



A GUIDE TO

# CHOOSING SEATING FOR YOUR VENUE

by

**MASTER INDUSTRIE**

Bespoke seating solutions for sports,  
entertainment and education venues.

— Tailor-Made Retractable Stands —

— Innovative Telescopic Stands —

— Movable Retractable Stands —

— Fully Automated Telescopic Bleachers —

— Aisles Illumination & Seat Numbering —

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# AUDIENCE REQUIREMENTS

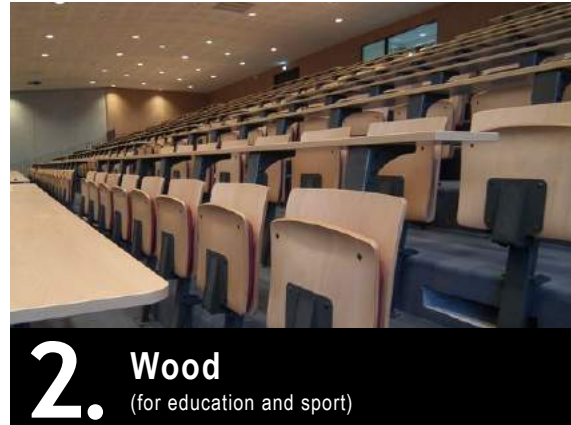
## THE KEY NEEDS OF SPECTATORS

To fully enjoy an event or show, a spectator:

- Should be provided with a stable and secure seat that's clean and dry.
- Must be able to easily find their seat, thanks to illuminated aisles and clear and logical seat numbering.
- Should feel comfortable throughout (with fabric or wooden armrests provided where possible/appropriate).
- Should be provided with enough space (sitting room, leg room...).
- Must be able to see and hear the event clearly from their seat's position.
- Should be offered a higher standard of seating if they're attending as a VIP or have paid for an 'exclusive' event experience, for example.

# SEAT TYPES

Seat types basically fall into three categories:



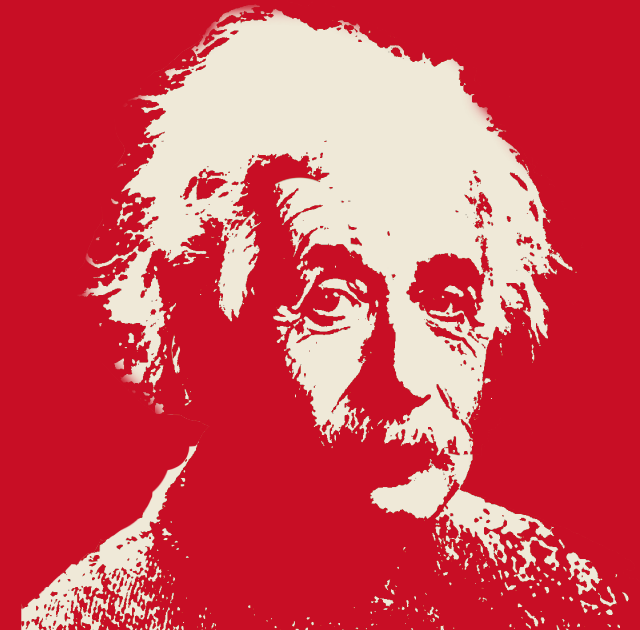
## COMFORT AND VISIBILITY OPTIMISED BY 'GOING CURVED'

At most venues around the world, a curved seating system usually works best, regardless of whether the seating is wooden, plastic or fabric. It means that all audience members can focus fully on the stage (or sports field), without having to continually turn their head – ideal for comfort and visibility, and therefore recommended for long shows or events.

# KEY FACTORS IN CHOOSING SEATING

*"A table, a chair, a bowl of fruit and a violin;  
what else does a man need to be happy?"*

**-Albert Einstein**



*Well, Albert, it kind of depends on the quality of the chair!*

No, really... There's OK seating, and then there's superb seating, isn't there? Seating that's absolutely perfect for a particular venue.

Seating that feels tailor-made for a certain type of event. What sort of seating would you rather have at your place?

