

**@bsolute**  
commercial interiors

THE EMERALD HEADINGLEY STADIUM REDEVELOPMENT



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DESIGNING AND CREATING GREAT PLACES TO WORK

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DESIGNING AND CREATING GREAT PLACES TO WORK

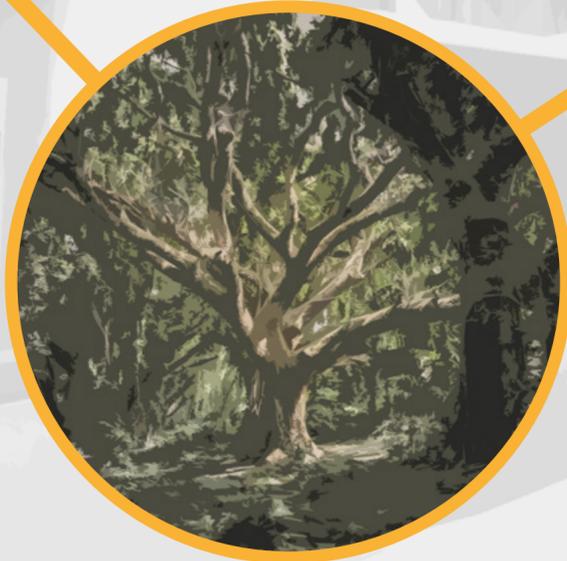
# THE DESIGN PROCESS

HOW WE WORK



## RESEARCH

This is where the magic starts. We make sure we understand the brief and your requirements before we start developing our ideas



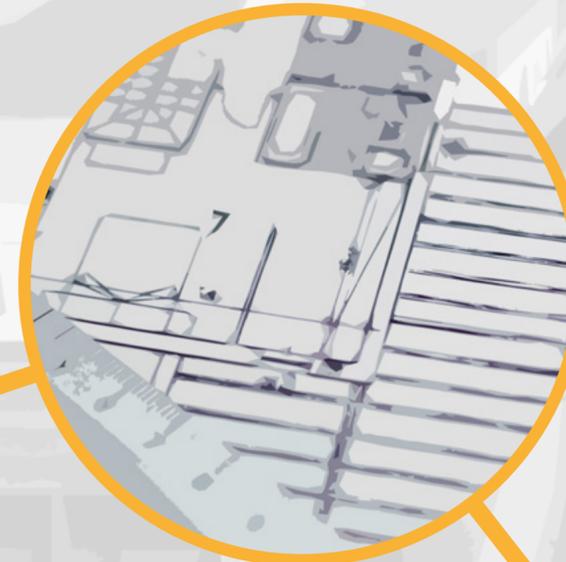
## CONCEPT

We create a concept for the design of your space. This is the result of our research into the project and gives us a central point to focus our design on.



## SKETCH

To get the creativity flowing, we like to start the process with some hand drawn sketches. This helps our team to build ideas up and kickstarts the journey to your new space.



## SPACE PLAN

Each of our clients has their own specific requirements. All of our detailed space plans and designs aim to maximise the space that you have available and provide you with flexibility to change the space as your needs change.



