



The new MHP Arena Stuttgart: a revolutionary step in the event landscape

The MHP Arena Stuttgart, home to VfB Stuttgart and an emotional soccer stronghold, has always been a symbol of top-class sport made in Baden-Württemberg. Thanks to the recent modernization for the 2024 European Football Championship, it has now also developed into a top location for events and functions that is probably unique in this form. The new MHP Arena event location shines and scores with its versatility, innovative technology and sustainable construction, operating and catering concept.

The 2024 European Football Championship will once again bring top international soccer to the Neckar. Five matches of the top tournament will be played in the MHP Arena and the images of cheering fans and a state capital in soccer fever will once again go around the world as they did during the 2006 summer fairytale. At the heart of it all will be the arena, which has been extensively renovated and modernized since 2022 during ongoing match operations and which, despite being over 90 years old, will look fresher and more attractive than ever after completion - simply ready for another major highlight in the internationally renowned sports city of Stuttgart.

While the MHP Arena has its roots in sport, it is increasingly being recognized as a first-class event location. Open-air concerts, congresses, company celebrations, meetings, lectures in the stands or even a champagne reception on the pitch all find their place here, supported by state-of-the-art technology such as the newly designed and ultra-modern reception area, a modular room concept and a dedicated event team.

The renovation of the MHP Arena Stuttgart, which incidentally has provided more than 7800 square metres of event space, not only marks a step towards modernization, but also a leap into the future as a leading event venue in the region. With a wide range of event options and an incomparable ambience, the arena will continue to play an important role for events of all kinds that are intended to be an unforgettable experience. It is and will remain the sporting heart of the NeckarPark in the 21st century and at the same time position itself as a cultural and social center in the city of Stuttgart.

The focus during the conversion was on sustainability: a conscious decision was made not to build a new facility but to convert the existing one, which is technically more complex - and to do so with a holistic approach that has never been taken before in sports facility construction. Around 90 percent of the concrete used consists of recycled building materials from the demolished grandstand structure. The concrete was recycled in the immediate vicinity of the construction site, thus greatly reducing the CO2 footprint of the construction project. The technical equipment was also deliberately designed with energy efficiency in mind, for example by converting the arena lighting, including floodlights, to LED technology. A photovoltaic system will also soon adorn the striking roof crescents of the stadium. In addition to the equipment, new, environmentally friendly and resource-saving approaches are also being taken in terms of operation: whether in terms of catering with a strong regional approach, waste reduction on event days or new approaches to visitor mobility.

But what kind of space can visitors to the arena actually expect?

The new Porsche Tunnel Club is the absolute highlight of the MHP Arena and is the only one of its kind in the world. This most exclusive of the three VIP areas is located right in the heart of the main stand and offers an impressive ambience for exclusive events. With space for up to 215 guests, surrounded by an impressive LED wall, visitors can experience the VfB players' match day up close. This special experience is rounded off by exquisite culinary accompaniment.

However, the Mercedes-Benz Business Center is not the only place with a new look: The MECHATRONIK Württemberg Lounge in the Untertürkheimer Kurve, with its new design elements and features, opened its doors in February - a reminiscence of the eponymous Württemberg, of which there is a wonderful view from the magnificent open-air terrace. Meanwhile, Club 1893 awaits visitors in the opposite stand. The new name will be followed by a modernized interior from the summer. In addition, the catering offer in both areas will be gradually expanded.

The media center of the MHP Arena also shines in new splendor after the renovation. Covering over 340 square meters, it offers space for up to 344 people and is perfect for product presentations. The highlight of the room is undoubtedly the 16-meter-long LED wall, which perfectly sets the scene for every event or product and thus ensures a lasting impression.

Up to seven parallel events with over 200 people each are now possible in the new MHP Arena. And these can be individually arranged according to the customer's wishes. Of course, the event team also offers that special white and red soccer touch if required. Be it an exclusive arena tour, a look behind the scenes of the team wing or an appearance by VfB mascot Fritze. For the particularly adventurous, it is even possible to take to the lofty heights of Bad Cannstatt via a zipline that spans the entire roof of the arena.

VfB Stuttgart's experienced event team is always happy to provide advice and assistance and looks forward to making every event an unforgettable experience.

Contact us now and experience events on a new level!

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