Getting exactly the right seating depends upon a number of key factors:

- THE TYPE OF EVENT.
- THE TYPE OF VENUE.
- VENUE LAYOUT.
- DESIGN AND AESTHETICS.



# TYPE OF EVENT

## SPORTS

The choice of seating for sporting events can be complex. Why? Well, because one-off games and whole tournaments can take place indoors or outdoors, for one. Here's a few more determinants at venues that are partially or fully seated (usually with fixed or removable plastic seats, rather than fabric):

**Visibility** – Spectators want to see the whole pitch or court, making visibility crucial. Just ask anyone who's ever missed a match point or winning goal because they couldn't see a section of the ground.

**Stability** – That's right, Stability comes before Comfort in the list, doesn't it? That's because you can have the most awesomely comfortable venue seating on the planet, but if the word gets out that your seating just doesn't feel stable and secure, your comfy seating may remain unoccupied until you sort out any stability issues.

**Comfort** – Sitting on a wet seat for an hour or more at a sporting event makes for a miserable experience, and can be potentially detrimental to a spectator's health. That's why at outdoor venues plastic seating needs to be easy and quick to dry. If you opt for specially designed seats moulded to avoid rainwater pooling in them, that'll ensure spectators always have a dry seat to sit on. For indoor venues? Plastic, fabric or wooden seating are all options.

**Durability** – Hard-wearing seating is essential for both indoor and outdoor venues, for obvious reasons. But that doesn't mean robust seating lacks aesthetic appeal.

Au contraire! Tough can still be beautiful. Just ask anyone who had the privilege of seeing Muhammad Ali in his prime.

**Ease of Cleaning** – If your venue puts on sporting events all year round, you'll already appreciate the convenience of having seating that's super-quick to clean.

Grandstand seating is common at major outdoor sporting events, such as horse or car racing, and these can be multi-tiered, to maximize the capacity of the arena. Now, that's a LOT of seats to clean. The easier and faster it is to get them looking pristine again with a quick wipe, the better.

**Colour** – You actually may not have much of a choice here. Your club's colours are basically going to be your seats' hue, aren't they? Then again, your venue may not have a Home team that plays there regularly, but hosts games and tournaments with myriad teams involved. Probably best to opt for seating in a neutral colour in that case. Top seating manufacturers can usually offer you a wide choice of colours for seats, and will even manufacture for you a mixture of seat colours to better blend into your environment.

**Scope of Design** – Sounds fancy, doesn't it? It's really not. What we're talking about here is the importance of choosing the right seating designs for the whole of your venue, not just the main seating areas. VIPs are going to expect high-end seating that's determinedly exclusive in design, but it still needs to be in keeping with your venue's overall look, doesn't it? Opt for VIP and VVIP chairs that complement your plastic seats yet still accommodate important spectators appropriately.

# PICTURE THIS...

Your sports venue with telescopic tiered seating installed, fitted with plastic seats. 'Standard seating' for spectators consists of moulded plastic seats that are comfortable, strong, secure and always clean, allowing a better level of comfort than bleachers without seats whilst still meeting budget constraints. The seats have been specially chosen from a range of fixed plastic chairs with folding seats to equip your stadium or arena.

Is your fabulous new seating compliant with the standards of international bodies, such as FIFA and UEFA? Absolutely. That means you can host major international competitions, with complete peace of mind. Imagine that.

Whether you're hosting a Champions League crunch qualifier, or even the FIFA World Cup Final (a global event viewed by billions), thanks to the seat base and back rest, your spectators can enjoy a good level of comfort before, during and after the match. Your VIP and VVIP spectators will also be taken care of, of course, thanks to high-end seats with armrests and luxurious finishes not to mention other amazing options, such as integrated TV tablets.

What's more, your seating will enjoy a long service life, thanks to the galvanised structure and lifting of the seats by counter-weight. Be in no doubt, opting for the best in seating means choosing chairs that are incredibly durable and secure:

**Durability** – Made of stainless steel, fixed arena seats, stands and telescopic platforms for sports venues are designed to be extremely strong and hard-wearing. To help achieve this, arena sports seating steel frames are coated with thermo-setting polyester paints.