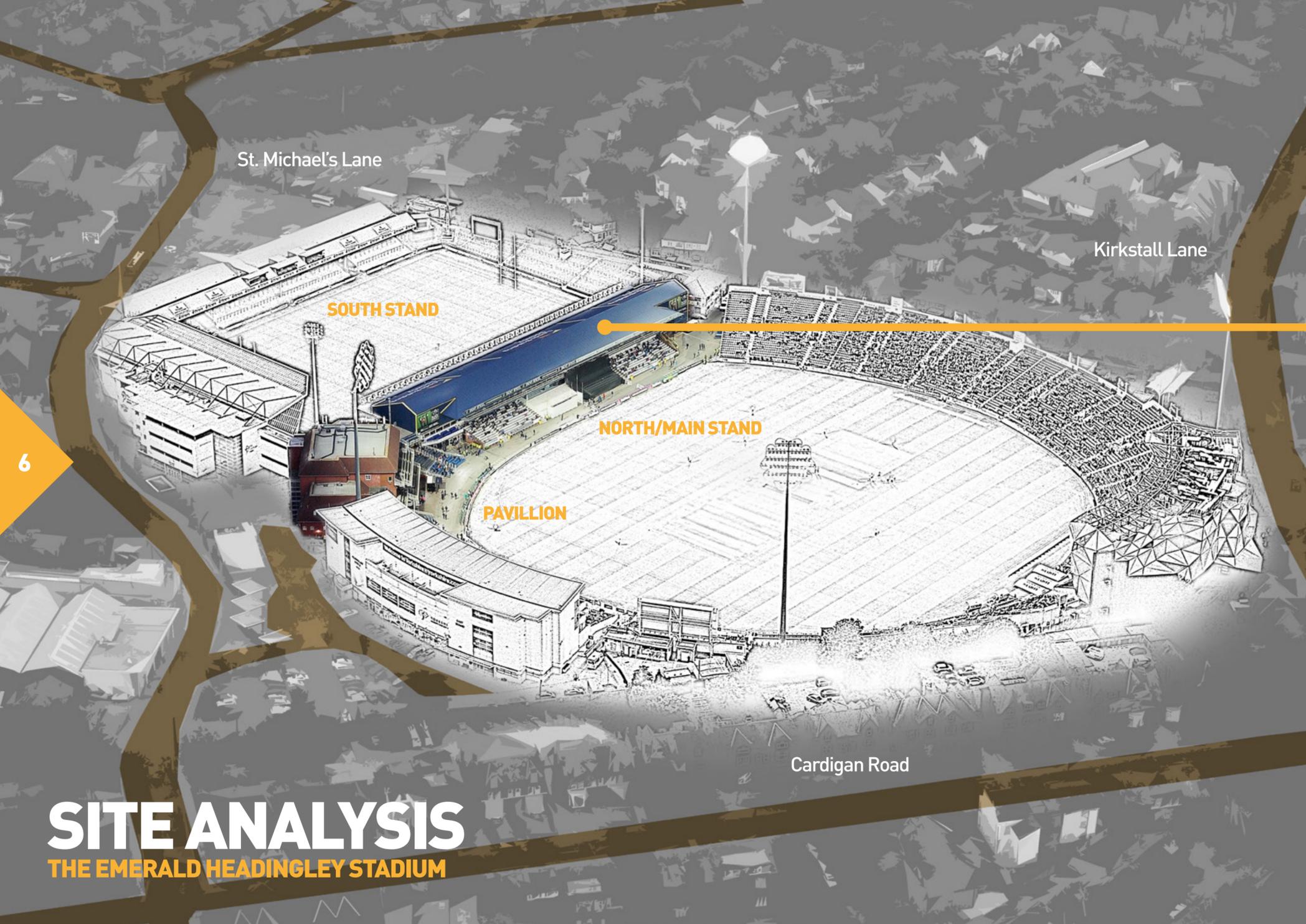
## VISUALISE

The best way to visualise your space is to be able to see a 3D visual. We use our professional rendering software to produce a model that accurately showcases the design.



## WOW!

We present you with a package of all the design work and inspiration as well as fabric and texture moodboards and the amazing visuals of your new space.



# SITE ANALYSIS

## THE EMERALD HEADINGLEY STADIUM

# HISTORY

## HISTORY OF HEADINGLEY

Headingley, a suburb of Leeds approximately two miles out of the city centre,

In Viking times, Headingley was the centre of the wapentake of Skyrack, or Siarachas, the "Shire oak".

The name refers to an oak tree that was used as a meeting place for settling legal disputes and raising armies.

An ancient oak, said to be the Shire Oak, stood to the north of St Michael's Church until 1941, and gives its name to two pubs, the Original Oak and the Skyrack. In 1890, construction commenced to create a sporting venue that would later cement Headingley as a popular destination for fans of local, regional and international sport.

The Emerald Headingley Stadium is the home of Yorkshire County Cricket Club and Leeds Rhinos rugby league and Yorkshire Carnegie rugby union clubs. There are two separate grounds, Headingley Cricket Ground and Headingley Rugby Stadium, with a two-sided stand housing common facilities.

Initially owned by the Leeds Cricket, Football and Athletic Company, the ground is now managed jointly by Yorkshire C.C.C. and Leeds Rugby

Since 2006, the stadium has officially been known as the Headingley Carnegie Stadium as a result of sponsorship from Leeds Metropolitan University, whose sports faculty is known as the Carnegie School of Sport Exercise and Physical Education

In December 2005, Yorkshire County Cricket Club obtained a loan of £9 million from Leeds City Council towards the cost of purchasing the cricket ground for £12 million. Shortly afterwards, 98.37% of members who participated in a vote backed the deal. On 11 January 2006, the club announced plans to rebuild the stand next to the rugby ground with 3,000 extra seats, taking capacity to 20,000.

We now enter Phase 2 of 6 in the redevelopment of Headingley stadium which aims to be completed by 2034 and will improve the sporting and hospitality facilities within the stadium and ensure that Headingley remains a big stage for sporting events both now and in the future.



# CONCEPT DESIGN

## 'THE SHIRE OAK'

In Viking times, Headingley was the centre of the Wapentake of Skyrack, or Siaraches.

### 'The Shire Oak'

The name refers to an oak tree that was used as a meeting place for raising armies.

Headingley Stadium is home to Leeds Rhinos and Yorkshire County Cricket Club, both of which are forces to be feared in their respective sports.

## DEFINITIONS

### WAPENTAKE

"An administrative division that is geographically part of a larger region"

### SKYRACK

"Skyrack was a wapentake of the West Riding of Yorkshire, England. It was split into upper and lower divisions and centred in Headingley, Leeds. The Lower Division included the parishes of Aberford, Bardsey, Barwick-in-Elmet, Kippax, Thorner, Whitkirk and part of Harewood, while the Upper Division included the parishes of Adel, Bingley, Guiseley and parts of Harewood, Ilkley and Otley."

## CULTURE

Leeds is a city that is rich with culture and heritage, which comes as no surprise with Leeds bidding for European Capital of Culture 2023.

Sport is a huge part of culture in the North and particularly in and around the city of Leeds. Whether it's chants of 'We're Leeds Rhinos' or 'Yorkshire, Yorkshire Yorkshire', the fans all stand side by side in support of their local team.

With sport playing such a big part of Northern Culture, it was key that we created more than just interior design, but to create an experience for visitors of the space.

A combination of natural elements, and traditional yet contemporary finishes and furniture will leave a lasting impression and ensure that guests leave having had a complete experience of the Emerald Headingley Stadium.



## GROWTH

Leeds as a city is enjoying the benefits of the Northern Powerhouse initiative which are leading to a growth in economy and business within the city.

As the city continues to grow, so too do the surrounding regions with the Emerald Headingley Stadium being home to two sporting teams enjoying success at the top of their respective sports. With the success of these two sides comes increased admissions to the ground on match days, which has given the stadium the ability to redevelop the facilities and grow the capacity of the ground.

Yorkshire have won the County Championship twice within the last 4 years and have a large crop of players who've progressed through the County setup and been rewarded with a call up to the England National Cricket team.

In 2015, the Leeds Rhinos Rugby League team won the treble and enjoyed success in the Challenge Cup, League Leaders Shield and the Grand Final. The Rhinos enjoyed success this season defeating Huddersfield in the Grand Final to win the Super League 2017.

