



Location: Somerset, Wisconsin
Manufacturer: DreamSeat LLC
Seat Installers: Three Sixty Installation

CASE STUDY

Phenolic Drink Rails & Amphitheater Seating

Live Nation at Somerset Amphitheater, nestled in the charming town of Somerset, Wisconsin, is a premier outdoor concert venue that promises an unforgettable music experience. Boasting a picturesque setting amidst rolling hills and surrounded by lush greenery, the amphitheater provides a unique and scenic backdrop for concerts and events. With a capacity to host thousands of enthusiastic music lovers, it has become a sought-after destination for both fans and performers alike.

Beyond the captivating performances, the amphitheater also offers a range of amenities to enhance the concert experience. From ample parking and convenient access to comfortable seating and a variety of food and beverage options, guests can enjoy a seamless and enjoyable outing. In 2023, Live Nation teamed up with DreamSeat LLC and iZone Imaging to bring yet another exciting addition to enhance the viewer experience. They introduced 96 VIP Vera seats, along with custom phenolic drink rails. These seats and drink rails are set up on portable forkliftable platforms, allowing the venue to maintain its multi-purpose nature. iZone panels were chosen for the drink rails because CHPL is impervious to moisture and thermally stable, ensuring they would withstand the various weather conditions of Somerset, Wisconsin.

Today, the VIP seats have become the most coveted premium seating option at the venue and have been enjoyed by many!