**Security and stability** – The telescopic platform for stadium or arena decking is designed with 2+cm width treated timber plywood. This allows spectators to feel secure and at ease on a very strong and steady structure.

Many of the aforementioned key factors can also be critical in choosing the most suitable seating for instructive events...

# TYPE OF EVENT

## EDUCATION

**Comfort** – In a lecture hall, multipurpose room or auditorium, students' ability to concentrate can be improved considerably if their seating is comfortable. It doesn't matter how informative and inspiring a speaker is, if the seating sucks, the speaker's words and demonstrations simply won't register well enough, which could impact upon exam results later. Avoid that by opting for 'A grade' seating from a top maker.

At lecture halls and other education venues, seats can be wooden, fabric or benches.

**Visibility** – With that we mean the visibility not only of the speaker, but also of the screen. Either way, no one likes a blocked view. It can make the whole idea of attending a lecture utterly pointless. Best to have installed seating that offers everyone a clear view of the stage and screen.

**Sound** – Not something you immediately think of when it comes to seating, is it? But being able to hear a speaker clearly, from every seat in the hall, really is a must. Talking of sound, why not also opt for a seating solution with sound control podiums built in?

**Making notes** – For this, how about choosing foldable seats (in a retractable stand) with an integrated writing tablet for each attendee? Your students will love you for it.

# TYPE OF EVENT

## ENTERTAINMENT & CULTURE

Most, if not all, of the aforementioned factors apply here. Two new 'must-includes' though are:

- 1** - The importance of fabric seats in music venues, theatres, cinemas and other entertainment venues across the world.
- 2** - Flexibility (which we'll come to in a moment).

The length of different shows can vary greatly, can't it? OK, there may be a marked difference between the duration of a Coldplay gig compared to an opera (as anyone who has sat through Wagner's five hours and 15 minutes-long Die Meistersinger von Nürnberg will testify!), but an uncomfortable audience is a restless one. And you don't want that. Better to invest in comfortable fabric seats that suit your venue's layout and look perfectly.

As for flexibility, is any sports, education or entertainment venue anywhere really fully seated? Most are designed so that some seats can be easily removed from the front of the stage or playing field.

# TYPE OF VENUE

*So many seating options!*



# TYPE OF VENUE

The seating system at a venue is typically one of two types:

**1** - Single purpose – fixed seating.

**2** - Multipurpose – flexible seating.

*What do you currently have installed your venue? Maybe it's time for a change!*

Manually controlled  
Automatically controlled  
(semi- or fully automatic).

— **or** —

Manoeuvrable – The stand can be moved backwards and forwards; you can rotate it, or it is completely flexible, meaning that you can move and manoeuvre it in a number of ways.

More on the excellent seating choices available:



**Manual seats** – An operator folds the seats up and down before the stand is moved.



**Telescopic, fully automatic seats** – The principle of a fully automatic telescopic seating system is simple: you press a button and your hall is ready to receive the public. The fully automatic stand system folds and unfolds the seats, railings and end panels (which are all telescopic).

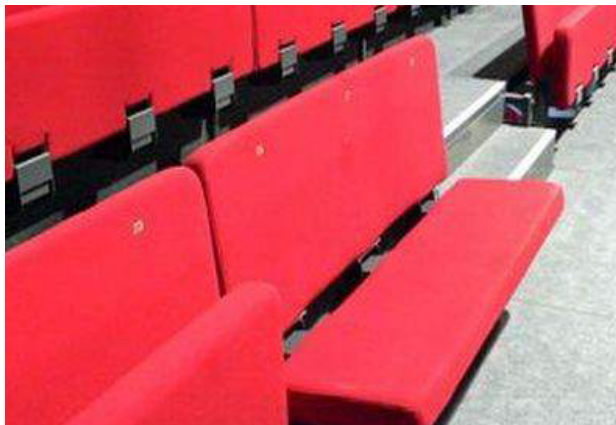


We also offer a semi automated seat, an intermediate solution which folds down automatically, and has to be folded up by an operator.

