space - to bring seating closer to and further away from the field of play - to adapt sight lines to meet the requirements of different sports or events

As the boundaries between Stadium versus Arena venue classifications become less polarised - making a building commercially viable requires ever greater flexibility - we call these 'hybrid' venues - 'multi purpose arenas' - they demand a fast reconfiguration from sport to concert modes



Wembley National Stadium Home of the FA Cup, 90,000 seats

2014 Commonwealth Games - Glasgow

NISA Multipurpose Arena and Velodrome

Emirates Arena Glasgow

5,000 fixed seats and 3,000 seats installed on telescopic units
 - designed with multiple configuration layouts for - athletics (track and field)
 - badminton - basketball - boxing and tennis



solutions in seating

2010 World Cup - South Africa

FNB Soccer City Stadium, 80,000 seats
SGB Cape, Durban, 14,000 seats

Lesotho

Maseru Stadium, Maseru, 10,000 seats

UAE

Al Ain Stadium, Al Ain, 25,000 seats



USA

Through our North American partners Irwin seating - we are installing over 50,000 seats per year into venues such as:

Churchill Downs Racecourse, Kentucky, 50,000 seats

Citrus Bowl Stadium, Orlando, 70,000 seats

UTC McKenzie Arena, 11,000 seats

Big Sandy Arena, 9000 seats

Saudi Arabia

Kaust Stadium, Jeddah, 50 seats

King Abdullah Sports city, Jeddah, 65,000 seats



Brazil 2014 World Cup

The first of our group companies (bluecube do Brazil) completed four of the FIFA World Cup Stadiums - manufacturing and installing over 200,000 seats to the ABNT NBR 15878

Beira Rio Port Alegre 55,000 seats

Corinthians, Sao Paulo, 40,000 seats

Arena Das Dunas Natal 40,000 seats

Castelao Fortaleza 60,000 seats

Building on this success - bluecube brazil is focusing on Rio 2016 Olympic projects - and general sports and arena markets inside Brazil and Latin America

Projects outside the World Cup tournament include:

Palestra Italia 45,000 seats



European Cup 2012 Ukraine

Olimpiyski Stad, Kiev, 80,000 seats

Lviv Stadium, Lviv, 45,000 seats

Sweden

Ullevi Stadium, Gothenburg, 20,000 seats

Swedbank Stadium, Malmo, 24,000 seats

Boden Football Club, Boden, 4,500 seats

Norrkoping Stadium, Norrkopping, 6000 seats

Boras Arena, Boras, 300 seats

Vaxjo Arena, Vaxjo, 2,000 seats

Norkopping Ishalen, Norkopping, 400 seats

Tele2 Arena, Stockholm, 30,000 seats

Motala Arena, Motala, 1200 seats





bluecube produces a range of media solutions that are designed to meet the following venue requirements

Flexible Media areas - installed with a set number of seats and writing tablet arms which can be used as either general admission seating or as media positions

Temporary Media areas - installed with a set number of seats which can be quickly and easily 'changed out' to accommodate desks

Permanent Media areas - installed with fixed desks that accommodate a set number of seat positions



luxura is our top end offering for VVIP, Presidential boxes and theatre use. The seat is compatible with our rail and standard support structure or can be individually 'pedestal' mounted - it can work with most of the **integra** accessory items including the **scribe** tablet arm

Fire Resistance

integra & **luxura** seat modules meet the requirements BSEN-5852 Crib 5

Weathering

integra's 17 standard plastic colours are tested in accordance with BSEN ISO-4892 - 1 & 2 - Xenon Arc Testing 'Methods of Exposure To Laboratory Light Sources'



solutions in seating



integra model IT202 - 460 includes a seat and backrest cushion available in our standard range of durable wool fabric or UV resistant Vinyl

integra seat models IT253 & IT263 are available in both 480mm and 460mm module widths - the models are a 'hybrid' combining aspects of both our **decra** and **integra** seat models

These models bridge the product requirement gap of the Arena & Performing Arts markets - the seat is fully upholstered giving excellent acoustic absorption - the backrest has a cushion to the front - but has a protective plastic outer to the rear - ensuring easy cleaning and durability from shoe damage



scribe tablet arms are compatible with solara - integra & decra seat models - **scribe** has been designed so that it can be used in fixed and telescopic applications - the surface is moulded from a durable phenolic plastic in one piece - with no edge trimmings to come loose the tablet is built for a life time of use



