

Press release
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ARENA GROUP AT THE WORLD CUP

From São Paulo to Manchester Arena Group is helping give football fans unrivalled views of the World Cup, as one of the biggest events in the global sporting heads to its final stages in Brazil.

The host nation marked the start of their so far unbeaten campaign with a win at the Arena de São Paulo, where fans enjoyed uninterrupted viewing from Arena Group's patented clearview™ seating system.

Over 62,000 fans were welcomed into the newly opened stadium, which features the largest ever temporary structures to be built in Brazil: two 9,000+ seat demountable grandstands situated in the North and South stands.

Joe O'Neill, global business development director, Arena Group, said: "We worked closely with our Brazilian partners FAST Engenharia, who built the stands utilising Arena Group's clearview™ seating system. The huge two-storey buildings incorporate food and beverage outlets, toilets and officials and media rooms, with full working electrics and water. Each structure stands at 102m wide and 30m height, with 54 rows of seats, making them the largest demountable structures in the country."

In the UK, Arena Group's Arena Seating division was part of the team that has created a Brazilian oasis in the car park of the former Granada Studios in Manchester. The space has been transformed into a beach soccer venue where some of the world's best teams have been competing over the duration of the tournament. The venue is also being used for ticketed screenings of the World Cup fixtures, shown via two large video screens.



Contracted by client SportCel on behalf of ITV Sport, Arena Seating designed and installed three tiered grandstands around the perimeter of the pitch, bringing the capacity to 2,200. The grandstands are branded in-line with the aspirations of ITV Sport.

Back in Brazil the world will watch the Quarter Final game between Netherlands and Costa Rica at the new purpose-built Arena Fonte Nova. The stadium's standard capacity of 56,500 was increased by 5,000 temporary clearview™ seats.

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