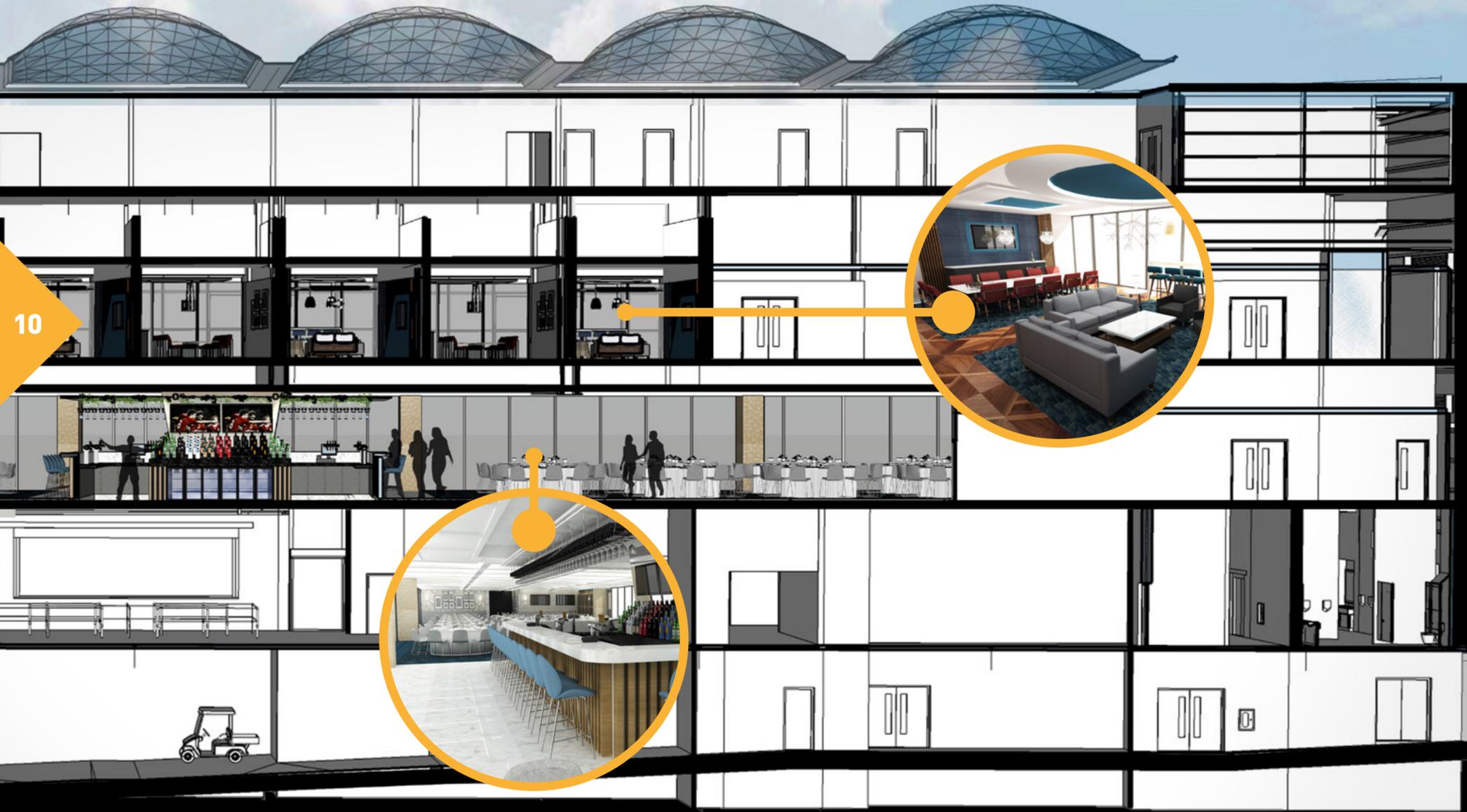
## COMMUNITY

The Shire Oak. A tree that back in Viking times was positioned in the centre of Headingley, or as it was known then 'The Wapentake of Skyrack'. The tree was made a central point of the community and used as a centre for meetings, settling legal disputes and raising armies.

This concept has inspired our design in many ways, including the central bar facility in the Emerald Suite and the natural colours and finishes we have included in our proposed designs for the various sections of the stadium and pavilion.

