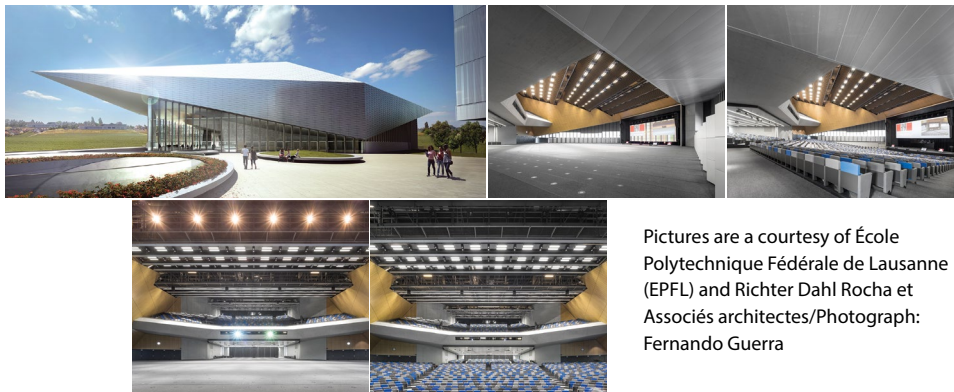


Gala's Automated Venue System Delivers Big Advantages for the Swiss Tech Convention Center



Situated on the campus of the École Polytechnique Fédérale de Lausanne in Switzerland the Swiss Tech Convention Center (STCC) is a landmark building of arresting beauty, yet sustainable and firmly rooted in function and efficiency. For STCC management, the Center's extreme modularity forms the basis of its continuing operational and commercial success. Already fully booked until 2019, it undergoes more than 500 hall transformations each year, facilitated by over 40 pre-programmed configurations.



Pictures are a courtesy of École Polytechnique Fédérale de Lausanne (EPFL) and Richter Dahl Rocha et Associés architectes/Photograph: Fernando Guerra

Primarily dedicated to scientific and academic events, the STCC features a fully adjustable hall of 3000 seats and a 2205-seat conference space with a 795-seat balcony. Equipped with the Gala Venue transformation technology, it can be automatically reconfigured from a full conference auditorium to an exhibition or banquet area (flat floor configuration) in just 12 minutes! Pleased with the speed of transformation as well as with the system's operational reliability – absolutely no technical problems and no cancellations of scheduled events – they have been making weekly changeovers, and sometimes even more than one transformation within a single day as required by clients.

Given the venue's vocation, 35% of the events held at the STCC were not standard performance-based activities, meaning that they would not have been possible in a fixed - configuration auditorium. The Center has thus been able to implement a multifaceted program, including large conferences of up to 3000 attendees, banquets for awards dinners, cabaret entertainment events, product launches and exhibitions. While scientific seminars (half-capacity room configuration) and conferences for 500 to 900 attendees have remained the most commonly hosted events over the last two years, the venue has also accommodated world-renowned performance groups and individuals, as well as established companies such as the Swiss banks.

Central to this high level of programmatic flexibility is the Gala Venue transformable system, designed to be stable and rigid so that each configuration looks as seamless as a permanent single-purpose arrangement, with superior seats, acoustics and perfect sightlines in every assembly auditorium setting. According to STCC director Julianne Jammers, such a high-caliber, versatile hall is what makes the difference for clients, creating a strong incentive for rentals by meeting their wide-ranging needs. In fact, it has been in such high demand and so fully booked that managers are now in the enviable position of selecting future clients as those that will best represent the STCC and the EPFL.

In just two years, the STCC has established itself as a scientific center able to host multiple conferences and seminars as well as a broad cross-section of entertainment events. This unparalleled versatility, without sacrificing aesthetics and comfort, helped managers considerably in their efforts to achieve productive occupancy and financial stability – a major accomplishment!



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