Ireland

UCD Pool, Dublin, 400 seats

The O2 Arena, Dublin, 12,000 seats

UK Projects

Northolt Leisure Centre, London

Worcester cricket club, Worcester

Queens Park Leisure Centre, London

Westminster Lodge, St Albans, 250 seats

Mountbatten Sports Centre, Portsmouth

Acton Town Hall, London, 30 seats

Mathew Churchill Theatre, Chichester, 1,500 seats

Regents Park Theatre, London, 1,300 seats

Luton Aquatics Centre, London, 420 seats

Twickenham Stadium, London, 103 seats

Royal Shakespeare Company, Stratford Upon Avon, 1000 seats



stax is our free-standing stacking chair - the single shell molding takes it's seating surfaces from the integra 460 model - so it has the same family aesthetic and comfort - the same seat and back cushions can be used for easy maintenance - typical use of **stax** is where loose seats are required at the front of the telescopic seating

With a chromed steel rod frame - a stack of up to 25 high is possible - mobile trolleys are provided - the simple yet secure linking connection enables seats to be laid out in linear arrays



solutions in seating

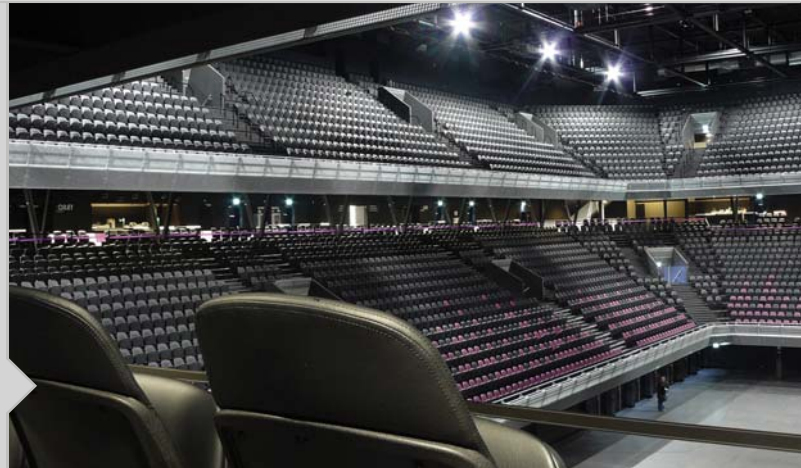
Netherlands

Heineken Music Hall, Amsterdam, 2,000 seats
Amsterdam Arena, Amsterdam, 2,500 seats
Verhuurbedrijf Kuif, Amsterdam, 2,000 seats

Belgium

RSC Anderlecht, Brussels, 15,000 seats

Ziggo Dome, Amsterdam, 14,000 seats



New Zealand

Ormiston Senior School, Auckland, 258 seats
Green Bay High School, Auckland, 338 seats
Invercargill Pool, Invercargill, 44 seats
Stadium Southland, Invercargill, 4,000 seats

Faroe Islands

Torsvollur Stadium, 5,000 seats



our **grid** flat-floor seating system allows any choice of tip-up seat model to be arranged in row formation on a flat floor - the grid system is lightweight - robust and easy to layout and has the following advantages

increased seating capacity - the system uses a lightweight aluminum floor bar onto which banks of three or four seats are slotted - a self 'tipping' seat has a narrower envelope than a stacking or folding chair giving the option of either increased seating density or wider clearways

increased set up speed - the system can be assembled by one man faster than conventional folding or stacking chairs

safety - once in place - grid is almost impossible to move so chair row 'snaking' is eliminated

cleaning - less legs means its easy to clean between events

handling - removal and storage is fast and easy - seat modules can be loaded - transported and stored in lightweight aluminum stillages

Turkey

Pozitif Arena, Istanbul, 5,000 seats



Azerbaijan

National Gymnastics Arena, Baku, 10,000 seats
Baku Olympic Stadium, Baku, 65,000 seats

Greece

Tripolis Football club, Tripolis, 120 seats

Croatia

Arena Lora, Split, 12,000 seats



If you are looking for traditional materials and finishes - more typically associated with theatre conference centres and other 'interior' spaces - **decra** gives you just that

With a seat and backrest manufactured from sturdy - high quality plywood - **decra** can be specified in a range of real wood veneers or upholstered in a range of interior fabrics

decra can be supplied on telescopic or into fixed applications - and is available with the full range of integra armrests and accessories



solutions in seating

Chile

Lasterra, Santiago, 124 seats
La Serena, 95 seats
Biblioteca Antofagasto, Antofagasta, 120 seats
Audotoria UDLA, Santiago, 88 seats

India

Chattersal Stadium, New Delhi, 400 seats
Delhi Siri Fort Stadia, New Delhi, 200 seats
Thyagaraj Sports Complex, New Delhi, 7,000 seats

