



PRESS RELEASE

For immediate release

Arenas Europe strengthens Polish network with arrival of Atlas Arena

Leading Łódź venue joins three established Polish members, reinforcing the association's presence in one of Europe's fastest-growing live entertainment markets.

The Netherlands, 21 October 2026: Arenas Europe has welcomed Atlas Arena in Łódź to its growing network, bringing together four of Poland's leading arenas within the association.

One of Poland's leading indoor venues, with a capacity of almost 15,000, the multipurpose arena has hosted major international concerts, sporting events and large-scale productions since opening in 2009.

Atlas Arena joins three established Polish members: ERGO ARENA in Gdańsk/Sopot, PreZero Arena Gliwice and TAURON Arena Kraków.

Robert Fitzpatrick, President of Arenas Europe, said: *"We are delighted to welcome Atlas Arena to Arenas Europe. With four leading Polish arenas now represented in our network, we are strengthening our presence in one of Europe's fastest-growing live entertainment markets.*

"Atlas Arena brings valuable expertise and ambition to our community. As our membership grows, so does our ability to champion the arena sector and demonstrate its cultural, economic and social value across Europe."

Maciej Łaski, Managing Director, Atlas Arena, commented: *"Joining Arenas Europe is an important step for Atlas Arena. We look forward to learning from our colleagues across Europe and sharing our own experience, from modernising our venue without closing to building strong city partnerships. By exchanging practical knowledge and ideas, we can create better experiences for artists, promoters and audiences. We are proud to be part of this community."*



Atlas Arena joins during a landmark year for Arenas Europe. Marking its 35th anniversary in 2026, the association has rebranded from the European Arenas Association, expanded its membership and launched a new Education Programme. This includes an industry-focused Master's degree developed with Ulster University Business School, alongside Micro-Credentials designed to support professional development and future leadership across the arena sector.

ends

NOTES TO EDITORS:

About Arenas Europe

Arenas Europe is the new name of the European Arenas Association. For 35 years, the association has brought together leaders from across the arena sector to share expertise, support professional development, encourage collaboration and strengthen standards across Europe's live entertainment industry. Following the addition of Atlas Arena, Arenas Europe represents 49 arenas across 21 European countries, operating some of Europe's leading venues and staging outstanding programmes of music, family shows, comedy, sport and corporate events. Together, its members help shape the future of live entertainment across the continent. <https://arenas-europe.com/>

About the Arenas Europe Education Programme

Arenas Europe Education is designed to establish a structured professional pathway for the arena industry. It includes an MSc Business in Technology delivered with Ulster University Business School and a growing Micro-Credentials programme. <https://education.arenas-europe.com/>

About Atlas Arena

Atlas Arena is the largest multipurpose arena in Central Poland and one of the country's leading indoor venues. Located in Łódź, it has hosted major international concerts, sporting events and large-scale productions since opening in 2009.

Active around 250 days each year, the venue hosts more than 100 events annually, including international concerts, sporting competitions, family shows and business events. With a capacity of up to 14,728 and 3,500 m² of arena floor space, Atlas Arena offers the scale and flexibility required for major international productions.

Atlas Arena continues to invest in its facilities, with recent upgrades to artist dressing rooms, changing rooms and more than 1,000 m² of warm-up space. The modernisation was completed without closing the venue, demonstrating its commitment to meeting the evolving needs of artists, promoters and audiences. <https://atlasarena.pl/>

For more information contact:

Saskia Sissons, Communications, Arenas Europe

E: communications@arenas-europe.com | M: +44 7773 768 073