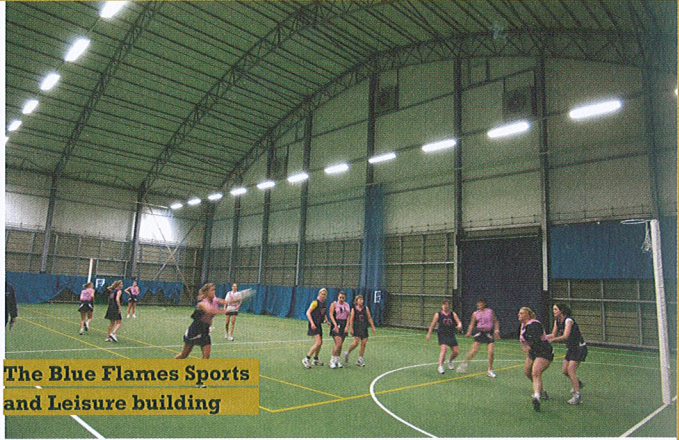


NEW FLAME

Rubb Buildings has recently completed a new leisure and conference facility for the Blue Flames Sporting Club at Longbenton, Newcastle upon Tyne, UK. The client awarded the project from tender, having been impressed with Rubb's highly successful sporting complex for West Bromwich Albion Football Club, which included an indoor training facility and a community sports hall.

The Blue Flames Sports and Leisure building was built on land adjacent to the Newcastle United Indoor Football Centre – another of Rubb's premier sports structures. At 47 x 66m, with sidewalls of 8.5m, the Blue Flames Sporting Club is a large sporting arena that can be divided quickly by netting into four separate courts, allowing the space to be used for a range of different activities.

The centre is home to The Tyne and Wear Netball Association, and as well as running a regional netball league, is used by a range of tennis and cricket clubs, and regularly for children's indoor soccer coaching. The club is available to hire by the general public for a variety of functions, including sports use, with the unique reverse-curve roof creating the space to accommodate a reception area, fully licensed bar, changing area, toilets and treatment room.



The Blue Flames Sports and Leisure building

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THE SKY'S THE LIMIT

What is the average speed of the wind in your stadium? This is not one of John Cleese's questions in the film *Monty Python and the Holy Grail*, but one of the questions the HeLIHOPP team asks its customer whenever they want to fly a radio-controlled object in a stadium for sponsoring purposes. Since 2002, HeLIHOPP has made a name for itself as an advertising agency focusing on the deployment of inflatable promotion tools at sporting events. During that time, the agency has gathered precious knowledge of 'lighter than air' radio-controlled flying objects, and can now develop tailor-made Zeppelin-shaped inflatables. At the moment, the company is designing a new 7-10m³, radio-controlled Zeppelin for a 32,000-capacity stadium in Switzerland. This stadium is a real challenge for the designers and pilots, as the air circulation is very tricky, and the standard Zeppelin configuration didn't fulfil the expectations of the stadium owner. The owner wanted greater deployment reliability for sponsors, and greater safety for the fans in case of strong winds. Therefore, a new envelope shape and several engine configurations were developed to fulfil all the customer's requirements, and new flying tests have been organised. These developments are necessary



A radio-controlled Zeppelin

to guarantee sponsors the highest possible deployment rate, so that they can reach a good return on their investment.

Events can be organised anywhere in Europe. As an air advertising agency, HeLIHOPP is particularly well-positioned to serve Austria, Belgium, the Czech Republic, France, Germany, the Netherlands, Spain, Switzerland and the UK. Clients include Bacardi, BMW Motorad, BASF, Deutsche Bahn, Ford, Hyundai, MLP, MTV, Sparkasse, Total Gas, Toshiba and Vattenfall.

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