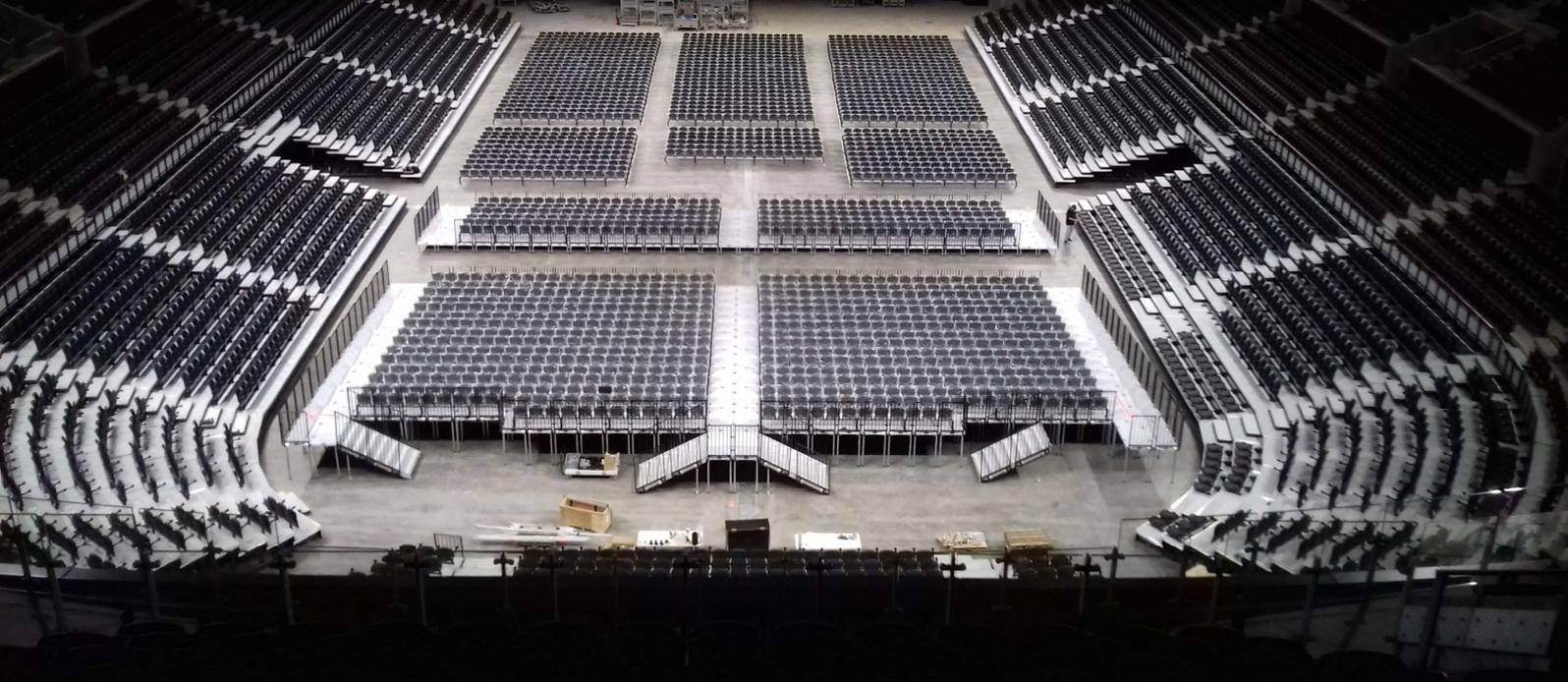


bluecube³

retractable seating





Our commitment to a ‘total solution’

[bluecube](#) has a reputation for the delivery of international projects. Placing an order with a single turnkey supplier avoids warranty conflicts and results in commitment to ensure that all equipment is designed and specified to **perform as a whole and not in part.**

We believe that this belief is the key stone to success. All the equipment in a facility should be compatible, guardrails should be interchangeable from demountable decking to retractable platforms, seats should share back of house storage solutions, fixings should be common across the range of equipment. This serves to make maintenance, changeovers and management as simple as possible.

