



TheStadiumBusiness  
DESIGN & DEVELOPMENT SUMMIT 2013

9-11 OCTOBER 2013  
NICE, FRANCE



## SUMMIT PREVIEW

ISSUE No. 3 / SEPTEMBER 2013

Last year we hosted delegations from 25+ stadium projects... Don't miss this year!

*"TheStadiumBusiness Design & Development Summit is a unique event for all professionals involved in the **design, construction, refurbishment and operation** of major sports venues.*

*Combining a high-level conference, mini-expo and networking events, we bring together the experts who are **delivering the next generation of stadiums, arenas and sports venues**"*

Turn the page for full speaker line-up

# CONFERENCE PROGRAMME

## Wednesday 9<sup>th</sup> October

19.30 International Reception at Bar "Le Sloop"

Sponsored by **MANICA Architecture**

## Thursday 10<sup>th</sup> October

08:15 Registration and Welcome Coffee at Allianz Riviera Stadium

08.45 Welcome to *TheStadiumBusiness Design & Development Summit 2013*

- Ian Nuttall, Founder, *TheStadiumBusiness*, UK

Welcome to Allianz Riviera Stadium

- Xavier Lortat-Jacob, CEO, Allianz Riviera Stadium, FRANCE

09.10 **Opening Keynote**

### **Exclusive Expert Insight: Delivering France's new stadium infrastructure for UEFA EURO2016™**

This session will explore the requirements, development plan and major barriers to overcome in the delivering of stadia ahead of UEFA EURO2016 Finals, providing expert insight into current project timeframes and outlining success factors in overcoming the unique challenges.

- Xavier Daniel\*, Director, EURO2016, LOC, FRANCE

*LEARN the latest on France's UEFA™ EURO2016 stadium preparations*

### **Session 1: New Construction Experiences**

#### **New Faces & New Places: Delivering World-Class Stadiums**

Our opening session delves into the construction experiences of major new sports facility projects. We sample recently finished projects and explore what happened, the challenges that were unforeseen and the lessons learnt. Our speakers will reveal their construction stories and challenges overcome. What went wrong, what went right and how did they deal with the unexpected?

09:30 **Redesign of VTB Arena Park: Optimising for Legacy**

After the decision not to host the FIFA 2018 World Cup™ at the VTB Arena Park in Moscow, the project undertook a dramatic redesign that reduced capacity and total building area. The result is a project that operates significantly better for the long term, at nearly half the original construction cost. [READ PREVIEW [HERE](#)]

- David Manica, President, MANICA Architecture, USA

*Turn the page for more case studies...*



09:50 **21st Century Makeover: Lessons from Beira-Rio Stadium**

Deciding to refurbish rather than build new is a difficult choice. In Brazil many of the stadiums date back to the late Sixties and are technically redundant by today's standards. However, it's not easy to remove these cathedrals of sport which hold the memories and history of Brazil's passionate fans. In Porto Alegre, the makeover of a 37-year old stadium (pictured right) is nearing completion. The project began in April 2007 with the radical design incorporating the first PTFE roof proposed in South America. This brought its own challenges as did the matching of the 'old and the new' with a state-of-the-art roof, cantilevered VIP boxes, all fitted to an existing concrete structure almost four decades older.

[READ PREVIEW [HERE](#)]

- **Fernando Balvedi, Director, Hype Studio, BRAZIL**

10:10 **Urban Renewal in Asia: Why Incheon Soccer Stadium is a Community Success Story**

Sports anchored, mixed-use developments are often discussed but difficult to complete. The speaker will discuss how integrating the culture and needs of the City of Incheon brought to life this 22-acre urban renewal project that includes a 20,000-seat soccer stadium (pictured below), mixed commercial uses, public spaces and transit oriented development.

- **Matt Rossetti, President, ROSSETTI, USA**



©Hype Studio



©ROSSETTI

*Shall we grow stadiums?  
Future materials explored*

10:30 Discussion and Morning Coffee

**Guest Speaker: The Future of Construction**

11:00 **The Materials Revolution**

With a plethora of new materials to choose from it is vital to stay up to date with technologies and developments. Our guest speaker will introduce delegates to cutting-edge materials and construction technologies, and discuss solutions which will increase profits, decrease construction time and minimise environmental impact.

