

PRESS REVIEW

Waiting For... FOOTBALLAVENUE

Brighton & Hove Albion | Host Partner | Brighton | UK

INVITATION ONLY



American Express Community Stadium | host partner | Brighton | UK



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Press Office Footballvenue | FORUM | press@footballvenue.biz | +39 02 87168894 | www.footballvenue.biz



21 March 2014

KSS and Brighton & Hove Albion host 'Waiting for Football Avenue'

Last week KSS and Brighton & Hove Albion jointly hosted "Waiting for Football Avenue" for an exclusive delegation from the Italian football industry at the American Express Community Stadium.

Ahead of this year's Football Avenue conference, taking place at Juventus Stadium on the 29th of May, the pre-event was organised following the growing interest into the Amex Stadium 'model', recently recommended both in the Italian press and at a political level as an example for the redevelopment of future stadium infrastructures, as the Italian Clubs currently fall below the requirement of their football industry. The tour provided a chance for our Italian guests to see the stadium preparations of this unique and state of the art facility for the full capacity match against QPR and on the following day a preview of the KSS designed new training ground for the Club in Lancing due to be completed in June 2014.

"We are extremely happy for all our clubs present at this event," said Andrea Abodi the President of the Serie B League, "Through project 'B Futura' we intend to provide the 22 member clubs the model and tools necessary for both the modernisation and the creation of new stadium training grounds... It is vital for us to get to know places and see infrastructures which represent a model we can aspire to."

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