



Success story Theater im Hafen, Hamburg

The art of making a big entrance

Designing clean entrances





The entrance area transformed into a stage

The art of entertainment goes hand in hand with high culture in Hamburg. At the Stage Theater im Hafen on the banks of the River Elbe, it is not just sensational musicals that await audiences. In the outdoor areas and in the foyer, sculptures and paintings by renowned artists guarantee a diverse cultural experience.

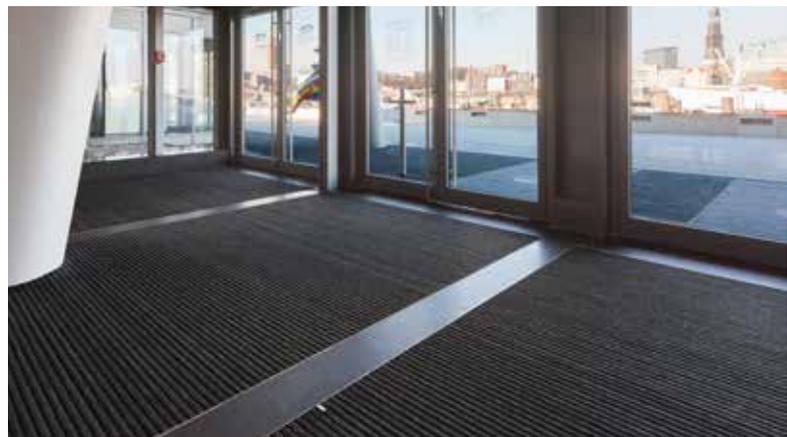
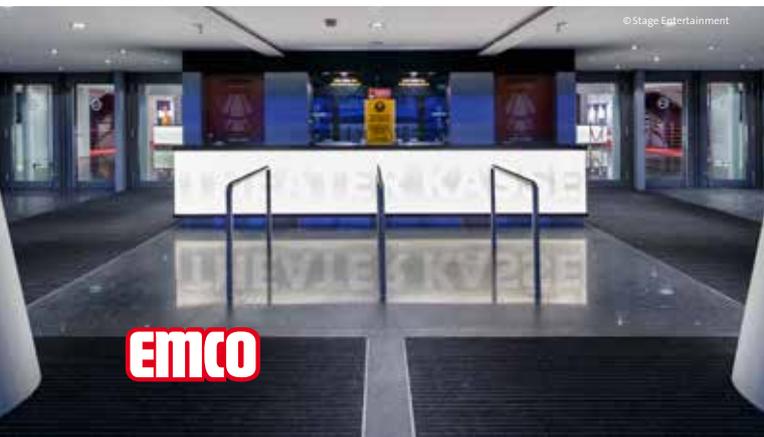
Run by Stage Entertainment, the musical theatre could not be more prominently located, positioned as it is right on the water directly opposite the jetties on the Elbe island of Steinwerder. It is clearly visible to all harbour visitors and has an excellent view of Hamburg's skyline. Travelling by ferry provides theatre audiences with a special experience right from the start.

Stage Theater im Hafen welcomes visitors with two colourful sculptures by French sculptor Niki de Saint Phalle. When the building was first erected as a tent-like construction in 1994, musicals were only just starting to become popular again. The musical being shown at the time was Buddy. In 2001, the tent construction was completely refurbished and a stage tower was added – all tailored to the new pro-

duction of Disney's The Lion King. The building also gained a glazed reception area with a foyer and a skyline restaurant on the second floor, which hovers on supports above the foyer. Guests to the restaurant are greeted by a spectacular view of the city across the Elbe through the 7 x 50 metre large glass front.

Some 2,000 people enter the building in excited anticipation eight times a week. The reception area is kept very simple – black for the flooring, white for the walls, supports and ceiling – allowing visitors to concentrate on the contemporary artwork displayed in the foyer and restaurant.

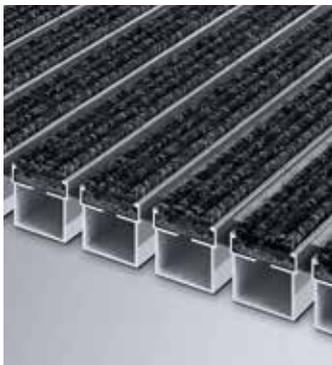
Nothing is wanting either with regards to safety and cleanliness. The emco DIPLOMAT entrance mats reliably remove dirt and moisture from shoes even when footfall is high. To ensure the consistency of the reception area design, the anthracite mat with black anodised aluminium profile was selected.



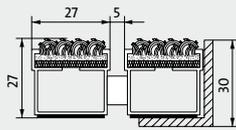


„Right from the moment they step into our theatre, we want our guests to feel at home and welcome. That is why for us the appearance of our foyer is so important.“

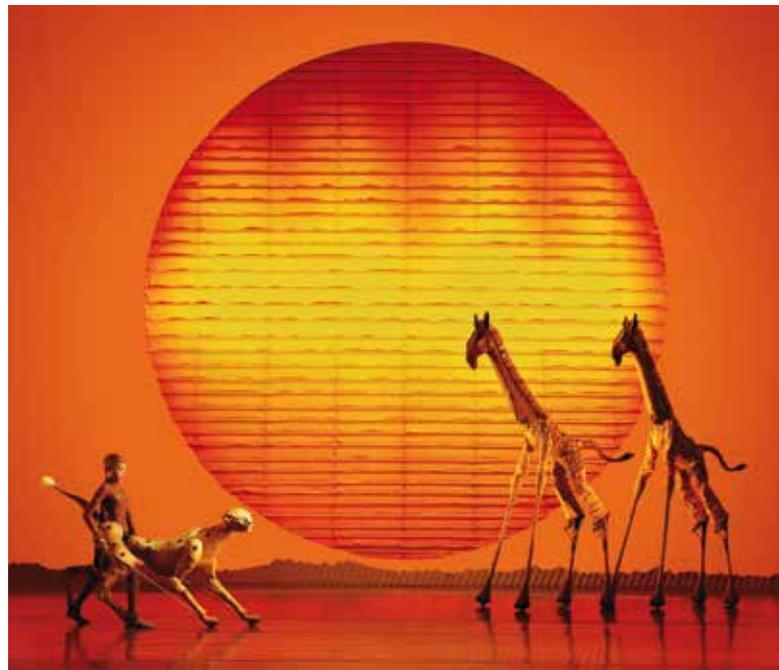
Uschi Neuss,
Stage Entertainment business manager



emco **DIPLOMAT**
527 R
Anthracite ribbed
carpet insert, black anodised
aluminium profile



Building: Stage Theater im Hafen, Hamburg
System solution: emco **DIPLOMAT**
2001 refurbishment developer: Stage Entertainment GmbH
Refurbishment architect: Klaus Latuske, Hamburg
Project size: 2.030 seats
Year of execution: Completion 1994, refurbishment 2001



emco Bau- und Klimatechnik
GmbH & Co. KG
Postfach 1860
D-49803 Lingen (Ems)
Germany
Tel. +49 (0) 591 9140-0
Fax +49 (0) 591 9140-852
bau@emco.de

emco UK Ltd
5 Plough Road
Wellington
Telford
TF1 1ET
Tel. (+44) 01952 256446
Fax (+44) 01952 262940
enquiries@emcouk.co.uk

www.emco-bau.com

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