

Serapid – Lifting Expectations Everyday

Serapid, an engineering-based company specializing in custom built transfer systems, began with providing industrial lifts and push-pull systems. By the mid-nineties, Serapid began using this technology to build stage systems, and in the decades since has built a reputation for the most robust stage systems available.

The core technology is a proprietary chain design—the Serapid Rigid Chain, which consists of interlocking links that lock like a rigid bar, but coil back into a compact magazine for storage. The qualities that made the Rigid Chain so perfect for industry; the extreme stability, reliability, low maintenance, small footprint, and ability to perform in harsh environments, were found to be ideal for stage technology.

Serapid stage systems are now in use across the globe, from local high schools and community centers to historical theatres or high-profile multi-million dollar arenas. As Serapid continues to grow in the theatre market, it has seen a remarkable range in the types of venues using Serapid lifts. The following examples of recent Serapid projects include a beautiful historic theatre renovation and a state-of-the-art arena-style performing arts venue.

The Historic Robinson Auditorium

Originally completed in 1939 as part of the WPA New Deal campaign and named for one of the program's greatest supporters, the Joseph Taylor Robinson Memorial Auditorium stands as an important part of Little Rock history. The Art Deco venue had hosted appearances by Big Band greats, Hollywood royalty, early rock 'n' roll performers such as Elvis, and dignitaries like Eleanor Roosevelt and Dwight D. Eisenhower.

In 1973, the building underwent an extensive renovation, with the addition of a hotel and even converting the lower performance hall to an underground parking area. The venue's name was formally changed to the Robinson Center Music Hall and

became the home to the Arkansas Symphony Orchestra. The building was added to the National Register of Historic Places on February 21, 2007, and talks began in 2012 to upgrade the facility, resulting in a \$70 million bond referendum.

The upgrades included an expanded lobby, a ballroom, a 5,477-square-foot outdoor terrace, and restoration of the building's exterior. The performance area underwent major improvements including a Serapid Orchestra Lift system with a total surface area of 475 sq. feet. The lift has travel of 8-feet with a dynamic load capacity of 40,375 lbs.

The speed of travel is 5 fpm. The lift is comprised of four LinkLift80 columns and uses captured rail guides. Work began in 2014 and was completed in 2016. The venue re-opened November 10, 2016 hosting the annual Opus Ball.

The Smart Financial Centre at Sugar Land

If it's true that everything's big in Texas, the Smart Financial Centre at Sugar Land stands as proof. The venue is situated on nearly 40 acres, some 20 miles southwest of downtown Houston. The \$84 million state-of-the-art, indoor performance venue is a staggering 200,000-square-foot and boasts a flexible structure that includes moveable walls that can be reconfigured for four different seating capacities ranging from 3,000 to 6,400. The Centre has more than a dozen luxury suites and is outfitted with the latest live performance technology, including Serapid lift technology.

For the Centre, Serapid produced an immense orchestra lift, with a stage platform more than 69-feet wide, and approximately 740-square-feet altogether. The lift rises 16-feet-6-inches at a speed of

5-feet per minute, with a dynamic load of 50 psf and is comprised of six LinkLift100 columns. The Centre opened in January 14, 2017 with performances by Jerry Seinfeld.

