



PALACONGRESSI DI RIMINI

Press release no. 1

RIMINI'S NEW PALACONGRESSI TO BE INAUGURATED SATURDAY 25 SEPTEMBER 2010

Saturday 25 September 2010 will mark the inauguration of Rimini's new Palacongressi. On that day, the town will boast the largest convention centre in Italy, absolutely unique in terms of original architecture, state-of-the-art technology and relationship and links with the surrounding area.

The total cost of the project, including the value of the area – estimated at around €16 million – is €117 million.

THE LOCATION

The new Rimini Palacongressi will occupy an area of 38,000 square metres, the same occupied by the former expo centre until 2001. On the opposite side of Via della Fiera, where the present Palacongressi is located, in an area of approximately the same size, the new Music Auditorium is to be built.

THE PROJECT: THE GREAT NAME OF VOLKWIN MARG OF HAMBURG'S STUDIO GMP

The design is by architect Volkwin Marg of Hamburg's Studio GMP, who also designed the new Rimini Expo Centre, and who is listed as one of the fifteen leading names in contemporary town planning.

The Studio created new buildings on the occasion of the Beijing Olympics in 2008, as well as designing the new wing of the Chinese capital's National Museum.

The main technical studios collaborating on the design have also been confirmed: Studio Favero e Milan for the structures, Studio TI for the plant and Studio Land for the green spaces.

THE VENUE'S CHARACTERISTICS:

A LARGE SHELL-SHAPED AMPHITHEATRE AND TOTAL SEATING CAPACITY OF 9,300 IN 42 ROOMS

Extreme flexibility of use with the possibility of hosting numerous events simultaneously, modular conference and expo areas, extensive underground parking space and great care for the environment: these are the key features of Rimini's new Palacongressi.

The complex features two main blocks connected by a large foyer system with relative services and three entrances. Floor space will be of approximately 29,000 sq m.

The first block, which hosts the main entrance, will have two floors and a maximum height of 23 metres.

On the ground floor, a large entrance foyer (approximately 4,000 sq m) facing seawards, will also be able to host completely independent events. The first floor (7.35 m high) features the huge 1,600 seat shell-shaped amphitheatre with fixed seating, which can be divided into two 800-seat rooms.

The second block, located behind the first, connected and integrated thanks to the foyer, will contain the main room (4,754 sq m and 4,700 seats available), which can in turn be divided (by means of mobile acoustically isolated partitions) up to eight independent rooms (each with its own entrance). The main hall is 17 m high outside and 12 m high inside.

The ground floor also features two more modular rooms, seating 600 and 450 respectively (each dividable into two rooms), as well as a 300-seat room and three breakout rooms.

On the first floor, a 300-seat room with fixed furnishing and a sloping floor, six 30-seat breakout rooms, twelve rooms (five of which dividable) with between 40 and 120 seats, for a total capacity of 1,535 seats. There will also be spaces dedicated to services, offices, catering, etc.

In total, there will be a maximum capacity of 42 rooms, seating for 9,300 and a main room able to host 4,700 guests. The Rimini's Palacongressi will include exhibition spaces of up to 4,000 sq m. The new offices of Rimini Riviera Convention Bureau will also be at the venue.

FOOD SERVICE

At the new Rimini Palacongressi, - thanks to the comprehensive strategically located kitchen facilities, service systems and backup pantry, including the ground-floor free-flow restaurant open to the public – every area can be equipped for events requiring catering/food services.

Based on long-standing experience in event organization, the flexibility of the venue, as far as the layout of food service areas is concerned, will be one of the project's strong points.

CAR PARKS

Parking facilities will offer space for approximately 1,000 cars and will be divided into two identical underground car parks, located beneath the two areas involved in the project (Palacongressi and Auditorium) and connected by means of a tunnel passing under Via della Fiera. The first 500-vehicle car park has already been completed; the second will be built along with the Music Auditorium, There will also be a terminal for 10 buses and temporary stopping places for coaches.

To further facilitate public transport, a bus terminus for the local public transport company will also be built at the Palacongressi.

In general, the project has wide roads inside the perimeters of the Palacongressi and Auditorium, thus streamlining traffic flow on adjacent public roads to the utmost.

PROMOTION

While awaiting completion, Rimini's new Palacongressi convention centre has been the subject of intense promotion on national and international markets, aimed at heightening awareness of the complex among conference organizers. The promotion campaign was devised and implemented by Convention Bureau della Riviera di Rimini.

First a road show in Italy with an original format focusing on a show by actor Ivano Marescotti. This was followed by attendance at all the specialist international trade shows (notably the Frankfurt IMEX, EIBTM in Barcelona and BTC in Italy), plus presentation evenings in London and Brussels. These occasions were also based on an original idea, inspired by the 'five senses' to convey the various riches of the Rimini Riviera. In the autumn of 2009 the idea won the prestigious BTC Innovation Award in Rome.

FURTHER INFO FOR THE PRESS

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update: 23.07.2010