

# Arena Eventi Reggio Emilia, Reggio Emilia, Italy

## Europe's Largest Outdoor Music Venue Saves 40% on Water Usage with Rain Bird®

As Europe's largest outdoor music venue, Arena Eventi Reggio Emilia features a sloping lawn with ideal viewing and acoustics for crowds of more than 100,000 people. It generates new economies for Reggio Emilia and places the area in the forefront of entertainment, culture, and tourism.

### The Challenge

Arena officials want a user-friendly irrigation system that can be remotely managed from a mobile device. The key will be to irrigate the expansive lawn without causing any safety issues for throngs of concert-goers. Saving water and energy are also top priorities to keep the high cost of electricity in check.

### The Solution

A durable, efficient Rain Bird® system will provide precise irrigation to the venue's grounds and grassy seating areas. Best-in-class components will withstand high amounts of foot traffic. Intelligent technology will minimize water and electricity usage while enabling convenient remote management.

### Key objectives

- ✓ Enable easy remote management
- ✓ Ensure safety
- ✓ Conserve water and electricity

#### 8005 Series Rotors



### Products used

- [8005 Series Rotors](#)
- [Sod Cup Kit](#)
- [5000+ Series Rotors](#)
- [PGA Series Valves](#)
- [PRS Dial Valve Pressure Regulator](#)
- [VB Series Valve Boxes](#)
- [XFS Subsurface Dripline with Copper Shield™ Technology](#)
- [ESP-LXD Series 2-Wire Decoder Controller](#)
- [IQ™ Central Control](#)
- [WR2 Wireless Rain Sensor](#)

## Approach

### Water a Large Area Efficiently

Rain Bird will supply six-hundred **8005 Series Rotors** to irrigate this massive venue with maximum efficiency. Adding one hundred and fifty **5000+ Series Rotors** with **Seal-A-Matic™ (SAM)** check valves will prevent low point drainage on the arena's tiered grass steps, saving water and reducing the cost of maintenance. More than 10 kilometers of **XFS Subsurface Dripline with Copper Shield™ Technology** will deliver the right amount of water directly to the site's many trees.

### Ensure Spectator Safety

**Sod Cup Kits** on the **8005 Series Rotors** will allow turf to grow directly on top of the heads, ensuring spectator safety and enhancing the appearance of the lawn. **PVBJMB Jumbo Valve Boxes** will withstand the weight of the many concert-goers walking or even dancing on top of them.

### Enable Easy Control

Even though Arena Eventi Reggio Emilia is quite large, managing the irrigation will now be easy. **IQ™ Central Control** and an **ESP-LXD Controller** will allow officials to monitor, program, and control the system's 78 valve stations from a mobile phone or desktop computer. IQ Central Control will also communicate with a **WR2 Wireless Rain Sensor** to pause irrigation based on weather, conserving water and energy while optimizing landscape health.



## Results

### Significant Savings

The Rain Bird system at Arena Eventi Reggio Emilia is a hit. Concert-goers love the lush lawn seating, and arena officials appreciate the irrigation system's efficiency and convenient remote management capabilities. Thanks to IQ Central Control, **the venue saves an estimated 40% in water and electricity** compared to other irrigation options.

*"We are very satisfied with the easy management of this venue. The distributor, Scarabelli Irrigazione, spent a day training our staff and explaining the system, but it's quite intuitive to use. We can now manage everything from a smartphone or desktop, which is a significant time savings."*

### Demos Salardi

Arena Eventi Reggio Emilia

