

GROUPAMA ARENA – BUDAPEST, HUNGARY

# True to club colors

Shining like an emerald against the night sky, Budapest's newest soccer stadium has a strong Go Green theme, which matches the club colors of its home team, Ferencvárosi Torna Club.







Groupama Arena is home to Ferencvárosi TC, one of Hungary's oldest and most popular soccer teams. Guarding the entrance is a bronze eagle clutching a soccer ball, symbolizing the passion for the sport shared by the fans who cheer on their home squad. Now they have double reason to be proud: their stadium is the greenest in Hungary, with the club's signature colors displayed in every detail right down to the elevator operating panels.

With seating for 23,700 fans, the stadium is expected to bring an increase of 10,000 spectators per match. Housing a museum, fan shop and restaurant, the multi-purpose venue will host matches of the Hungarian national football team as well as conferences and cultural events.

#### Change in game plan

With thousands filling the stadium during peak usage, efficient elevators are critical for moving the masses. The general contractor, Market Építő Zrt., insisted on continuing its long-standing partnership with KONE, even though the elevators were initially planned by another elevator supplier. The last-minute switch posed a challenge for KONE, as all documentation had to be resubmitted and reapproved in double time.

"We already had a trusted relationship with the contractor based on previous successful projects," says KONE sales representative **Rudolf Soha**.

A decisive factor playing in KONE's favor was its superior track record in eco-efficiency. "We were able to provide the best solutions for BREEAM certification, including the latest energy-saving technology and thorough eco-calculations as well as data for every elevator," says KONE installation supervisor **Endre Sarlós**.

#### Green to the last detail

KONE's ability to provide a tailored visual solution was another strong asset in its favor. The club colors are highlighted in the color scheme of the elevators, featuring one-of-a-kind evergreen operating panels with white dot matrix displays.

The installation process required special attention, especially due to the aesthetic requirements of the panoramic elevator shafts.

"We had six service technicians working on the site continuously in close cooperation with the customer and industry specialists. The difficulties we encountered were resolved smoothly and the entire job was completed in less than four months," says Sarlós.

"The progress of the project was monitored carefully from tender stage to project completion. This is definitely one of this year's outstanding references for KONE in Hungary," adds Soha.



## SUMMARY

### Challenge

- To deliver eco-efficient technology qualifying the stadium for BREEAM certification
- To handle the last-minute takeover of the project as the elevators were initially planned by another elevator supplier
- To provide a unique visual solution matching the building's identity and club colors

### Solution

- Detailed eco-efficiency calculations were provided for all elevators, each of which is equipped with LED lighting and standby capability
- The project received high-priority attention from KONE to facilitate rapid documentation approvals and smooth installation
- All elevators feature customized green-and-white operating panels

## FAST FACTS

### Groupama Arena

- Completed: 2014
- Size: 75,494 sqm
- Capacity: 23,700 spectators
- Certification: BREEAM
- Building owner: Magyar Nemzeti Vagyonkezelő Zrt.
- Developer: Magyar Nemzeti Vagyonkezelő Zrt.
- Architect: S.A.M.O. Tervező és Ingatlanfejlesztő Kft.
- Contractor: Market Építő Zrt.

### KONE Solutions

- 7 KONE MonoSpace® elevators
- KONE Care™ Maintenance Service