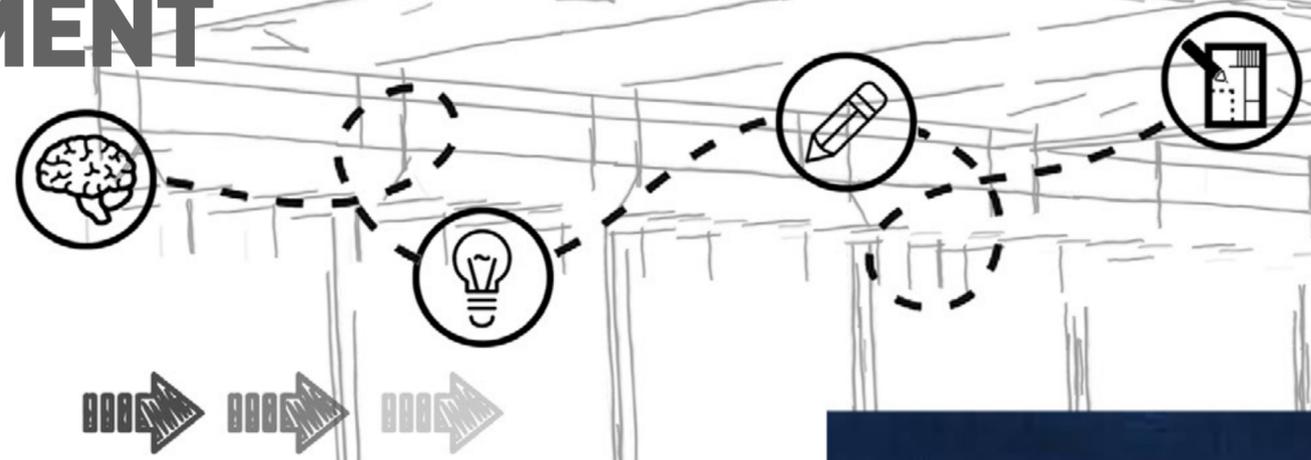
# SECTION DRAWING

HEADINGLEY STADIUM

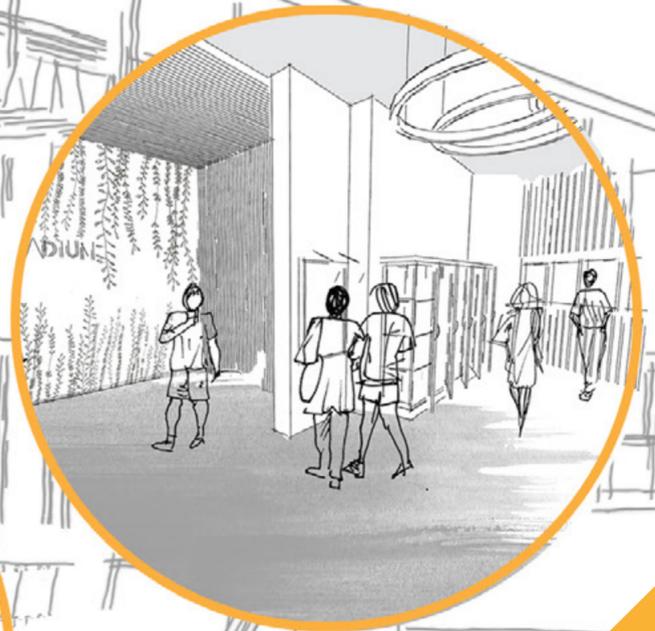
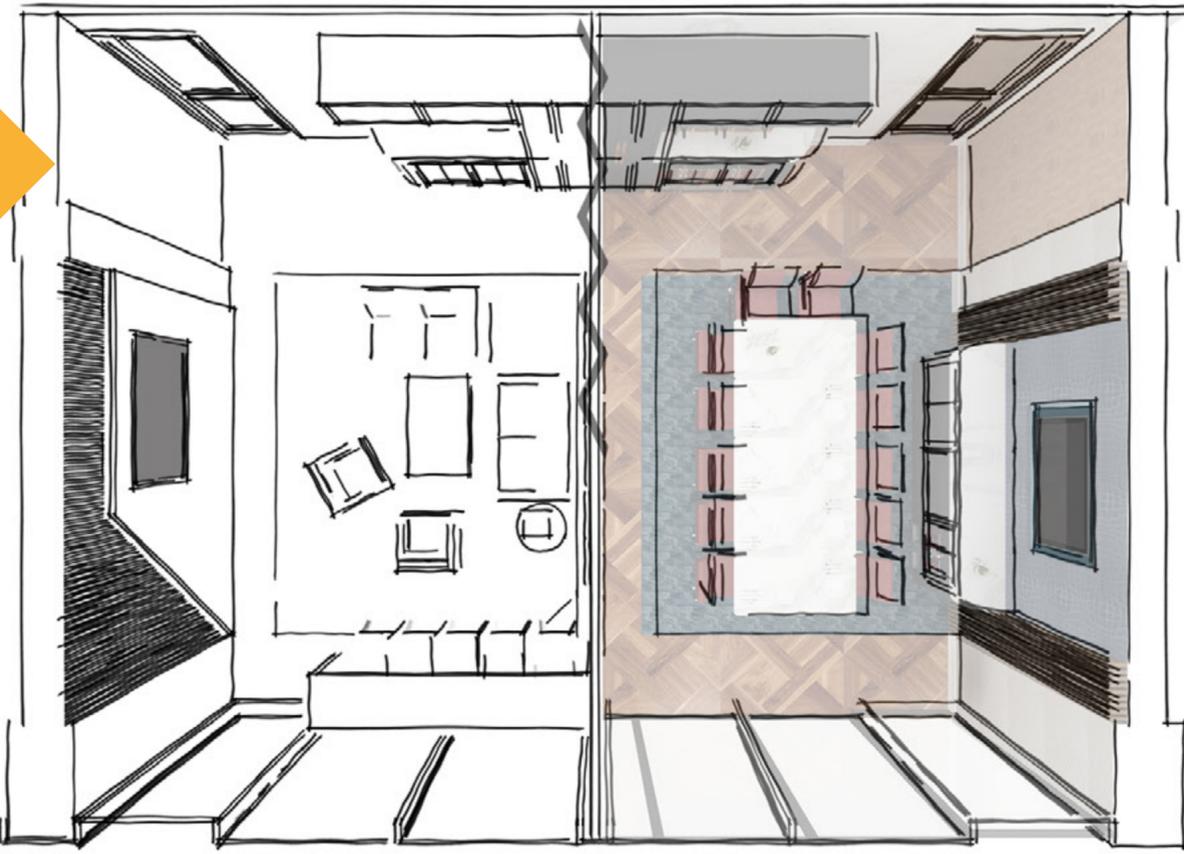


# DEVELOPMENT

INITIAL IDEAS



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# PROPOSED DESIGN

RECEPTION AREA

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# PROPOSED DESIGN

RECEPTION AREA



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## NATURAL FINISHES

BRINGING THE OUTSIDE, IN.

The proposed design demonstrates a contemporary modern space which acts as the first striking focal point. The space provides guests with soft seating and memorabilia interest points while showcasing the first glimpse of the new aesthetically pleasing stadium interior.

Textures and materiality showcase a strong concept behind the chosen design, 'bringing the outside in' to this vibrant yet luxurious entrance.



