

KNAUFCEILING
Solutions

**CHELSEA FOOTBALL CLUB
WESTVIEW HOSPITALITY
LONDON, UNITED KINGDOM**





Client

Chelsea Football Club

Architect

KSS Design Group

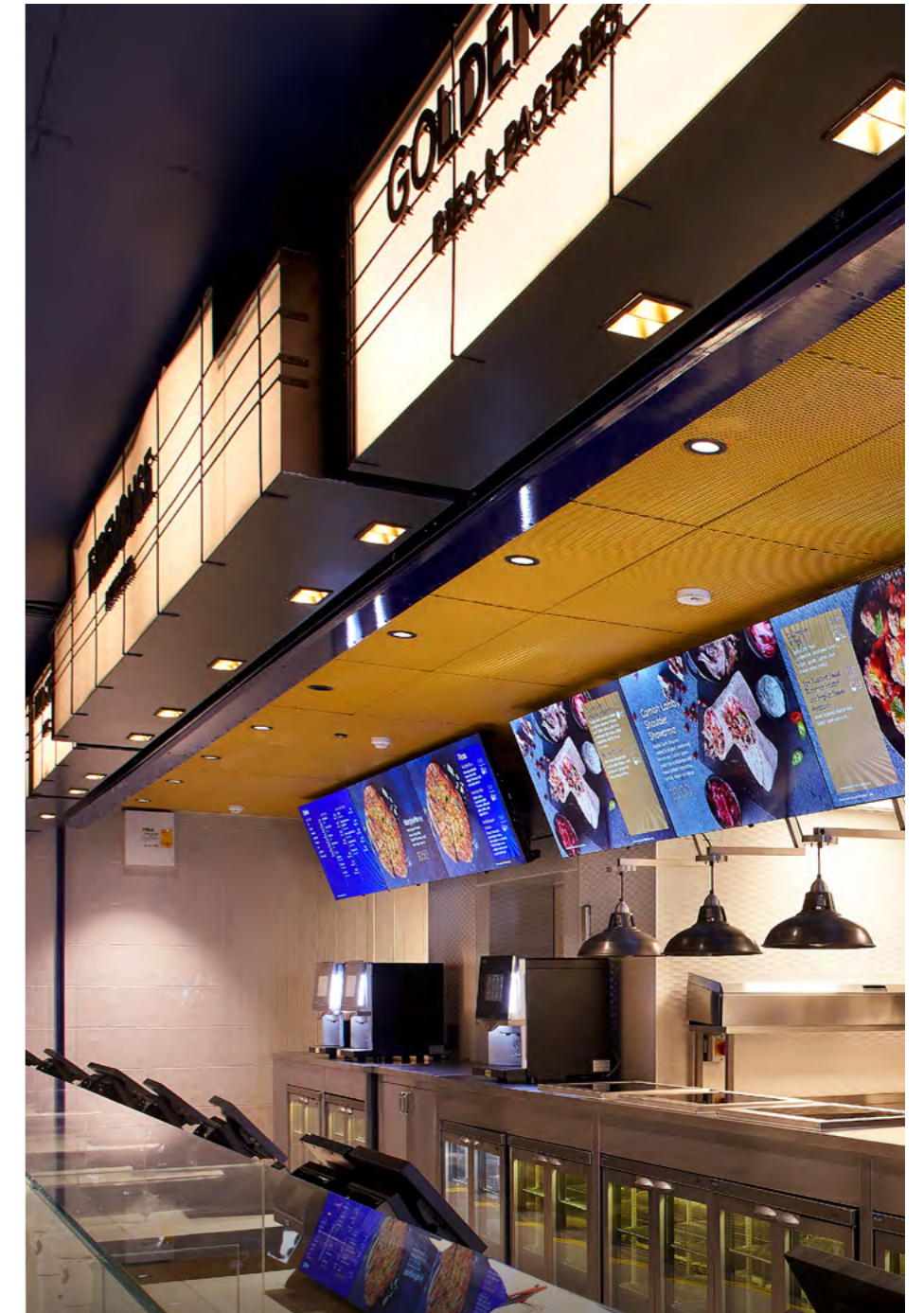
Contractor

GuildPrime

Photographer

© Peter Smith - Newbery

Smith Photography



BLUE
IS THE COLOUR

VISION

Chelsea Football Club stadium's refurbished Westview Hospitality Area represents the biggest single investment in years and is hailed a triumph by enthusiastic club supporters.

