

Arena Group Drive forwards at BMW PGA Championships 2016

Building on its successful, longstanding relationship with the PGA, Arena Group was again entrusted to match the headline sponsors' prestigious reputation with a high quality finish of the event structures and seating at the Wentworth Club for the European Tour's BMW PGA Championships, 26-29th May.

Arena Structures project manager Mark Porter and his team installed 10,000sqm of varied event structures, suited to a range of uses from exhibition and retail outlets to the 2,100sqm hospitality double deck structure linked to the clearview™ grandstand on the 18th green. The crew worked alongside TRO agency to install a 1,125sqm BMW Driver's Lounge, a luxurious Player's Reception, and a Moët & Chandon Bar & Brasserie, all enhancing the spectator experience through the creation of state of the art temporary facilities with stunning interior designs. Additional structures around the grounds included a Welcome Pavilion, media centre, BMW village and Player crèches, toilets, merchandise shops and a giant scoreboard.

Arena Seating installed 3,432 tiered seats at four locations around the course, as Dave Withey, Arena UK & Europe sales and marketing director explains:

"Arena Seating's ex-Olympic clearview™ seating system provided spectator comfort coupled with unrivalled views of the European Tour competition from every angle. The 2,652 capacity grandstand at the rear of the 18th green included 148 upholstered VIP seats, with a bridge connected to the hospitality double decker. Elsewhere around the Wentworth course, we installed 240 clearview™ seats and a viewing platform on the 14th green, 171 seats on the 16th green and a further 369 tiered seats on the 1st Tee.

"We worked closely with the organisers to ensure commentary boxes, player's tunnels and viewing platforms were also constructed and finished to the highest standards and aligned with BMW's brand aspirations."

Spaceworks Furniture Hire provided nearly 5,000 pieces of furniture installed into 80 different locations across the Wentworth site. Spaceworks and Well Dressed Tables managing director Chris Piggott explains: "We work closely with organisers to ensure that our furniture works in harmony with the hospitality interior designs. It is testament to our team and the quality of delivery from Arena Group and Spaceworks that we return year on year to supply such an integral date in the golfing calendar."

The BMW PGA Championships saw Britain's Chris Wood scoop his third European Tour title, moving into the Official World Golf ranking's top 25.