Our installation at Royal Copenhagen Arena, Denmark is testament to this commitment. Telescopic platforms and our [techdeck](#) demountable platforms which are used to elevate the [grid](#) floor seating and provide ancillary DDA platforms throughout the arena, give the management team at the Royal Arena endless configuration possibilities.

Our objective is to provide a total solution comprising of seating, structures and storage solutions that are versatile and compatible.

Very few design ideas are genuinely new, we are asked to solve the same or similar issues on most projects, it is the engineering execution and subsequent reliability of the solutions that separates success from failure and ultimately dissatisfaction.

Pictures cannot give a true representation of equipment that supports a venue in operation; we have, instead created time lapse videos which tell our story. We have selected two projects that are very different, a large sports and music Arena and a University conference hall.

You can view / download the time lapse videos on the following 'case study' pages for each project.

Our Approach



Although the design principles of telescopic platforms are well established, each venue requires custom engineering solutions. The larger and more complicated the project, the more prevalent this becomes.

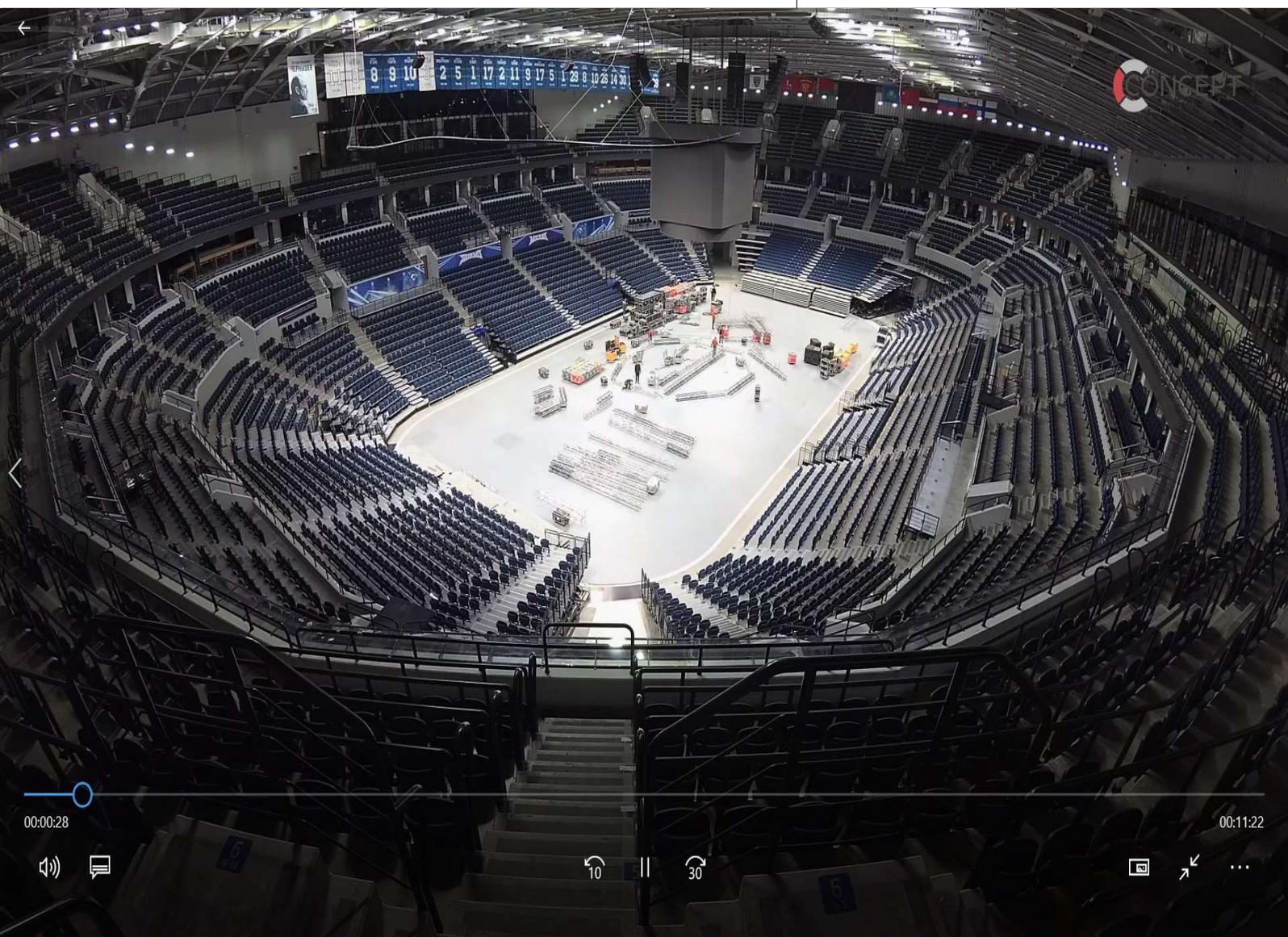
Dependant on experience, competitors will have different ideas which often conflict with our own. For this reason we prefer to be involved at design stage so that we are able to work with appointed professional teams enabling them to draw upon our experience and knowledge.

