

MONDO
SPECIALE

VENELLI
— sport division

Venelli
& Mondo

The best seating solution

An alliance to offer the best seating solutions for stadia and arena

Venelli & Mondo

Mondo SpA and La Metaltecnica Venelli Srl are proud to announce the signing of an agreement which will bring together these two well-known brands in the international sports arena, with Venelli seating systems becoming a part of the Mondo product range, alongside Mondoseat models.

To mark the occasion, Spazio Mondo interviewed Giancarlo Venelli, CEO of the company, based in the Como area of Lombardy.

How and when did Venelli come into being?

Metaltecnica Venelli was established in 1957, as a metal and wood working company for the civil sector. In 1985 I decided to set up the Sports Division, with the aim of creating a range of seating mainly for sports facilities and spectators.

The company's first real success came about with the Italia '90 World Cup, when the Venelli Sports Division became official leader in the sector, supplying seating for among others the San Siro Stadium in Milan and the Olimpico Stadium in Rome.

What has been your hardest challenge over the years?

Meeting the needs of the market, without a doubt, in an increasingly complex and dynamic competitive scenario, and achieving international status as an industry leader with more than 4,000,000 seats installed at the most prestigious facilities.

Over the years, our success has been marked by great events, from the Italia '90 and France 1998 World Cups to the 2000 Olympics in Australia, the 2004 Olympics in Greece, the 2006 Winter Olympics in Turin and the 2010 Winter Olympics in Vancouver, Canada. Plus, our seats have been installed at Formula 1 and Moto GP race tracks around the world, in Italy, Germany, Malaysia, Portugal, Spain, Belgium, Austria and Holland.

Venelli has always focused not only on product innovation but on materials too. Which was the reason to make this choice?

Carrying out research to test alternative materials means innovation, providing a quality product that also meets safety regulations and international standards on mechanical strength, resistance to fire and UV rays.

So, besides materials, we concentrate on production technologies. For example we have successfully tested gas assisted injection moulding for thermoplastic seats to develop a product that is highly resistant and extremely competitive.



You have worked with big names in architecture over the years, such as Arata Isozaki and Gae Aulenti, to create custom-made seating.

It is thrilling to talk about this fantastic experience, considering the importance of the event - the Turin 2006 Winter Olympics and its world stage, and the status of two leading architects, Arata Isozaki and Gae Aulenti. I took up the challenge! I worked with two internationally renowned architects, each with their own style, with Arata Isozaki on the Palaolimpico arena and its seats in natural crystalline polymer, just like ice and with Gae Aulenti on the Palavella arena, and its seats in mirror finish chromium-plated steel. In both cases, Venelli assisted in the final design, development of prototypes, engineering, construction of moulds, production and installation of the seating.

How does this type of project come about?

Actually they were two projects, both different and both taking place at the same time. I believe in doing things with courage and expertise, and an awareness of one's abilities.

Today, you signed an agreement with Mondo. What does this alliance mean for you?

The agreement! Well it means a merger between Mondo-Venelli for a new challenge. This is the start of an important synergy between two renowned companies operating for many years in the production of sports' facilities, between two prestigious brands that have come together to expand on a global scale in the seating sector. We believe in this initiative and will put our professional expertise and commitment on the line to meet the needs, as we always have done, of the market we serve. On a personal note, I would like to say that creative ability, design and expertise provide assurance and make for success.



The new Nicola Pietrangeli Centre Court at the Foro Italico in Rome, inaugurated on 27 April, was the venue for the finals of the 75th edition of the Internazionali di tennis BNL d'Italia tennis tournament. Two Spaniards took the title on the entirely renovated court, Rafael Nadal, with his fifth win and a record holder for the number of titles won here and María José Martínez Sánchez. The stadium, which has been modernised and is more capacious, can seat 10,500 spectators and may be equipped in the future with a retractable roof for use in bad weather.

Centre Court Nicola Pietrangeli di Roma

*Spazio Mondo interviewed Diego Nepi Molineris,
Director of Facilities and the Parco Foro Italico and
Operating Director of the Internazionali BNL d'Italia tournament.*

What were the objectives behind renovating the stadium?