# PROPOSED DESIGN

HOSPITALITY BOXES 1 & 2

TRADITIONAL

FUNCTIONAL

CONTEMPORARY

FLEXIBLE

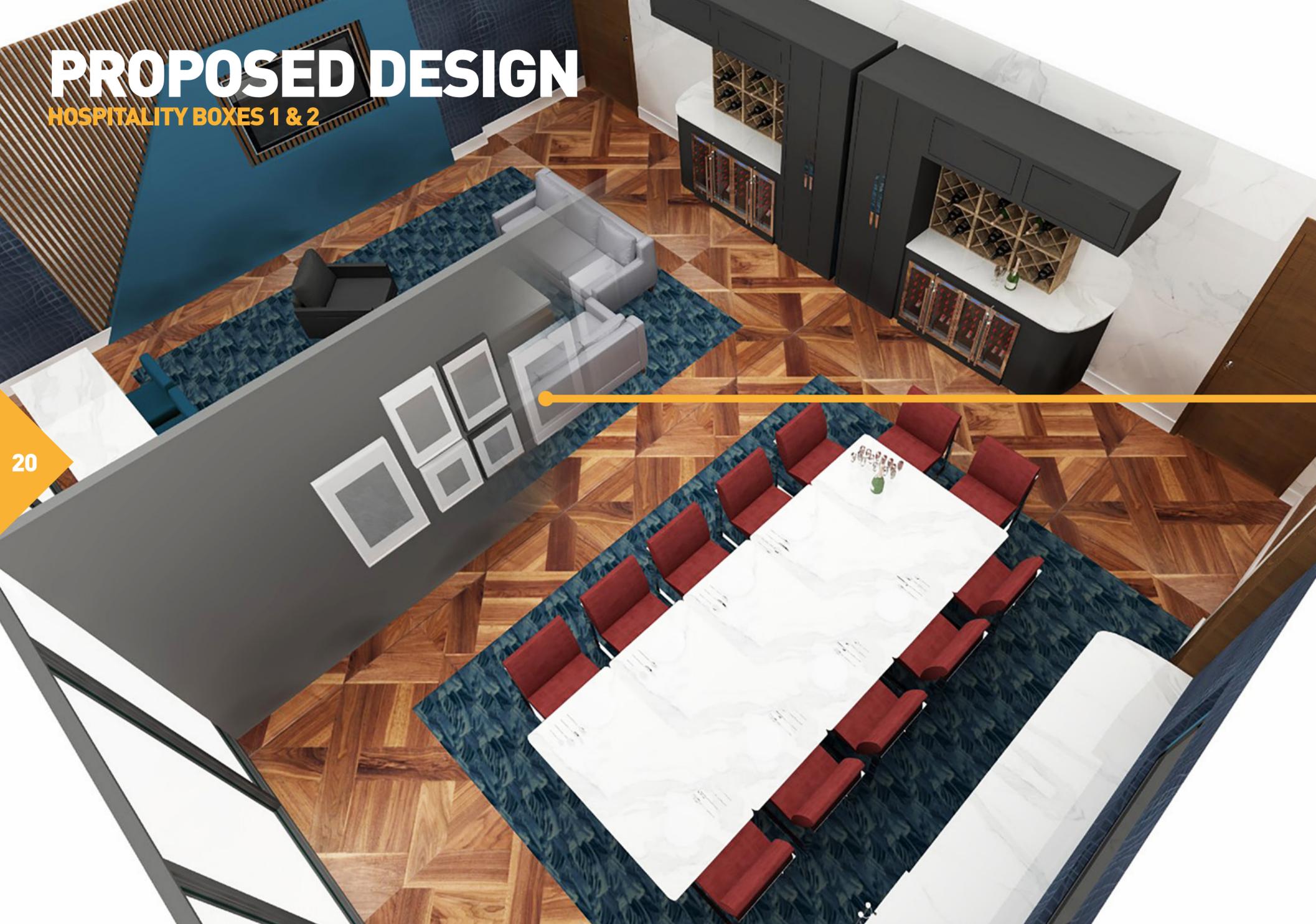
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# PROPOSED DESIGN

HOSPITALITY BOXES 1 & 2



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## FOLDING WALL

FLEXIBLE ROOM DIVIDER

Folding walls are an excellent and versatile solution for a flexible space that has a variety of needs. If you require two hospitality suites then the wall partition can be opened out dividing the room into two providing a flexible solution for the space.

Providing the guests with a flexible option within the suites opens up the potential as it allows for doubling the capacity of a single space to accommodate larger parties.

As a solution, the folding wall offers flexibility, functionality and a modern twist to a traditional and contemporary space.



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# PROPOSED DESIGN

HOSPITALITY BOXES 3 & 4



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## FEATURE LIGHTING

HOME AWAY FROM HOME

Statement feature lighting offers a warm and inviting feel to each individual box. Providing a modern space and a feeling of grandeur, each personalised box features hand selected pendant lights carefully chosen to compliment the traditional yet contemporary interior.



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# PROPOSED DESIGN

THE EMERALD SUITE

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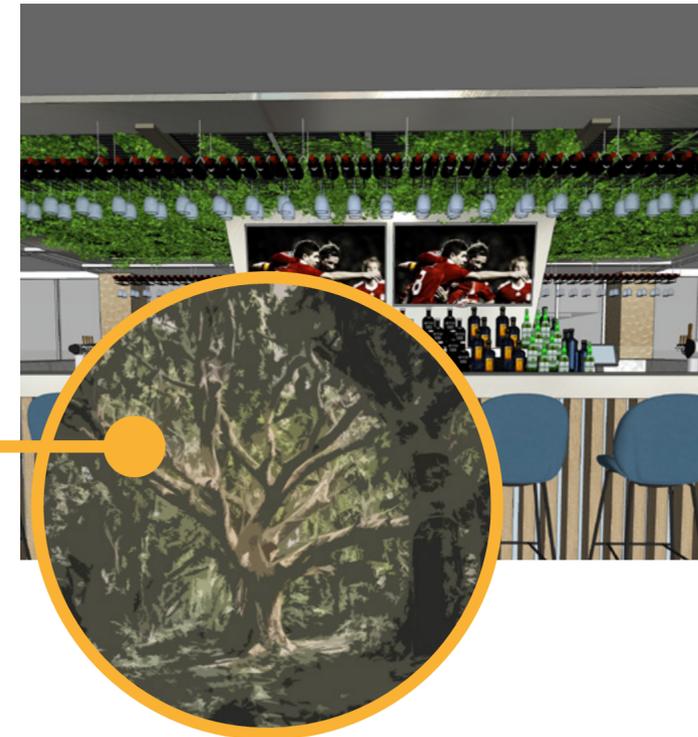
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# PROPOSED DESIGN

