In 1999 SERIES Seating established a U.S. Company based in Miami Florida, with an eye on market needs unaddressed by existing industry leaders. SERIES introduced innovative thought that would prove to be the single most revolutionary influence on worship seating in the past half a century. Until this time, over 99% of all churches, buying fixed seating, were choosing conventional pews. Less than 1% was purchasing auditorium seating with self-lifting seats. SERIES turned this 99 to 1 ratio upside down, overnight, with the advent of an auditorium seat that would increase seat capacity by 20% over a conventional pew, while eliminating the negative design characteristics associated with existing theater seats.

Since the date the concept was unveiled in 1996, to the present time, not a single church, that has heard the SERIES presentation, has opted in favor of a conventional pew against the opportunity for self-lifting seats. But in order for SERIES to achieve this 100% response rate we had to remain sensitive to the value of traditional architecture and find a way to incorporate self-lifting seats into a pew design concept. These objectives came together in the creation of the Pew Optima®...the only product on the market that incorporates self-lifting seats into a pew design without the unwanted intermediate arm dividers.

All of the above brought a sudden, marked change in how the market estimates value in a seating product. The revolutionary shift from pews to auditorium seating was not so much about style, but stewardship. We now employ the term Space Stewardship to the principle of designing products that enable the user to make better use of the valuable commodity we call space...getting more out of your real estate footprint. And, of course, what is good for the worship space, in terms of efficiency and product benefits, has proven good for other venue spaces in other markets, as well.

The following pages reflect a small sampling of the hundreds of ministries that we have been privileged to serve, if only in a material way, for the sake of the Gospel. We trust your tour here will invite you to a closer look.

Ron Ogden
Church Seating, V.P of Sales
SERIES partnered with the Watermark design team to maximize the sense of a connected experience that is often sacrificed in larger venue spaces. Great care was taken with the seating arrangement to achieve, not only excellent sight lines to the stage, but to other worshipers in the auditorium, for a greater sense of community. Five different fabric colors were employed to visually simulate capacity attendance when the auditorium seating is only partially occupied, making the room somewhat scalable for smaller events.
The nearly 30-year-old sanctuary at Second Baptist Houston found fresh beginnings by combining state of the art seating with the latest technology in sound and lighting. Second Baptist chose SERIES Seating to replace the old pews in order to maximize space stewardship objectives. Seat capacity gains were realized in the opportunity to use longer rows and fewer aisles afforded by the extra egress space between the rows. And the smooth radial configuration replaced the harsh faceted pew lines, achieving an enhanced visual dynamic and a greater sense of community for the congregation.
This 3400-seat chapel was designed to serve the community as well as the school by doubling as a premier Performing Arts space. The seating incorporates upscale features such as wood outer backs, wood end panels and SERIES signature gravity lift seat that is both quiet and maintenance free. Conspicuous by their absence are the intermediate arm dividers between the seats. This popular trend of eliminating arm dividers provides more individual space at the hips and elbows, greater personal privacy, reduces cost and maintenance and ultimately increases seat capacity.
Elevates’ commitment to space efficiency represents just one of their attractions to the SERIES seating package. With over 3000 seats committed to the tight auditorium footprint, it was important to find the industry seat that would promise the most efficient use of space. “SERIES VERA model provided more egress and access space between the rows than any seat we could find.” Says church executive, Scott Unclebach. “SERIES also provided the best solution to the multi-functional purposes of the level floor around the stage, with their own companion stack chair designed to harmonize with the fixed auditorium seats.”
From the beginning, Perimeter’s founding pastor, Randy Pope, understood the value of an intimate worship space, within the campus setting, for weddings and funerals. The vision was realized in an architectural design that would revive a connection with history and tradition while incorporating design innovation that would maximize practical benefits. In keeping with these priorities, Perimeter found SERIES to be a perfect partner in designing seating to satisfy the intended balance.

SERIES sensitivity to the value of tradition, inspired design innovation that would retain the familiar look of a pew, while incorporating the practical space efficiency that has always been a trademark in SERIES theater seats. The objectives came together in the creation of the Pew Optima®, the only pew product on the market that provides self-lifting seats without the restriction of arm dividers. Just what you might expect from thoughtful innovation.
Willow Creek was one of the first to embrace the space efficiency concept of auditorium seating in the worship setting. “Seating is not a place where you want to cut corners,” says Scott Troeger, director of campus operations and development at Willow Creek. “We shopped extensively and even visited SERIES manufacturing facility in Bogotá, Colombia and saw, first hand, their state of the art plant and the quality people behind the product. The final installation exceeded our expectations with what we were looking for,” says Troeger. “And from the value side, we thought it was the best engineered seat we had seen.”
A little more than a decade after Word of Faith’s initial inception, Bishop Dale C. Bronner and his congregation moved into a new first phase building that included a 4000-seat worship facility. “The seat selection process followed a diligent and prayerful path,” says Bishop Bronner. “After interviewing a number of seat providers, within our original budget, our construction manager brought in the SERIES team to see what we might think about a higher quality chair.” The difference in overall product integrity and product benefits was significant. And the added dollars for the higher quality added only one half of one percent to the overall building budget.

“Since the seats are one of the most highly visible, highly functional aspects of the worship space, the church believed that the seats would have more than a one half percent impact on everything else in the room, which made the choice to upgrade an easier decision,” according to Construction manager Chris Williams of Gleeds Casteel, “and the SERIES chair, with the no-arm feature increased the seat capacity by 20% over a conventional pew.”

In late October of 2013, SERIES was privileged to serve Word of Faith’s third phase program with another 596 seats for the new Riverside EpiCenter auditorium.
Woodstock’s worship center rivals large event venues in size and scope. The design team put careful thought and detail into the building’s form and function, both as a house of worship and as a community resource. SERIES seating incorporates both classic and contemporary influences compatible with the multi use intentions of the auditorium space. The seats feature a wood laminate rear of back, custom aisle panels, aisle lighting, cardholders and bookracks. Woodstock also employed seat numbers and aisle letters to accommodate ticked seating for church events where capacity needed to match the number of attendees.
The goal for Lake Pointe was to develop a comfortable space with a high degree of connection, leveraging technology to maximize the room’s potential to create a sense of community. Congregational connectivity was enhanced with a radial seating layout featuring the SERIES Celebration chair. The 4500 seats were clothed in a random mix of five different seat fabric colors in order to help camouflage empty seats, making the room more scalable for smaller events.

As with all SERIES seat models, the streamlined design and tight seat profile allowed for longer rows and fewer aisles without violating seating exit codes, adding to the seat capacity, efficiency, and overall stewardship of the room.