We first need to retrace our steps to get a better idea of where the tennis stadium in the Parco del Foro Italico has been designed and built. The Parco del Foro Italico extends over 50 hectares behind the Monte Mario area and has 200,000 square metres of facilities including athletics tracks, stadiums, swimming pools, tennis courts, a football field and a large number of gyms and various facilities.

The Foro Italico is a sport's, monumental and historical complex which is quite unique in Italy because of its facilities, architecture and location and has been host for nearly 70 years to some of Italy's most important and thrilling sports' events.

Coni Servizi, the company that operates for the objectives of Italy's National Olympics Committee and works in the sports' facilities sector, was involved in modernising the Parco del Foro Italico, which includes the project for the new centre court - already the venue of the Internazionali d'Italia for several decades.

At the opening ceremony, the slogan "Tradition and modernity at the service of great legends" could be seen. What do these words stand for?

They sum up the history of the tournament to the present day and developments which will lead to future editions. The tournament is an annual tradition and a great moment for world tennis, playing host to some of the sport's best players. Over the years, the tournament has seen the likes of Nicola Pietrangeli (editor's note: a former Italian tennis player and winner of numerous titles) and Roger Federer.

This continuity goes on, reflected by a new centre court at the Parco del Foro Italico, built to the meet the needs of the present day, a modern facility inside a historical venue, which has always kept up with the times over the last seven decades.

What does the future hold for the stadium?

First and foremost the next edition of the Internazionali BNL di Italia which will take place from Saturday 7 to Sunday 15 May 2011, with a new formula, combining men's and women's matches.

2011 looks set to be a "new" year for the tournament. What does the next edition hold in store?

The 2011 edition will be a combined tournament, going back to its origins, with both men's and women's matches taking place over nine days.

After five years of steady growth and with a renovated stadium, Rome has proven it can tackle this new, tough and fascinating challenge and, just like Coni Servizi, we will continue to work to have the equipment and capacity to win this challenge.



A V E N E L L I

P R O J E C T



Spazio Mondo interviewed Predrag Bogosavljev,
Event Director of the 2010 FIBA World Championship.

The World Championship returned to Europe after 12 years. What was the reaction of the Turkish public?

The Turkish Basketball Federation was very keen to organize this championship and therefore their bidding campaign started in 2002, before and during the World Championship in Indianapolis, USA. Their efforts were rewarded in December 2004 by the FIBA central board's decision to assign the event to Turkey. From that moment on, the Turkish government, host cities, basketball fans and everybody who likes sport in Turkey was very supportive and enthusiastic to prepare for and host the best ever World Championship. So public support was great, especially during the final phase of the event preparations.

How did Turkey prepare to host an event of this magnitude?

First of all, the TBF has a lot of experience hosting big international events, so from an organizational point of view, the local organizing committee was well prepared for the event. All of the facilities and necessary infrastructure were adjusted or built in accordance with FIBA standards and requirements, which provided the best possible conditions for all participants.

The Sinan Erdem Dome and Ankara Arena were newly built for the World Championship. What were the most important requirements for the new buildings?

The LOC was provided with a very comprehensive brief regarding arena structure and setup during the project phase, so both arenas were built according to our requirements. Some of the main features that were taken into consideration were capacity, spectator and participant flow, space organization, size of the function rooms, technical equipment and basketball equipment.

What is the future of these five marvelous arenas?

The arenas are the biggest legacy of this event. The renovated and new arenas in Kayseri and Izmir and Abdi Ipekci in Istanbul are already being used for basketball and other sports, so they will continue to serve as venues for the further development of basketball in their cities. The Sinan Erdem Dome and Ankara

Arena were built as multipurpose arenas, but both of them will host numerous basketball events in the future. In other words, all investments were made in order to satisfy the needs of the municipalities.

In your mind, what was the best moment of the Championship?