## THE EMERALD SUITE



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## CENTRAL BAR

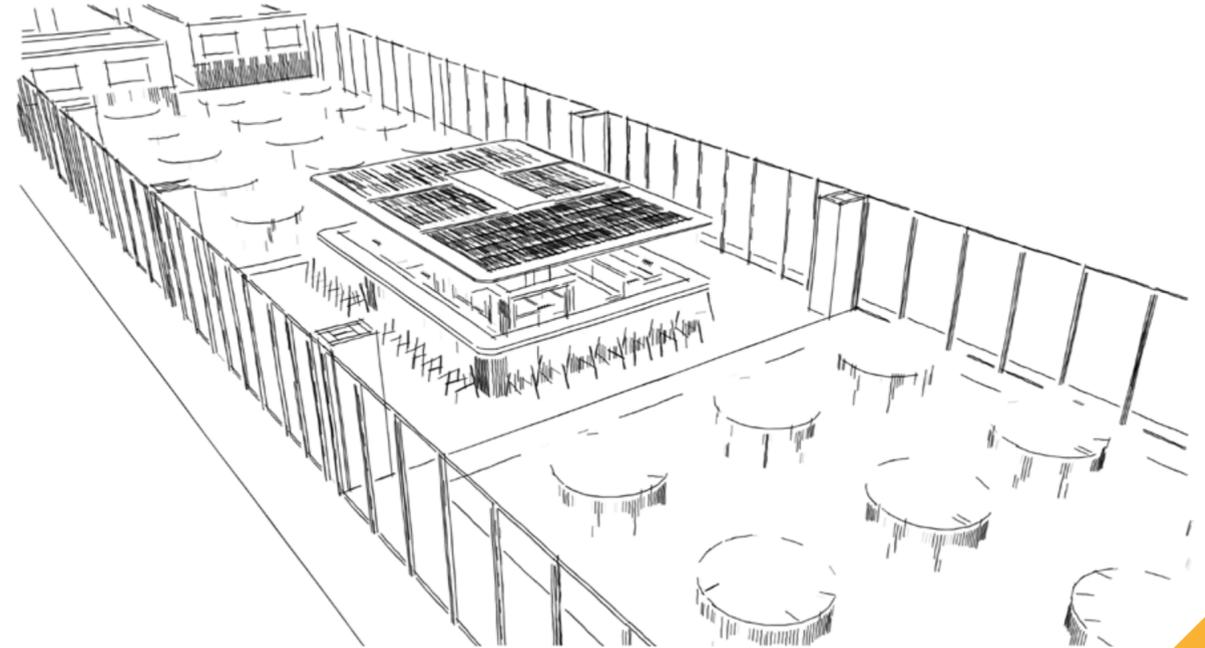
### THE WAPENTAKE OF SKYRACK

Based on the concept of the famous Headingley Oak tree, 'The Shire Oak', being the centre of Headingley back in the days of the Vikings, the design uses a central bar comprised of natural textures and materials as a representation of the suburbs' heritage.

The tree as the centre of the community is a key concept of the design with the banqueting suite focusing around the central bar location.

Creating the bar in the centre of the suite allows the existing bar locations to be converted into large storage rooms, accommodating the flexibility throughout the space.

**A central bar also allows for the inclusion of storage rooms at either end of the suite and enough space, accommodating up to 504 covers seated around tables of 12.**

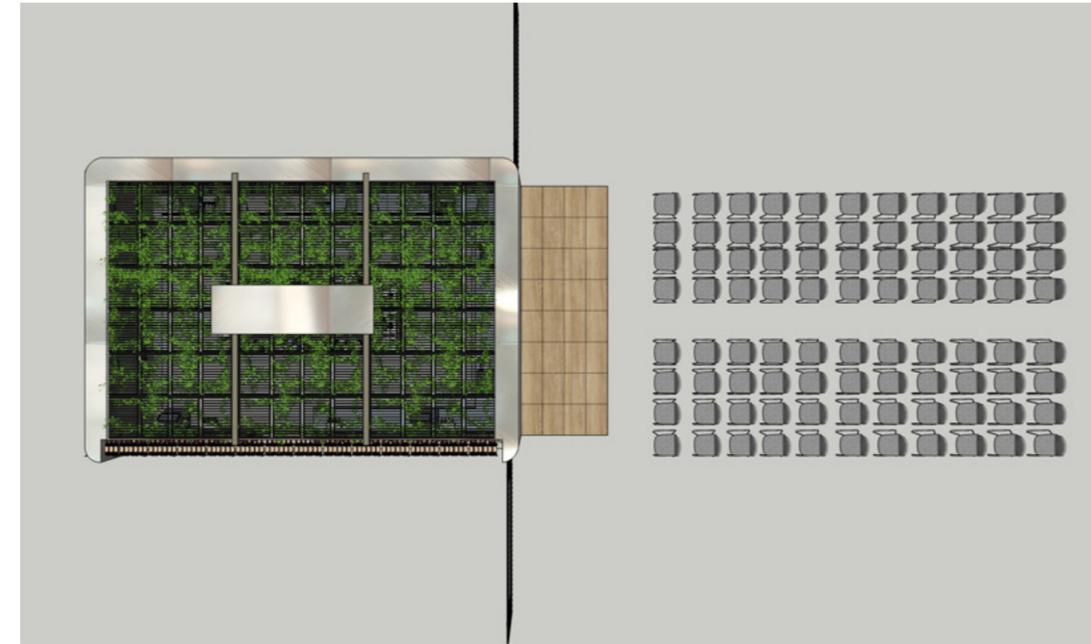


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# PROPOSED DESIGN

## THE EMERALD SUITE



## FLEXIBILITY

### MAKING THE MOST OF THE SPACE

Flexibility was the key focus of this space and being able to accommodate a whole host of events. Flip-top tables and stackable chairs allow enormous flexibility from the space.