- **Dr. Sascha Peters, CEO, Haute Innovation, GERMANY**



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## Session 2: The Procurement Challenge

### Winning Procurement Strategies for Project Delivery

It is of critical importance to have a clear procurement strategy for any stadium upgrade or construction project, but with myriad approaches available which method should be the best fit for which project? Focusing on cost is simply one approach and one that could well leave you with a stadium unable to compete in today's cutting edge environment. Our speakers share their experiences of new procurement approaches designed to deliver a future-proofed stadium on time and within budget.

*LESSONS in stadium procurement from Brazil's 2014 mega-event programme*

#### 11.25 **World Cup Challenges: An Update from Brazil**

As technical consultant overseeing all FIFA WC2014™ stadia, with a remit to ensure the design is aligned with the FIFA event concept, our speaker will discuss how he worked with the architects to modify their plans to lead to better legacy use in terms of operation, comfort, safety and potential revenue leverage.

- **Dr. Arq. Carlos de la Corte, Consultant, 2014 FIFA World Cup™ Organising Committee, BRAZIL**



#### 11.50 **AV/ IT and Security Procurement: Securing Your Stadium**

Developing a totally integrated security system tailored to specialised applications is a huge challenge in stadium builds and driving strategic plans that incorporate the latest technological developments require strong leadership. Our speaker will reveal expert insights into security project design and management.

- **Charles Tomas, Principal, ctg Security Matrix, AUSTRALIA**

#### 12.15 **London 2012: Building On An Olympic Success**

What can organisations take away from the success of London 2012? This insightful snapshot will provide the inside track from project conception to delivery of the event, with a focus on how to integrate operational requirements into stadium design and delivery.

- **James Bulley, Chief Executive, Trivandi (and former Director of Venues, LOCOG), UK**



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## Thought Leader

#### 12.45 **Solutions for the Connected Stadium Business**

Concrete and steel are the base materials of modern stadiums – strong, flexible, reliable and proven. But there are the nightmare for telecommunications networks and the WiFi systems upon which today's stadium 'fan experience' business depends. How we can best plan for future connectivity while still pouring the concrete and securing the rebar?

- **Guest speaker (tbc)**

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13:00 Lunch

Sponsored by **MERU Networks**

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#### 14.20 **Keynote Speaker**

### **Russia 2018 Delivering World Class Stadia**

What are the requirements, development plan and major barriers to be hurdled in the delivering of stadia ahead of FIFA™ WC2018? Our speaker will offer exclusive insights into current project timeframes, progress and challenges.

- **Senior Representative\*, Arena 2018, RUSSIAN FEDERATION**

*Don't miss! Russia 2018 update*



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### Session 3: Innovations Showcase

#### 14.45 **New Ideas To Build The Business**

The construction and delivery of stadiums, arenas and sports facilities increasingly relies on technological and service innovation to ensure on-time and under budget delivery. This session features a selection of the latest product and service innovations for the stadium sector. Based on the popular *pecha-kucha* format, each speaker has just 20 slides for 20 seconds each to present their innovations.

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16:00 Afternoon Coffee

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### Session 4: Stadium Refurbishment and Renovation

#### 16.30 **Converting the Mercedes Benz Arena: Drivers and Challenges**

In 2008 the city of Stuttgart decided to convert its stadium into a football only stadium by the removal of a running track. The pitch was lowered, two new stands were built at the short ends, the membrane roof extended with an inner ring and the other stands extended closer to the pitch. Works were completed in the middle of 2011. Our speaker will explain how the project to convert the stadium was managed from concept to completion.

- Cem Arat, Director, 'asp' Architekten Stuttgart, GERMANY

#### 16.50 **Renovate vs. New-Build: The Maracanã Experience**

The drivers for refurbishing, renovating or building new are many and complex. In this presentation our speaker will tell the tale of how and why they decided their course of action... and whether or not it turned out to be the right way for one of the greatest stadiums in the world.

- Daniel Hopf Fernandes, President, Fernandes Arquitetos Associados, BRAZIL

### Pre-Tour Session: Allianz Riviera Stadium

#### 17.10 **Project Briefing on Europe's Newest Stadium**

Prior to our exclusive 'access all areas' stadium tour, representatives of the project team will share their project experiences in delivering this new eco-stadium, along with some of the project challenges they overcame and the key elements of the build.

