



WORLD WIDE WEAVE

MEDIAMESH® in the Champions League of stadium projects

Transparent media façade creates emotional entrance

After six years in construction, top Spanish soccer club Atlético Madrid moved into its new stadium *Estadio Wanda Metropolitano* in the north-east of the capital city. It replaces the famous *Estadio Vicente Calderón*, which hosted countless home matches and successes of the tradition-steeped soccer club over more than half a century. A characteristic element of the main stand of the new arena is a large, transparent media façade spanning 150 square meters from GKD – Gebr. Kufferath AG.

The screen gets arriving fans in the mood for the match ahead with video clips and emotional images. Manufactured from stainless steel mesh with integrated LED profiles, the intricate MEDIAMESH® system blends in harmoniously with the puristic facade design. This effect is supported by the virtually invisible cabling and filigree substructure of the large woven display. With a vertical and horizontal distance of five centimeters between the LEDs, MEDIAMESH® guarantees the brilliant reproduction of images, videos or live streams around the clock, also making it ideal as an attractive and effective advertising platform. The visually seamless screen positioned above the main entrance is made up of six mesh panels, each of which is six meters high and four meters wide. Alongside this high-quality appearance and top technical performance, Atlético Madrid was also convinced by the robust weather resistance and freedom from maintenance offered by the MEDIAMESH® screen. Moreover, the solution underlines its sustainable cost-effectiveness through its economical energy consumption.



WORLD WIDE WEAVE

Client Atlético had set challenging requirements of the planner of the stadium, Cruz y Ortiz Arquitectos, with regard to convenience, sight lines and safety. In contrast to local rivals Real Madrid, the La Liga outfit sees itself as a club for the common folk. A new stadium experience was to be created allowing them to be close to the action while also enjoying the comfort of a modern stadium. As a result, the stands reach the sidelines and the rows of seats in the club's colors of red and white were installed with considerably more spacing than usual. The *Estadio Wanda Metropolitano* offers fans 68,000 seats – 12,000 more than in the old ground. The almost completely covered stands, clearly structured areas for shopping and gastronomy, convenient entrances and 4,000 parking spaces in the immediate vicinity of the stadium ensure that supporters feel comfortable in the new arena.

At the same time it was important to the planners to make the soul and culture of the club felt in the stadium architecture. Alongside the 465,000-square meter, spectacularly sweeping membrane roof reminiscent of a spoked wheel with integrated LEDs, the transparent MEDIAMESH[®] façade also helped to achieve this requirement. As a result, the interplay of bold design, atmospheric illumination and media presentation makes Atlético Madrid's *Estadio Wanda Metropolitano* a new icon in the roll call of top-class European soccer temples. All this was reason enough for the European soccer governing body UEFA to award the Champions League final to the future cult stadium: the final of Europe's elite competition will take place at the *Estadio Wanda Metropolitano* on June 1, 2019.



WORLD WIDE WEAVE



© GKD

GKD – WORLD WIDE WEAVE

As a privately owned technical weaver, GKD - Gebr. Kufferath AG is the world market leader in metal, synthetic and spiral mesh solutions. Four independent business divisions bundle their expertise under one roof: Industrial Mesh (woven metal mesh and filter solutions), Process Belts (belts made of mesh and spirals), Architectural meshes (façades, safety and interior design made of metal fabrics) and Mediamesh® (Transparent media façades). With its headquarter in Germany and five other facilities in the US, South Africa, China, India and Chile – as well as its branches in France,



WORLD WIDE WEAVE

Spain, Dubai and worldwide representatives, GKD is close to markets anywhere in the world.

For more information:

GKD – GEBR. KUFFERATH AG
Metallweberstraße 46
D-52353 Düren
Tel.: +49 (0) 2421 / 803-0
Fax: +49 (0) 2421 / 803-211
E-Mail: metalfabrics@gkd.de
www.gkd.de

Please send a reprint to:

impetus.PR
Ursula Herrling-Tusch
Charlottenburger Allee 27-29
D-52068 Aachen
Tel.: +49 (0) 241 / 189 25-10
Fax: +49 (0) 241 / 189 25-29
E-Mail: herrling-tusch@impetus-pr.de