The Championship was very well organized and the teams performed at the highest level, so we had a lot of good moments—it is very difficult to choose the best one. Everything started with the unique opening ceremony. After that, we had a lot of very exciting games and fantastic ambiance, and of course the event was crowned by the final game in an overcrowded Sinan Erdem arena. I would say we experienced our best moments almost every day.



FIBA

From August 28th to September 12th, Turkey hosted the 2010 FIBA World Championship, the most important basketball event in the world. FIBA is the global governing body for basketball, comprising 213 national basketball federations from throughout the world.

The event, co-organized by FIBA, the Turkish Basketball Federation and 2010 FIBA World Championship Local Organizing Committee, took place in five venues in four cities. Group play was held at Kadir Has Arena in Kayseri, Abdi Ipekci Arena in Istanbul, Ankara Arena in Ankara and Halkapinar Sport Hall in Izmir, and the finals were played at the Sinan Erdem Dome in Istanbul.

World Championship Sinan Erdem Dome, Turkey



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SURFACE
Fast Break System 2

EQUIPMENT
Pegasus scoreboards
24" scoreboards

MONDOSEAT

A MONDO PROJECT



Photo courtesy by LaPresse

MONDO: A PRESTIGIOUS NEW SPONSOR FOR "THE OLD LADY"

The Italian company, supplier to the next Olympic Games in London in 2012, has signed the New Stadium Official Supplier agreement of Juventus Football Club.

The agreement, signed by the CEO of Juventus, Jean Claude Blanc, and the president of Mondo SpA, Maurizio Stroppiana, foresees a synergy between the two parties for a period of 5 years.

Juventus & Mondo



The most titled football team in Italy and the worldwide leader in sports flooring and equipment: a partnership between two international realities which promises to be successful and rewarding for both.

The collaboration, which will allow Mondo to provide the best of its technology to Juventus, has in fact already begun and involves, in particular, the new stadium to be built on the former "Delle Alpi" site.

A facility that promises futuristic architecture and services, for the construction of which Mondo will contribute by providing seating for the entire complex with the Mondoseat 9 model, chosen expressly by the Juventus team.

The 37.907 seats that will furnish the facility have been designed to offer fans a very dramatic visual impact, thanks to a clever play of colours: the

black and white seats in the stands alternate depicting the stylized figures of two Juventus players in action, while some seats in the two curves will form two yellow stars symbolizing the championships won.

In addition, the seats were designed placing great emphasis on strict international safety standards, and are equipped with various anti-tampering devices to impede vandalism and for the safety of the athletes.

"For a reality like ours, always engaged in the technological development of all sports, uniting our name to that of one of the most famous football teams at an international level is a great privilege – says the President of Mondo Maurizio Stroppiana – The supply of seats for the new stadium is just the first step on a long journey that we hope will be productive and satisfying for all."

MONDOSEAT 9



TRACK & FIELD



Sandra Perkovic, Blanka Vlasic and Teddy Tamgho with European Athletics President Hansjorg Wirz and Director General Christian Milz at the European Athletics Awards Night presented by Mondo.

EUROPEAN ATHLETICS AWARDS NIGHT

Belgrade, October 16th 2010 - For the second consecutive year, the EAA has chosen Mondo as the sole partner of the European Athletics Awards, a gala evening in which European athletics celebrates itself by awarding champions who have excelled in 2010.

The 2010 European Athletics Awards Night, presented by Mondo, was hailed by everyone who was there as the best ever. It was four athletes receiving European Athletics' top honours who were naturally the centre of attention at this Awards Night.

Leading to 2012

IAAF World Athletics Gala

November 21 • Montecarlo

Asian Games

November 12 - 27 • Guangzhou, China

EXHIBITIONS

Bad IDA 2010

November 24 - 26 • Göteborg, Sweden

Salon des Maires

November 22 - 25 • Paris, France

Matching 2010

November 22 - 24 • Milan, Italy

BAU 2011

January 17 - 22 • Munich, Germany

CONGRESS

The Third millennium Hospital

November 17 - 19 • Alba, Italy

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