What's also great is that, where seats automatically flip up after use, this means jamming is wholly avoided during the fast telescopic stand retracting process. Some spectators forgetting to fold up their seat after use will no longer be an issue.



**Foldaway seats** – These fold down into an integrated compartment, leaving the bleachers bare, to be used for a different purpose. Choosing foldaway seats as part of a telescopic seating system gives you the excellent option of having a grandstand configuration without seats or a more standard version with chairs. Simply modify your stand according to the public and the length of the show. School children can be accommodated on the tiered stand without any risk of them breaking the auditorium seating in any way.



**Benches** – Fabric and wooden chairs are ideal for indoor venues. Choose from a range of sizes and differing levels of comfort to suit the needs of your audiences. On a tight budget? You'll find telescopic bench seating ideal – enjoy all the benefits of flexibility but at a lower cost.

- **Quicker to install**
- **More adaptable for seating children and spectators of all shapes and sizes**



**Modular Tiered Seating** – Sounds fancy, doesn't it? A bit complicated... It's really not!

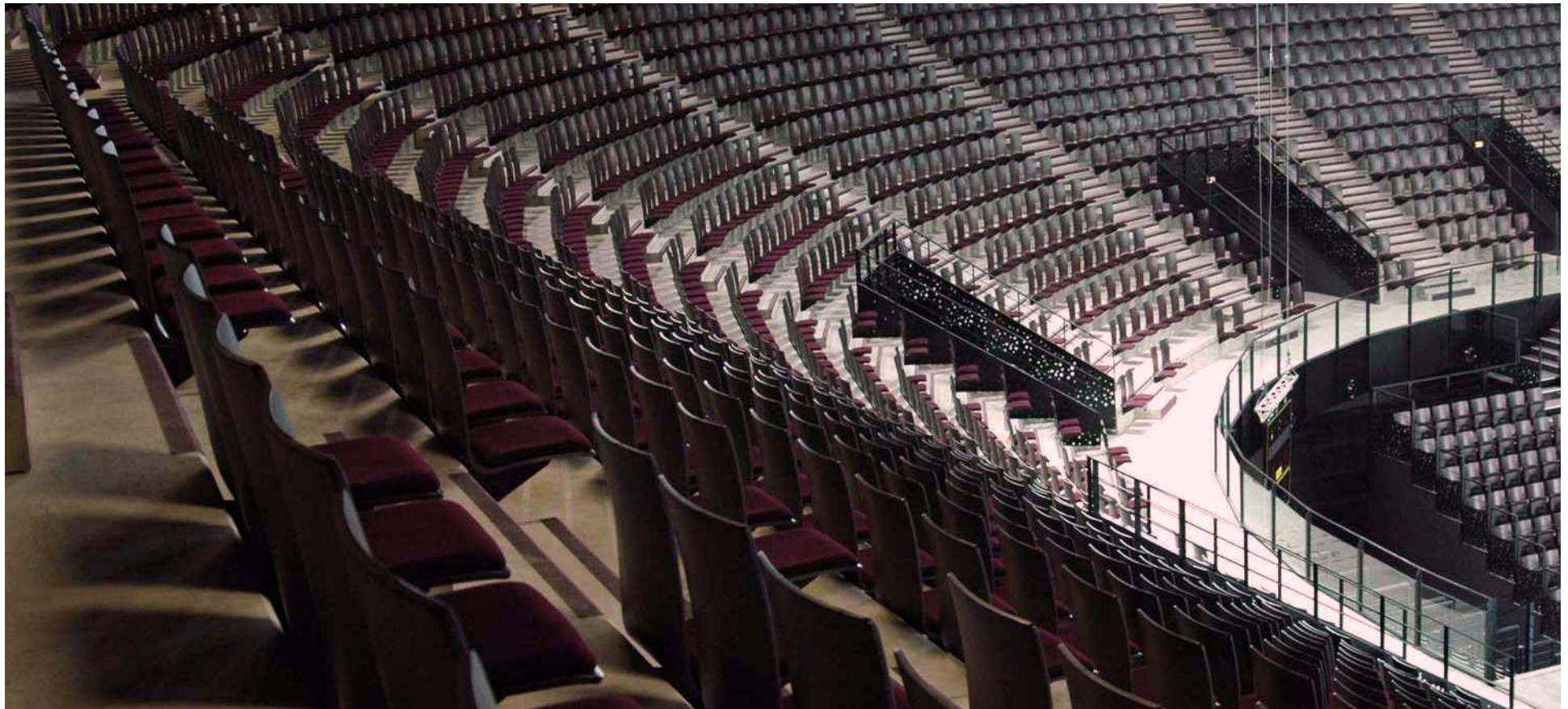
The principle of a modular stand is, quite simply, to be able to separate or join the various elements that make it up. This type of telescopic seating system means that your hall can be partially or fully furnished, according to need. It also allows the separate modules to be moved around more easily in order to store them in a room of a different shape.