The inclusion of folding/movable walls allows for partitioning the room up to suit the nature of the event, or complete removal to open up the entire banquetting suite to accommodate 450 guests.



DESIGNING AND CREATING GREAT PLACES TO WORK

# CASE STUDY

## LEEDS UNITED

What was once a bleak, dated and confined hospitality suite has been revamped into a luxurious and spacious banqueting suite filled with natural light for visitors to the Elland Road hospitality suite. A first class environment for a first class experience.

The transformation of the Legends Club at Elland Road has turned the hospitality suite into a much more appealing venue for guests with luxury dining and service coupled with a fantastic panoramic view of Leeds United's first team pitch which will attract guests and allow tickets to be sold for a higher fee.



Leeds United Club Ca

1920 - 1925	Jim Baker	1981 - 1982	Kenny Burns
1925 - 1930	Tom Townsley	1983 - 1983	Paul Hart
1930 - 1931	Willis Edwards	1983 - 1984	David Harvey
1931 - 1935	Ernie Hart	1984 - 1985	Paul Lorimer
1935 - 1936	Jock McDougall	1985 - 1987	Stenodin
1936 - 1937	Willis Edwards	1987 - 1989	Arendan Ormsby
1937 - 1939	Jack Milburn	1989 - 1992	Gordon Strachan
1939 - 1949	Tom Holley	1992 - 1996	Gary McAllister
1949 - 1954	Tom Burden	1996 - 1997	Ian Rush
1954 - 1957	John Charles	1997 - 1998	David Hopkin
1957 - 1958	Eric Kerfoot	1998 - 2001	Lucas Radebe
1958 - 1959	Wilber Cush	2001 - 2002	Rio Ferdinand
1959 - 1960	Don Revie	2002 - 2004	Dominic Matteo
1960 - 1962	Freddie Goodwin	2004 - 2006	Paul Butler
1962 - 1963	Granville Hair	2006 - 2008	Kevin Phillips
1963 - 1966	Bobby Collins	2007 - 2007	Alan Thompson
1966 - 1966	Jack Charlton		Alan Richardson
1966 - 1966	Billy Bremner		
1966 - 1966	Andy Cherry		



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"You get nowt for being..."



Welcome To  
Elland Road

LEEDS UNITED  
FOOTBALL CLUB

CHAMPAGNE AND  
SPARKLING WINE  
LEEDS UNITED



DESIGNING AND CREATING GREAT PLACES TO WORK

# CASE STUDY

## THE MAN BEHIND THE CURTAIN

The brand new restaurant venue has been developed in a disused basement space and features Stucco and Stucco polished concrete walls, Lapacida porcelain floor tiles, Italian book match marble surfaces and a full Charvet kitchen suite, made to order and imported from France.

The new restaurant space captures the unique essence created by The Man Behind the Curtain and the interior works now provide customers with a premium dining venue in a unique and interesting location to complement the Michelin Star experience that the restaurant delivers.



# OUR SERVICES

WHAT WE CAN DO FOR YOU



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## PROJECT MANAGEMENT

A fit out or refurbishment space is a huge project to manage and without the right training can be very daunting.

All of our projects are fully managed in-house with our trained team of Project Managers being assigned a project and seeing it through from the start to finish.

Our PM's are experts at handling pressured situations and having to come up with on-the-spot solutions to prevent any delays to the completion of the project.



## CGI VISUALS

What better way to visualise a space before it is built than with a photo-realistic CGI visual.

As part of our additional service we can produce an interior visual that provides an immersive experience to make you feel as though you are looking at the real thing.

We are able to use lighting and textures to render the visual, creating the most realistic imagery of the prospective interior.



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## BRANDING / GRAPHICS

Bringing your vision to life - our bespoke graphics and branding service enhances a personal touch in order to create your dream scheme.

Showcasing your brand throughout the interior provides guests and visitors with the real wow factor. Eye catching design features can be personally crafted to meet all requirements throughout the project.

We have designed logos for specific spaces such as the 'Legends Club' and 'Revie Room' and various logos for the hospitality suites throughout Leeds United... Let's get designing.

# OUR PEOPLE

THE ABSOLUTE TEAM



## DESIGN TEAM

THE IDEAS PEOPLE

Absolute design team - providing a creative, innovative service. As a team of experienced and accomplished designers, we deliver a range of solutions to exceed expectations while bringing your visions to life.