Our belief is that this will bring the most successful result for the venues facilities management team.

The VTB Arena in Moscow, deigned by David Manica. The team at VTB worked with us for over two years to develop equipment that supported their design concept which showcases our achievement and work. Bluecube supplied all the telescopic units and seating for this prestigious project. The transformation from Hockey to Basketball mode requires the end zones to 'transform', effectively elevating and changing the row rise on the end zone tribune. Portable low rise units are then placed Infront of the elevated Basketball set up to complete the transformation.

The units can be seen in operation in our video by clicking on the picture below

Case study VTB Arena Moscow

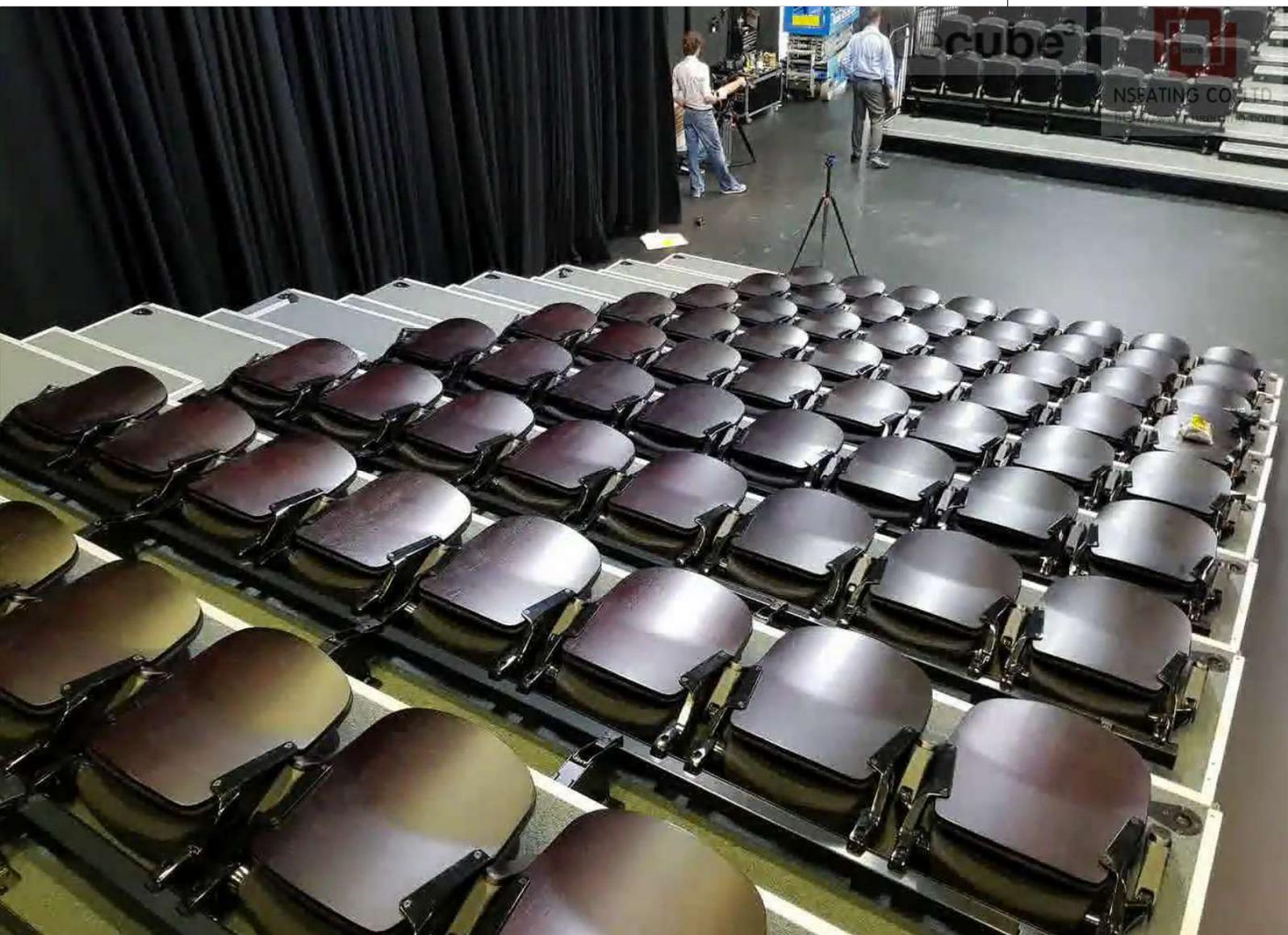


In contrast to VTB, this project in Qatar showcases a smaller venue, the units are finished to the standard required of a conference centre or performing arts theatre. The video also describes how the units arrive and the process of assembly, installation and commissioning.

There are five separate units which are reconfigurable into multiple setups within the venue, with the ability to use either one unit or all five units at the same time. When the units are not required they can be easily transported to an onsite storage location, or moved into other rooms within the same facility for use.

The video shows how our mobile telescopic units can be manoeuvred easily through relatively tight and narrow spaces, click on the picture below to see the full video