**NOTE:** For maximum flexibility, combining this system with a **Eurêka** system will allow you to move your seating on different axes.

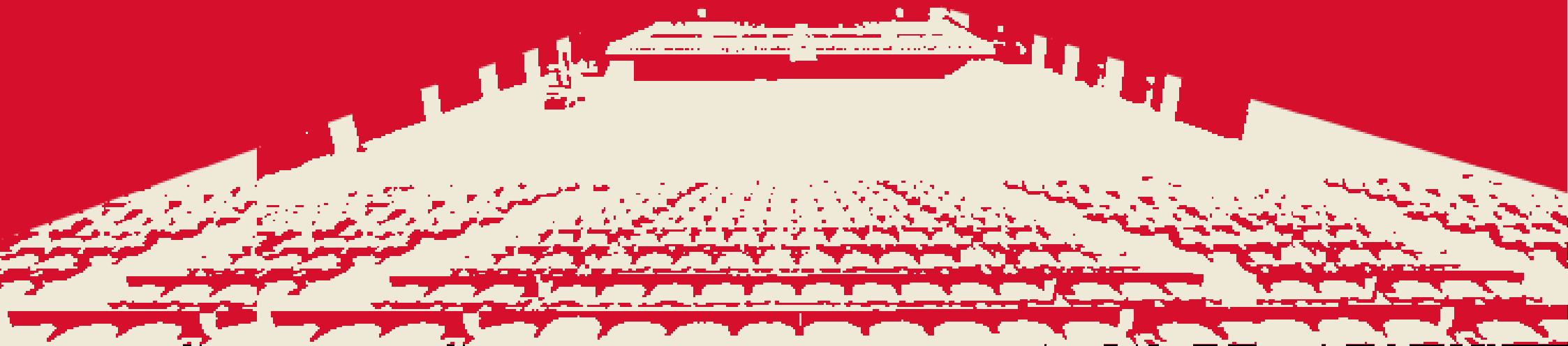
## AUDIENCE ENGAGEMENT **OPTIMISED**

To ensure the best possible view of shows and events is provided, seriously consider installing some tiered theatre seat platforms in a curved arrangement, to allow a more intimate experience and increase audience engagement.