- Laurent Chabaud, Project Director, VINCI Construction, FRANCE
- Louis Gauthier, Technical Facility Manager, Nice Eco Stadium, FRANCE
- Marco Punzi, Cabinet Wilmotte & Associés Architects, FRANCE

*Get the inside track on Europe's newest stadium...*

### STADIUM TOUR

#### 17.45 **"Behind The Scenes" at Allianz Riviera Stadium**

We will be going 'behind the scenes' at the Allianz Riviera – OGC Nice's new, world-class 35,000 seat stadium. Designed by Jean Michel Wilmotte, in association with all of VINCI Construction's subsidiaries and located in the heart of the Var Eco Valley (an urban and regional development programme declared a project of national interest), the stadium is one of the pillars of the urban development programme for Nice, and the surrounding metropolitan area, and will serve as a host venue for the UEFA EURO2016 Finals.



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19.30 Networking Reception

Sponsored by **VINCI Stadium**

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21.30 Close of day one / Transfer to Hotel

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# Friday 11<sup>th</sup> October

09:20 Welcome back

Don't miss this!  
Qatar 2022 update



## Opening Keynote

### 09.30 **Delivering Qatar 2022: A Mega-Project in Progress**

What are the key barriers to creating the required infrastructure over the next decade, what needs to be built and who will be involved in the process? Our expert speaker will provide an overview of the new venues and the existing stadia to be upgraded, FIFA's guidelines for the host nation and the expected delivery schedule for the development of the stadia.

- **Dario Cadavid, Technical Assurance & Integration Senior Manager, Qatar 2022 Supreme Committee, QATAR**

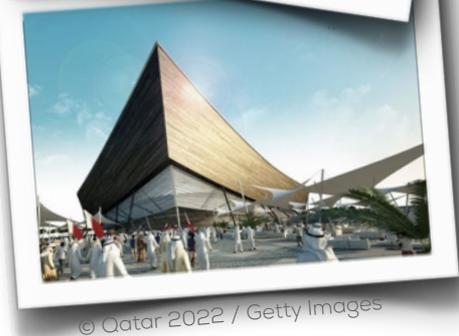


## Session 5: The Panel Debate

### 10.00 **The Master Plan: Planning, Finance and Real Estate**

Once seen in isolation, the stadium has become an essential element – in fact, often the primary, initiating project – in mixed-use property schemes and urban regeneration programmes. As a result, consideration of the stadium's role in the wider urban context should be at the forefront of new stadium schemes. The session will bring together experts from across the value chain to debate how master planning such schemes from the outset can offset development costs and ensure greater commercial success.

- **James Bulley, Chief Executive, Trivandi, UK**
- **Jean-Francois Caux, Project Director (Grande Stade), CODAH, FRANCE**
- **Richard Arnold, Director, Wrenbridge, UK**
- **Stephen Jepson, Director, Deloitte Real Estate, UK**



© Qatar 2022 / Getty Images

10.45 Morning Coffee

Planning #futurestadiums  
fan experience!

## Guest Speaker

### 11.15 **Digital Stadiums for Digital Natives: What Next?**

The growing affinity of sports fans with new technology offers clubs and venue operators new ways of communication and innovative services they can provide to their guests, so it is of vital importance that the technology remains effective for both now and in the future to offer an unrivalled fan journey and match day experience. Our speaker will reveal where technology and IT are heading in the next 3-5 years and how they need to be incorporated into stadium design and development to generate new revenue streams.

- **Scott Brown, SVP Strategy and Digital Platforms, The Nielsen Company, USA**



## Session 6: The Sustainability Session

### **Delivering Greener and Smarter Facilities**

The decision to build an environmentally friendly sporting facility directly affects programming, design and construction. In this session our speakers will examine which sustainable features impact the construction process. What initiatives can ensure sustainability with a minimal impact on the overall construction budget?



## 11.40 **London 2012 Velodrome: Sustainability in Review**

The Velodrome is set to become the most sustainable venue on London's Olympic Park, providing abundant daylight in the arena and natural ventilation which is achieved through openings in the external timber cladding. The architect will reveal the design process that led to the Velodrome as it is today and the key design decisions.

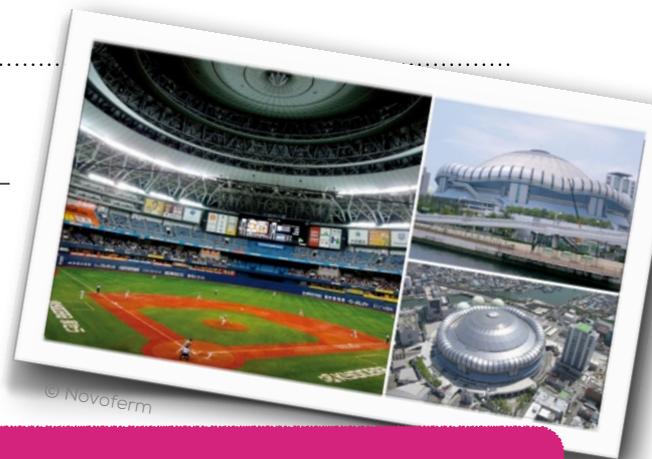
- **Mike Taylor, Senior Partner, Hopkins Architects, UK**