To dramatically improve the matchday experience of fans by providing new state-of-the-art hospitality facilities at Chelsea's landmark stadium in London.

FAN INSIGHT

The Club wanted to understand what was most important to their fans on a matchday and so undertook a comprehensive fan survey, consultation and internal review.

This research project enabled Chelsea FC to gather valuable insights from their fans to shape the changes to the West Stand Upper into the new Westview which was broken down into three core categories:

The environment — creating one cohesive destination within a fragment existing con-

course, to improve the guest ratio and ease congestion, providing an accessible and inclusive environment for all.

The guest — to provide the best seats in the bowl and increase dwell time for over 4,000 guests.

The aspiration — creating the first premium ticket offering at Chelsea FC with impressive views, enhanced technology and improved premium Food & Beverage.



“The bespoke details of our projects make them unique and individual to our clients. We interpreted the club’s values and beliefs to ensure that the Club Chelsea brand was integrated into the interior and graphic design, creating a material palette that was energised, atmospheric and sleek. It was important that every material used could be personalised to the Chelsea brand including the metal ceilings. The result is uniquely ‘Chelsea’, with a consistent theme that runs throughout, connecting the space.”

—
Debbie Power,
KSS Design Group

Solutions

- MESH R-H 200, RB 55, RAL 1024 & RAL 7044
- METAL T-Clip, Rd 1522, RAL 7044 (finished in bespoke Chelsea FC colour scheme)



CHALLENGES

Merging two small hospitality restaurants with an upper Guest Area concourse area into one single wide open plan space represented a technical and design challenge.

Working during the pandemic with the widespread disruption of supply chains across the construction sector resulted in delayed the procurement of materials but great teamwork and coordination saw the project completed on time.

MATCH COMFORT

Now on offer: a new welcoming open and flexible concourse, two panoramic bars offering views of the stadium interior and west London, with ample room to take a seat, new comfortable padded seats in the stands and three additional video screens.

Considered the biggest single investment in years, Chelsea Football Club’s impressively refurbished Westview concourse and upper tier seating in Stamford Bridge’s West Stand, now offer a premium matchday experience that has been hailed a triumph by enthusiastic club supporters.

NEW FACILITIES

Westview is the most significant development to the West Stand since 2001 and forms a key part of club's hospitality offering with some of the best seats in the stadium.

The newly designed concourse has seen an increase in the available floorspace which is flooded with natural light to enhance the guest experience on arrival. The top floor of the West Stand has been consolidated into one large area with panoramic windows. The concept of two new 360-degree central destination bars was developed with a crowd movement specialist to ensure their optimum location and scale for fan movement, flow, and queuing. The bars were developed in partnership with a bar specialist to ensure their functionality and efficiency.

In the seating bowl, three new big screens have been installed, ensuring that those seated in all locations can view screen content for the first time – and all seats have been replaced with new padded seating. The stand is also now fully accessible with a new wheelchair-accessible platform and four wheelchair and companion places.



"We have worked with the club for a long time and have a good ongoing relationship with them. The contract was completed in three or four months and was challenging due to the constraints of COVID, plus working within a tight timescale, as the project had to be completed in time for the season. However, it was an exceptional scheme to work on, and turned out very well".

—
Chloe Andrews,
Marketing Manager,
GuildPrime



INTEGRATED CEILING SOLUTIONS

With capacity for up to 1000 guests at any one-time, the refurbishment plans required a modern, aesthetically pleasing atmosphere with optimum natural light reflectance. The project aesthetic was industrial sleek so mixture of raw and honest materials with a touch of refinement and charisma were required.

Knauf Ceiling Solutions Mesh was specified for its sophisticated open, contemporary look and colour versatility. In the washrooms the perforated ceiling created a clean and pure finish that balanced well with the energised linear lighting.

In the servery, the open mesh allows views through to the exposed ceiling above, finished in a bold statement club yellow that complemented the timber finishes, and light box gantries.

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