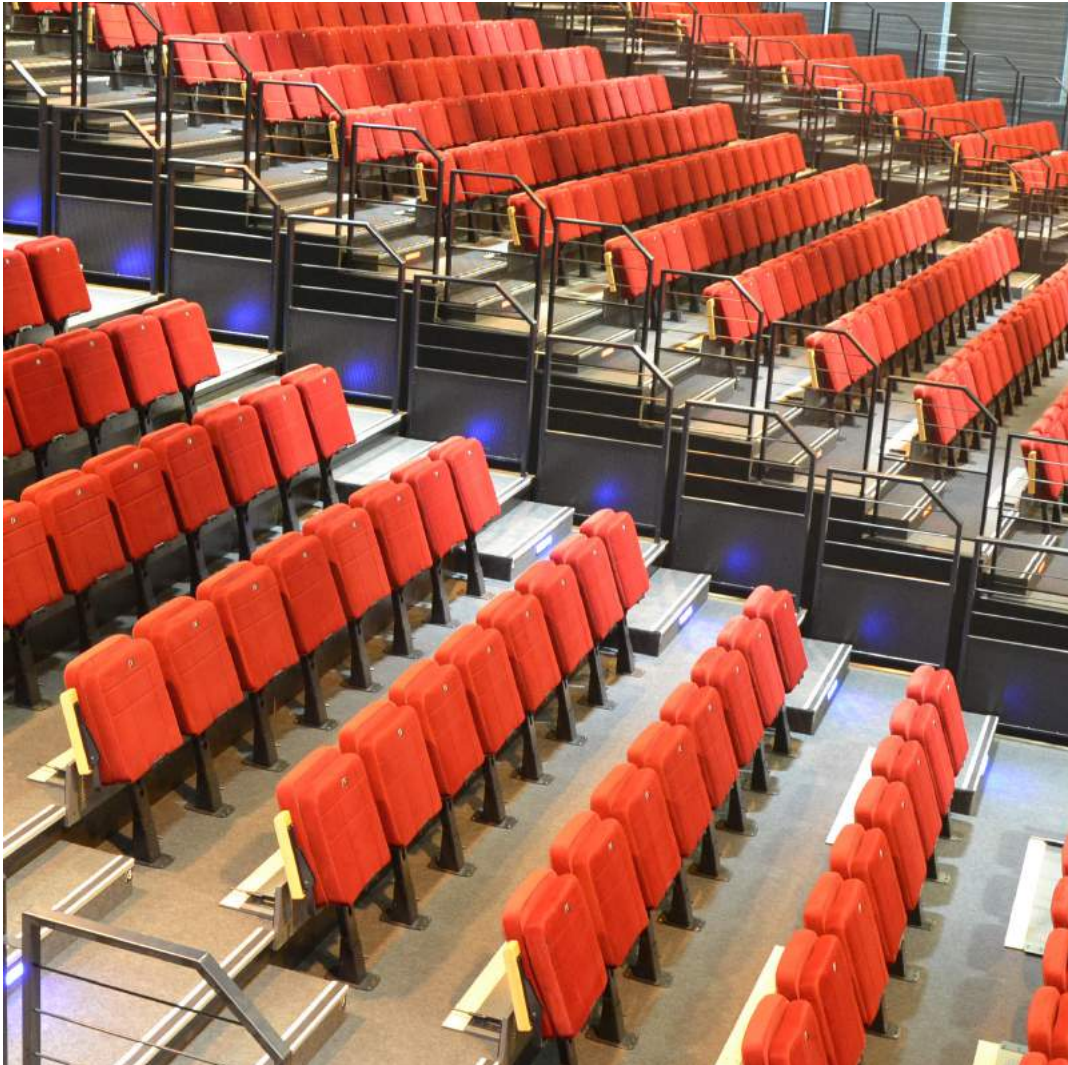
# VENUE LAYOUT

Venue layouts across the world can differ greatly, can't they? But where some seating designers and manufacturers regard that as a problem, others see it as a fantastic challenge. Telescopic seating design offers so much flexibility, making the possibilities literally endless for sports, entertainment and education venues requiring a tailor-made seating solution.



Take these bespoke bleacher seating options (where differing ceiling heights are fully considered):

## SINGLE ROW BLEACHER



A telescopic single-row bleacher has one row of seats per platform, offering optimum visibility. This is the standard configuration. Switching to a double-row version is possible if the hall's height doesn't allow the number of places required to be accommodated.

The highest platform is deeper to accommodate the stowed bleacher. It can thus be fitted with two rows of seats even in a single-row configuration, increasing the capacity, and can also have seats at the top of the stairs.

## DOUBLE ROW BLEACHER



Telescopic double-row (or double platform) bleachers are used mainly in halls with low roofs. Each platform has two rows of rear-mounted seats (tipping forwards).