## **Design Refresher**

### 12.15 **Safety First**

Navigating the plethora of building standards and codes – in particular those relating to safety and security – is a key challenge in modern stadium design. But navigation assistance is at hand when it comes to selecting safe, secure and reliable entrance (and egress) solutions for sports facility projects. [PREVIEW [HERE](#)]

- **Steve Dickinson, Head of International Sales, Novoferm Group, GERMANY**



*EXPLORE the latest stadium projects from around the world*

12.30 Lunch sponsored by **Novoferm Group**

## **Session 7: The Drawing Board**

### **Showcasing Future Stadiums and Arenas**

This must-attend session showcases a selection of stadium, arena and sports facility projects still in design or partway under construction.

### 13.30 **Singapore Sports Hub: A Design In Review**

The Singapore Sports Hub will be a fully integrated sports, entertainment and lifestyle hub. The Hub is the largest sports facilities infrastructure Public-Private-Partnership (PPP) project in the world. It is also Singapore's largest and flagship PPP project entailing a 25-year Design, Build, Finance and Operating Contract. This session will include an operational audit of progress to date.

- **Greg Gillin, Senior Director National Stadium, Singapore Sports Hub, SINGAPORE**



### 13.45 **Hangzhou Olympic Sports Centre: A Balanced Approach**

The legacy role of international sports venues and their lasting impact on communities has deservedly received a great deal of focus in recent years. The design of the Hangzhou Olympic Sports Park (right) balances the ability to host major international events with a long-term civic role as the centre of a new urban district. Consisting of an 80,000 seat main stadium and a 10,000 seat indoor tennis stadium, tied together by a major retail complex, the project seeks to maximise the experience for both competitive athletics and daily community use through a careful balancing of programs, user groups, building scales, and an avoidance of complex or permanent alterations to the facilities themselves.

- **Robert Mankin, Partner, NBBJ, USA**



*Click [here](#) to reserve your place*

# Join the #FutureStadiums discussion @stadiumbusiness

## 14.00 **Sydney Cricket Ground: Game Changing**

Cox Architecture's design proposal for the Northern Stand envisages a pavilion that compliments the SCG's legacy and heritage while reinforcing and rejuvenating the character of the SCG. The Northern Stand is the first project in a master plan that is being developed by the Sydney Cricket and Sports Ground Trust, and is the second stage of the SCG redevelopment, following the construction of the Victor Trumper Stand in 2008. The project is due to open in time for the Ashes Tour in 2014.

- **Alastair Richardson, Sports Director, Cox Architecture, AUSTRALIA**



## 14.15 **Fédération Française de Rugby (FFR), Grand Stade: More Than Simply a Stadium**

This 82,000 capacity venue will become the 'national stadium of rugby' hosting all the French rugby home matches as well as accommodating conventions, shows and a broad range of sporting events thanks to its multi-purpose design. The retractable pitch will endow the FFR with the best quality pitch amongst all the major rugby stadiums in the world and the retractable roof will deliver a more intense atmosphere ensuring that matches are played whatever the weather, whilst creating the largest roofed entertainment venue in Europe.

- **Ben Vickery, Senior Principal, Populous, UK**
- **François Clement, Associate Principal, Populous, UK**



## **Closing Thoughts: Design and Human Behaviour**

### 14.30 **Venue and Fan Working In Perfect Harmony**

Stadiums, arenas, and ballparks have become entertainment destinations that cater to a wide spectrum of fans and need to provide flexible opportunities for assembly, sport, recreation, culture, arts, and education. Our expert speaker will examine trends in how the fan is being incorporated into stadium design and with what results.

- **Lisa Delpy Neirotti, Assoc. Professor, The George Washington University School of Business, USA**



15.00 Round-up & Thanks / Next stop... 2014!

16.15 Last chance for networking with "Coffee & Cake" in The Marketplace\*

16.00 Close of Summit

\*Invited/subject to final confirmation. Programme correct at time of press. Subject to change. E&OE

*Last year we hosted delegations from >25 stadium projects. Don't miss this year!*

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Latest event details at [www.stadiumdesignsummit.com](http://www.stadiumdesignsummit.com). Any questions? [Email us!](#)