

## Press release

### Designer WCs in Prague's Sazka Arena

**The new Sazka Arena sports and leisure centre in Prague oozes superlatives - right down to the washrooms. These facilities consist of three different ranges of designer stainless-steel fittings, all supplied by Franke.**

#### **Three sets of designer fittings from a single source**

A worldwide first: Franke is the only producer of sanitary systems to supply three complete ranges of fittings. And all three have been installed in Prague's new multi-use Sazka Arena, which received its baptism of fire on the occasion of the 2004 World Ice Hockey Championships.

The Sazka (pronounced "saska") Arena, with seating capacity of 18,000 per event, is the largest and most modern facility of its type in the Czech Republic. Whether for concerts, shows, sport, large-scale public events, trade fairs or exhibitions – more than 20 possible layouts can be used to convert this impressive building overnight to provide Prague with anything from a high-capacity ice hockey stadium to a top-class concert hall.

#### **Designer facilities for the smallest room**

Why do we need such a range of different WC fittings? The six-storey Sazka Arena is divided into different zones to cater to various types of user. This policy is apparent in the VIP lounges and main public facilities alike, which are all equipped to the same, if differentiated, high standards. Franke is the only supplier capable of providing such a wide range of items from a single source.

Czech ice hockey fans are offered high-quality washroom facilities fitted out with Franke's CHRONOS range, which combines, in a single package, robust toughness and designer looks. In other areas, where concert-goers – for example – might congregate, the creators of the project opted for Franke's STRATOS designer range, which is equally robust and well-designed. For the high-end facilities of the VIP area, the architects chose the elegant lines of the Franke

XINOX® range. This range was used to equip such items as the washrooms in the 67 glazed-in lounge areas, where users enjoy the very best in service – with own butler included.

### **Prague's answer to the Coliseum**

Journalists have already begun to compare the Sazka Arena to the Roman Coliseum. The project, which is on the same gigantic scale as its ancient predecessor, took some effort to get under way. Sazka, the national lottery organisation, did not enter as an investor until the second phase. Indeed, after the 2004 World Ice Hockey Championships, the phrase “white elephant” began to be bandied about as a description of this magnificent six-storey edifice, on account of its precarious profitability.

In actual fact, the Sazka Arena has already been used for gigantic rock concerts, and is in line as a possible candidate for the World Athletics Championships.

Prague is in any case highly proud of its new leisure centre, which was built on a site formerly occupied by a locomotive factory. And the Sazka Arena fully complements the existing beauty of Prague, adding yet another reason for visiting the capital of this new member of the European Union. But don't go home without trying out the loos!

### ***For further information, please contact***

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