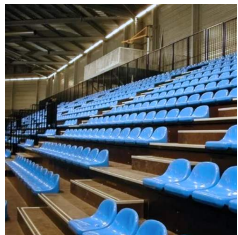
The second row of seats can be staggered and can be raised by 8 to 15 cm in relation to the first row, to improve the visibility. This type of bleacher increases the capacity for halls with a dropped ceiling.

# SEAT POSITIONS

The chairs on your bleachers can be arranged in different ways:



**Rear-mounted** – These allow front panels to be fitted for an optimum finish when closed, but this requires the addition of a row of seats in compartments or removable seats on the first row. This is the standard position. The chair folds down forwards on the bleacher.



**Front-mounted** – The seat or bench, with or without backrest, is fixed directly onto the front part of the tier. This allows two rows of seats to be fitted on the last tier, saving a tier.



**Nose-mounted** – These allow a row of seats to be fitted on each bleacher, including the first row. The chair folds down backwards on the bleacher.



**Attachment to the riser behind** – This is similar to rear-mounting, but has the advantage of making the bleachers easier to clean as the floor area is free of chair legs.

# DESIGN AND AESTHETICS

*"Build it, and they will come"*



# DESIGN AND AESTHETICS

With any product development, good design is, of course, essential. But when it comes to seating, what does that mean exactly?

Yes, seating needs to be entirely functional as well as aesthetically pleasing, but what 'thinking' is incorporated into a truly winning design approach at the outset, so that a completed bespoke seating solution ticks every box for the client, not to mention spectators?

Well, generally speaking, venues built to host sporting, educational and entertainment events are not particularly focused upon getting seating that markedly differentiates them from the competition. No. Client priority is usually all about the user experience.



An expert seating designer and manufacturer will work with architects and designers to make sure that their comfortable, clean, stable and secure seats, offering excellent hearing and visibility, perfectly match an event's or hall's colour scheme and style. Choose from:

**Plastic seats** in a range of colours.

**Wooden seats** in different finishes, with or without fabric-covered seat cushions.

**Fabric seats** – a wide choice of designs from functional, everyday chairs to elegant, ergonomic, padded seats with headrests and armrests.

**Removable fabric covers**, which offer excellent flexibility for maintenance.

**Optional wooden casing** behind backrests and under seats.

**A superb array of fabrics**, colours and finishes.



**NOTE:** for managers of huge sporting venues: Super-strong plastic seats designed, manufactured and installed (or 'mounted') by experts are normally used as stadium seats, and are available in a range of shapes and attractive colours.

*So, that's what a world-class seating company can bring to your venue. And with your seating completely take care of by specialists, all that's left to say is:*

**QUE LES JEUX COMMENCENT!**

(Let the Games begin!)



# MASTER INDUSTRIE

## WHERE EVERY SEAT IS THE BEST SEAT IN THE HOUSE!

**MASTER Industrie** are a seating manufacturer based in France, specialising in flexible, retractable bespoke seating solutions for sports, entertainment and education venues.

- Tailor-Made Retractable Stands.
- Innovative Telescopic Stands.
- Movable Retractable Stands.
- Fully Automated Telescopic Bleachers.
- Aisle Illumination & Seat Numbering.

# Q&A

## DOES MASTER INDUSTRIE ALSO HANDLE INSTALLATIONS?

Yes. After carrying out a thorough site inspection, MASTER Industrie telescopic seating solutions are mounted on site by our team of qualified technicians.

## WHAT ABOUT HEALTH AND SAFETY?

All work and site inspection is undertaken by MASTER Industrie professionals in accordance with health and safety and environmental standards.

## WHAT ABOUT POST-INSTALLATION?

Once mounting is complete, a further inspection will be made by MASTER Industrie technicians, to ensure that your system operates seamlessly.

## DOES MASTER INDUSTRIE OFFER TRAINING AND AFTERCARE?

Yes. Training will be given to your venue staff, post installation. Our team of specialist technicians can provide you with an after-sales service for your mounted telescopic seating. Maintenance contracts are also available.



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