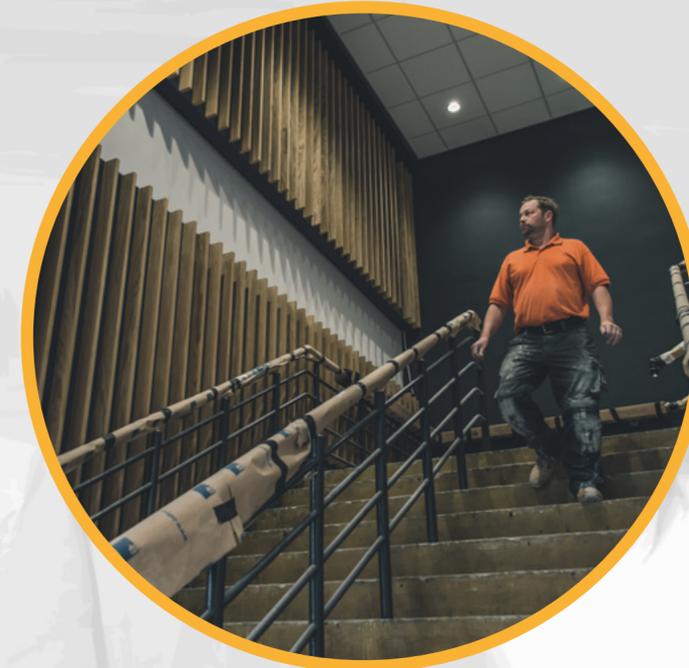


## PROJECT MANAGERS

THE COORDINATING PEOPLE

Absolute Project Managers – giving you the confidence to rest easy to know the project is in great hands.

Our experienced team have worked on every size of project, giving them a vast range of expertise and problem solving skills to make sure your vision is brought to life, on time and on budget.



## SITE TEAM

THE HANDS ON PEOPLE

Absolute site team – the team with the required skills to start the physical build of your vision.

Our team of expert fitters and fixers take the empty shell of the space and completely transform it into a real-life representation of your original vision.

From bespoke joinery reception desks to transforming a disused basement into Michelin-Starred restaurant, our guys know how to make the vision a reality.

## THE ABSOLUTE PACKAGE

With a team of ideas people, coordinating people and hands on people, we provide the full package to facilitate the development from vision to reality.





# WANT TO SEE MORE?

FOR A FULL GALLERY OF OUR WORK VISIT:

[www.absoluteci.co.uk/portfolio](http://www.absoluteci.co.uk/portfolio)

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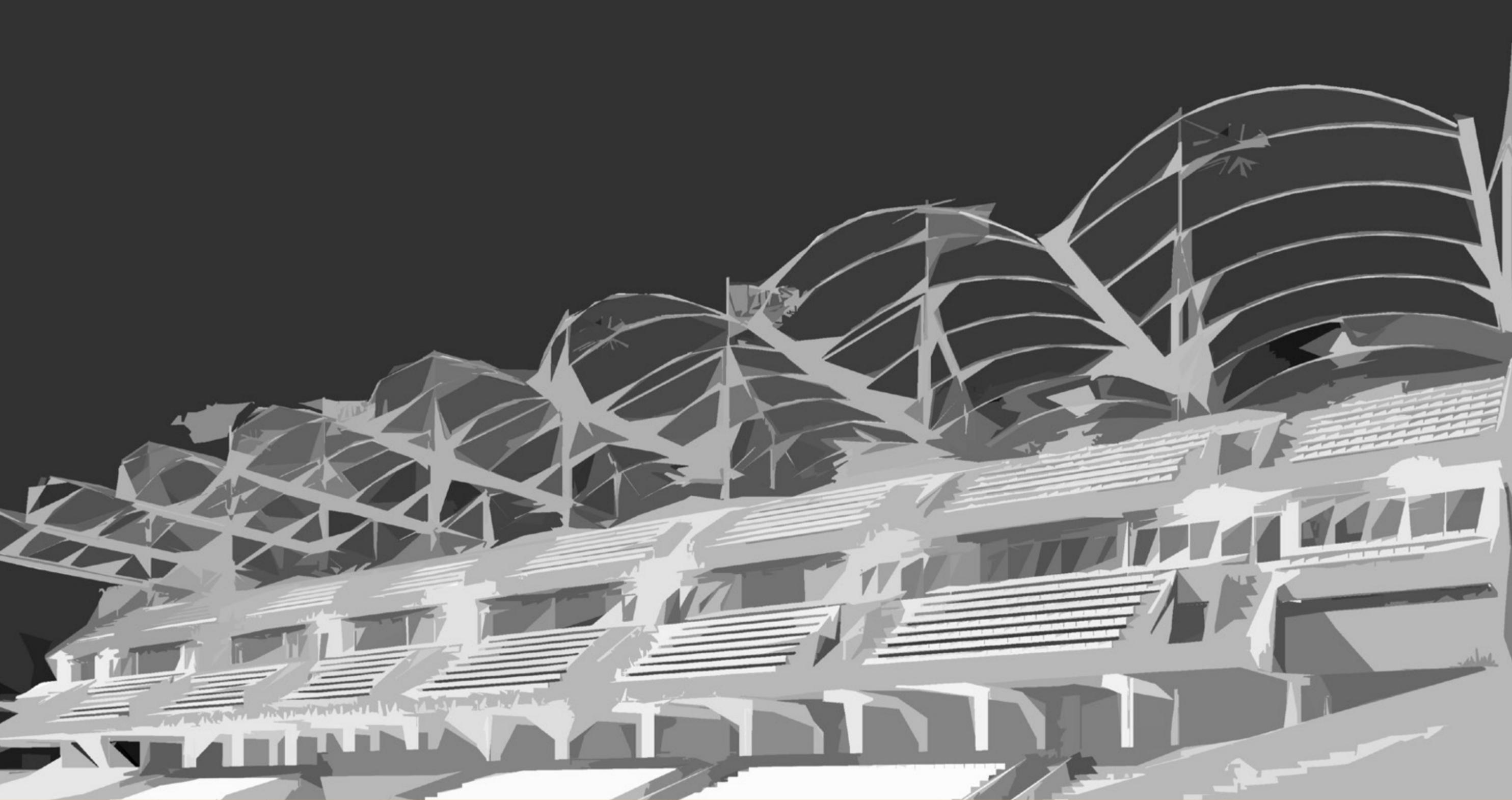
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