Hong Kong

Southern Stadium, Hong Kong, 2,000 seats
Hong Kong Jockey Club, 200 seats



Iceland

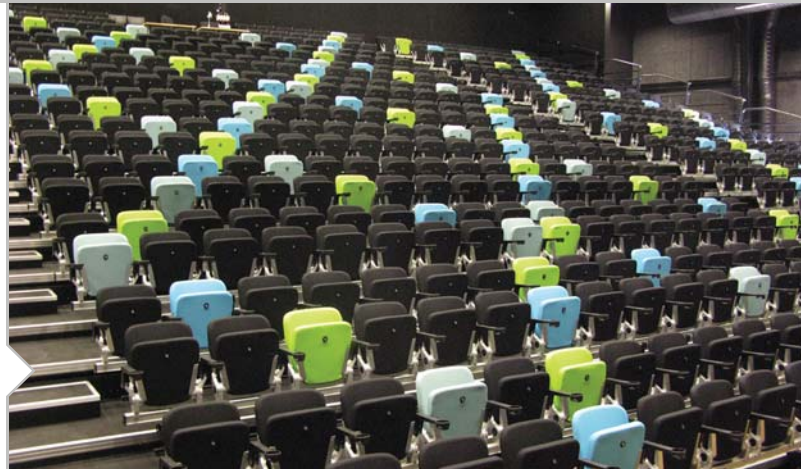
Hafnaffjardor, Reykjavik, 800 seats
Laugerdall, Reykjavik, 6,000 seats
Kopavogurs, Reykjavik, 4,000 seats
Seltsjanesbaer, Reykjavik, 300 seats

Norway

Brann Stadium, Bergen, 6,000 seats
Flakveit, Bergen, 150 seats

Denmark

Tivoli Friheden, Aarhus, 800 seats



Australia

Browns Plain College, Browns Plains, 150 seats
Redcliffe High School, Redcliffe, 280 seats
Morwell PAC, Morwell, 180 seats
Pacific Hills Christian School, Sydney, 250 seats
St Aidens School, Brisbane, 300 seats
Kardinia International College, Geelong, 850 seats
Friends School, Hobart, 400 seats
Leibler Yavneh College, Melbourne, 200 seats
St Monicas College, Melbourne, 300 seats
Perth Performaing Arts Centre, Perth, 260 seats

Aquinas College, Perth, 450 seats



Germany

Hansmesse, Rostock, 2900 seats
Cologne Stadium, Cologne, 600 seats
Mouson Turm, Frankfurt, 280 seats
Theatre Der Jungen Welt, Leipzig, 262 seats

Switzerland

Carouge Arena, Geneva, 120 seats
Theatre De L'Arsenic, Lausanne, 278 seats
Schlachthaus Theatre, Bern, 66 seats

Spain

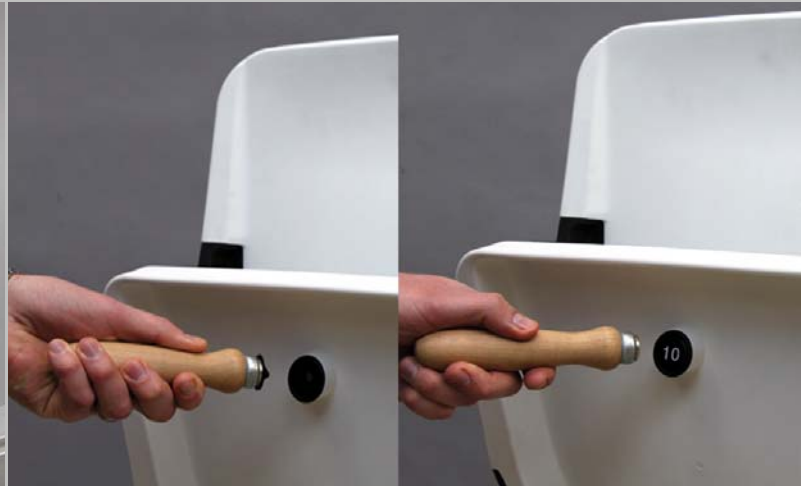
Seville FC Gambrinus, Seville, 50 seats
Paballon Multiusos Reyno De Navarra, Pamplona, 300 seats





nomad is a self tipping seat that has been designed specifically for application to temporary seating structures

- Reduced transportation volume / costs
- Light weight durable aluminium and polymer construction
- Comparable comfort to permanent seat
- Removable magnetic seat numbering
- Universal fixing to any temporary scaffold based structure
- Quick release – anti tamper fixing system
- Compact storage without the need for special stillages



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