

Harlequin creates new look hospitality setting at Abu Dhabi HSBC Golf Championships

Harlequin created communal corporate areas within its double decker Championship Pavilion at Abu Dhabi Golf Club, ensuring tournament sponsors and VIP guests enjoyed exclusive views.

One of the biggest events on the PGA European Tour, the 2014 tournament attracted the likes of Rory McIlroy and Phil Mickelson as Spaniard Pablo Larrazabal clinched the title by just one shot.

Contracted by IMG on behalf of the Abu Dhabi Tourism & Culture Authority, Arena Group's UAE-based office Harlequin was entrusted to provide extensive event infrastructure for the sixth consecutive year.



This included a double deck Championship Pavilion overlooking the 18th green, public village, on course canopies and media centre, designed to reflect the branding aspirations of the championships' headline sponsor HSBC.

The 20m x 95m double deck hospitality structure featured a 5m set-back covered balcony on both floors providing exclusive views of the course's flagship hole. An adjoined double height atrium was used to create the reception area, featuring full height palm trees, a reception desk and clear roof sheets to accentuate the white interiors with natural light. A central double height atrium was also included to provide a communal bar feature area for all guests to use.



Paul Berger, CEO of Harlequin, said: "We have a long-standing relationship with IMG internationally and have worked closely together to grow this event each year, giving the sponsors a new and exciting offering.

"We created a new hospitality offering with a focus on communal, social hospitality spaces. An open plan interior space was created with sectioned branded areas for sponsors, integrating communal buffet and bar facilities with comfortable lounge and bar furniture."

Rob Alter, assistant championship director at IMG said: "This year has been a great success for the tournament and the new hospitality offering in the Championship Pavilion was very well received by sponsors and guests alike.

"The open plan, social hospitality spaces and adjoining atriums transformed the guest experience and created a great atmosphere around the 18th hole. The sponsors village and on course facilities continued to develop this year, offering spectators improved viewing and entertainment facilities. We are delighted to have received such positive feedback from all who visited the event this year."

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