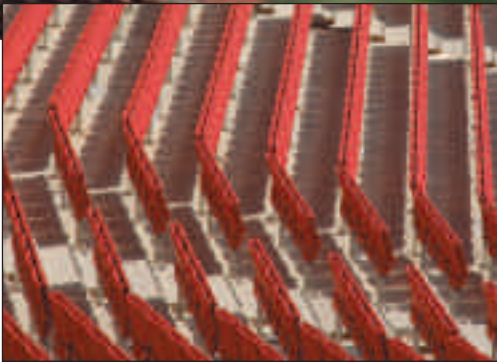


SEATING BY DESIGN



Ferco Seating's Tim Barr introduces the new 'Arc Family' of seats, which has been created thanks to the coming together of a team of experts.

Top & above: Ferco Seating and Eheim both have the experience of installing seats at two of the most well-known soccer stadia — Ferco having installed 60,000 'Box Seats' at Arsenal FC's Emirates Stadium in London, UK...

...and Eheim having manufactured and installed 66,000 'FCB Seats' at Allianz Arena in Munich, Germany.





Right: Feethiel Stadium, home to K.S.K. Beveren, installed the Arc One seat, as did the Rhine Neckar Arena of Hoffenheim FC (above), taking advantage of the added feature of a perforated seat pan for acoustic purposes.



There have been dramatic changes in stadium design over the past ten years. Stadia today are designed to maximize the spectator's overall experience and at the same time generate maximum income for the owner. With this in mind, Ferco Seating joined forces with Eheim — an established stadium seating manufacturer from Germany — to design and manufacture a 'family' of seats. This family of seats allows architects, owners, and operators to select a variety of seats to be used within a stadium to differentiate areas such as General Seating, Premium Seating, VIP Seating, Press Seating etc., while at the same time still retaining a similar look and mounting arrangement to allow ease of reconfiguration of the seating layout.

Ferco Seating's Tim Barr confirmed: "At Ferco, we have the experience of installing 60,000 'Box Seats' at the Emirates Stadium for Arsenal Football Club in London, UK. Eheim have the experience of manufacturing and installing 66,000 'FCB Seats' at the Allianz Arena in Munich, Germany, which was one of the host venues for the FIFA World Cup in 2006. Collectively, we employed the services of a well-known German designer, Carsten Eichler, and set about designing a range of seats from a simple one piece bucket seat to a fully upholstered VIP seat."

The Arc Family of Seats

Today, the Arc Family of seats is being installed around the world with great success. The structure consists of a simple beam configuration, which can be floor or riser mounted, galvanized for outdoor use, or powder-coated for indoor use. The seats are then clamped to the beam using just two bolts to secure them. This allows the seats to be spaced out to achieve straight lines along the aisles and offer infinite flexibility in terms of seat spacing, reconfiguration, and ease of maintenance. Accessories such as arm-rests, cup-holders, and writing tablets can all easily be attached to the beam during the initial installation or retrofitted at a later date.

When Carsten Eichler designed the form of the seats, his first consideration was ergonomics. The seats had to be comfortable — adding to the guest experience. Once the ergonomic shape had been determined, then a contemporary look was added. With these two criteria in place, Carsten was then able to start to develop the family of seats.

Arc Shell & Arc Shell Plus

The Arc Family of seats begins with a simple one-piece plastic bucket: the Arc Shell and Arc Shell Plus. The Arc Shell is a blow-moulded seat with a 400mm envelope for narrow back-to-back row spacing. The Arc Shell Plus is an injection-moulded, one

piece shell, with an envelope of 450mm for areas with larger back-to-back row spacing available.

Although this is a simple and economical seat, it has the distinctive design and comfort of the remainder of the Arc family of seats.

Arc Lite & Arc Lite Plus

Next in the range are the Arc Lite and Arc Lite Plus seats. This is a two piece blow-moulded tip-up seat. The Arc Lite has a back height of 800mm, whereas the Arc Lite Plus has a back height of 900mm.

This is an ideal seat for general seating in today's modern stadium environments. It is comfortable, easy to maintain, economical, yet aesthetically-pleasing.

Tim Barr commented: "We have seen an increasing trend for padded seats in both indoor and outdoor facilities. Carsten therefore went about designing the Arc seats specifically to be upholstered — rather than as plastic seats with pads added on top as an after-thought! Padded seats in stadiums have to meet very demanding criteria: durability has to be the most important, with ease of maintenance, comfort and aesthetics following close behind.

"The Arc One and Arc One Plus tip-up seats are proving very popular for both outdoor stadiums, as well as indoor arenas."

Arc Lite (top right), Arc One (second from top), Arc Max (second from bottom) and Arc VIP (bottom).

SEATING BY DESIGN

Arc One & Arc One Plus

Again, the Arc One Plus has a 100mm higher backrest than the Arc One. This seat has the added feature of a perforated seat pan for acoustic purposes in indoor arenas. The seat pads are recessed into the plastic outer shells to protect them from being easily damaged: but at the same time they can be easily removed to allow for replacement or repair.

Arc Max

The next rung up the ladder is the Arc Max, with a fully upholstered back and padded seat. This member of the family is ideal for premium seating areas, which when incorporated with arm-rests or cup-holders, gives a very comfortable and distinctive seating area.

Arc VIP

Finally, there is the Arc VIP, which is designed to be suitable for the highest end of seating requirements in today's modern stadium environment. The Arc VIP is fully upholstered, with sprung seats for maximum comfort.

Tim Barr added: "The Arc VIP stands out as one of the most exciting stadium seats in the market today."

Meeting British & International Standards

Ferco designs and tests all of their seats to the latest British standards for strength, stability, and fire rating. Other international standards are also available, with Ferco having certification for ISO 9001: 2008 and ISO 14001: 2004.

Tim Barr added in conclusion: "This ensures that end-users have seats that are manufactured to international quality and environmental standards." ★

For further information please visit:
www.fercoseating.com
 or www.eheim-moebel.de

