

### **ELBPHILHARMONIE**

HAMBURG

**GRAND OPENING JANUARY 2017** 



### **BREATHTAKING**

THE PLAZA

Exchange and encounter between tradition and modernity: Here, 37 metres up, where quayside warehouse meets glass-fronted new build, the public Plaza invites you to wander, relax and explore. Take in its mesmerising panoramic view of Hamburg's contrast-rich diversity: jetties, the Elbe river, the bustling port, the stylish city centre, the lively St Pauli district and green parks. Just as impressive as the views out over the waterfront city is entering the Elbphilharmonie Hamburg via the "Tube", an 82 metre-long curved escalator. The Plaza is scheduled to open in November 2016.



# HAMBURG: A CITY OF MUSIC FROM CLASSICAL SCORES TO POP

Music is as much a part of Hamburg as its port. So just like the city, its music scene is shaped by the contrasts between rawness and beauty that make it so varied, diverse and unique. From musicals to pop, rock to jazz, and – of course – classical music, it can be experienced in countless clubs, at small and large-scale festivals, at the State Opera, at the Laeiszhalle and at many other vibrant locations all over the city. The Elbphilharmonie Hamburg reflects this creative energy both musically and architecturally as a cultural building that could only be in Hamburg.

## MORE THAN A CONCERT HALL THE ELBPHILHARMONIE HAMBURG

On 11th and 12th January 2017, Hamburg will celebrate the opening of one of the world's most fascinating concert halls. The Elbphilharmonie Hamburg is located in the HafenCity Hamburg quarter, right next to the Speicherstadt UNESCO World Heritage Site. Its unique merging of old quayside warehouse and new glass facade reflects the contrastrich, maritime atmosphere of the port city that is reshaping its future based on tradition and modernity with boldness, creativity, innovative thinking and a cosmopolitan outlook. It is a symbol of the Hanseatic spirit of both economic activity and a love of beauty and culture.



The unique cultural institution designed by architect firm Herzog & de Meuron invites everyone, from Hamburg locals to tourists and from music lovers to architecture fans, to experience it and bring it to life. From the Grand Hall to the Recital Hall, from music education in the Kai Studios to the 250-room hotel, and, of course, the public Plaza. This combination makes the Elbphilharmonie Hamburg an incomparable place of encounter which unites all of Hamburg's contrasting elements and shows them off to the whole world.

#### MINDBLOWING SOUND

THE GRAND HALL

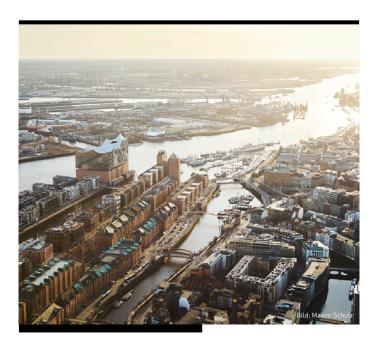
An ingenious interplay of sound and space, acoustic perfection and a previously unreached proximity between musicians and audience will create a completely new musical impression. Like a vineyard, the rows of seating rise up in terraces around the stage in the centre. Herzog & de Meuron worked with Japanese acoustics specialist Yasuhisa Toyota to develop the so-called "white skin", a special wall and ceiling surface made from 10.000 individually milled gypsum fibre panels, which reflects the sound into every last corner and, along with a central reflector in the ceiling, ensures an optimal listening experience in every one of the hall's 2.100 seats. The Grand Hall is a sound sensation, created out of passion for music.



### THE WHOLE WORLD OF MUSIC

FEELS RIGHT AT HOME HERE

Music from all over the world for each and every one of Hamburg's locals and its visitors. Not only the Hamburg orchestras and Ensembles, first and foremost the NDR Elbphilharmonie Orchester and the Ensemble Resonanz, but also international stars of the music world will feel right at home here. From classical to jazz, world music, electronic and pop, from festivals to experimental formats, brand new sounds and a wide-ranging music education programme, the Elbphilharmonie Hamburg has a musical experience for everyone.





You can already discover the Elbphilharmonie Hamburg before the opening in our app "Elbphilharmonie Hamburg 3D" available for iOS and Android.

For news on the opening and events, please subscribe to our newsletter: www.elbphilharmonie.de/newsletter.de

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