Case study Northwestern University Qatar



[bluecube](#) has a full range of seating for your venue, General admission, Club, Suites and VIP.

Most are available for application to telescopic / retractable units.
Specification cut sheets are available on request please refer to the below 'quick reference guide' and click on the links below to download the detailed specification.

Seating Options



[centura](#)

Plastic
Padded
Manual Armrest



[integra](#)

Plastic
Padded
Manual Armrest



[luxx](#)

Plastic panels
Fully upholstered
Automatic Armrest



Fold Down Options

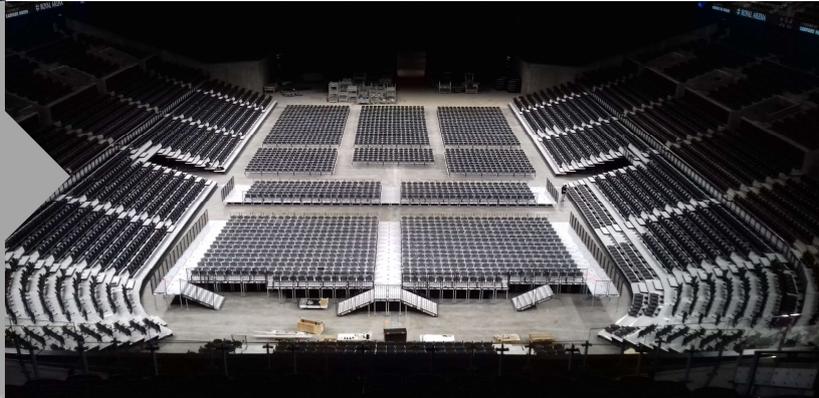
Telescopic fold-down mechanisms can be specified as 1 of 3 options dependant on budget and chair module specification.

- 1. *manual*** – integrated foot bar mechanism that trips the chairs and allows for an easy fold. No spring assist with setting chairs up.
- 2. *semi-automatic with foot release*** – integrated foot bar mechanism that trips the chairs and allows for an easy fold. Spring assisted when raising the chairs to the upright position, and dampening on lowering the chairs to the deck – a gang of up to 12 seats can be lifted by one person.
- 3. *semi-automatic with automatic release*** – spring assist in setting up chairs when the platform is open. Chairs automatically fold down as the system is closing

Baku Gymnastics Arena, Azerbaijan



Emirates Arena, Glasgow



Selected Projects

Royal Arena, Copenhagen



Tele 2 Arena, Stockholm, Sweden,
outdoor telescopic



The 02, Dublin, Ireland



Tivoli Friheden Denmark