

all about uppereast...

In the end of Mai 2008 the **east** hotel Hamburg presented the new, exclusive design-location: the **uppereast** eventhall.

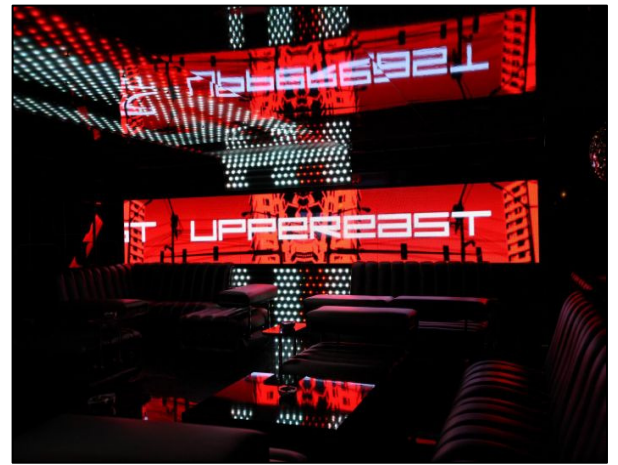
The luxury clubs in London or New York were taken as model, but the result is unique: 150 m² LED-walls, the latest technique at the amount of 1,9 million Euro and the 35m long bar cause surprise. The visitors will be transferred in different visual worlds by the huge LED video walls.

To celebrate in a casino in Las Vegas, in New York at the airport or as an actor in a music clip: the **uppereast** makes it possible and the reality to illusion.

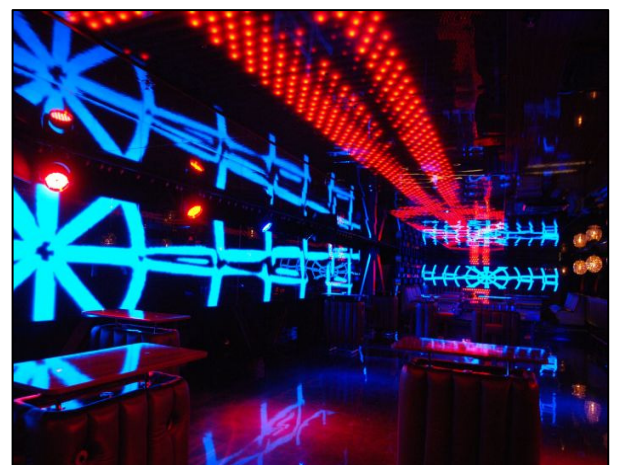
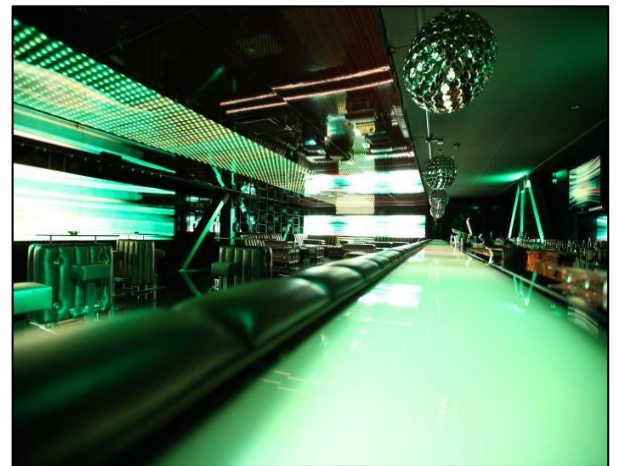
This luxury location can be styled completely to represent your corporate identity, certainly. Pictures, image movies, logos, animations or moods in company colors can be played on the LED walls.

On the 4th floor of the **east** design hotel a multimedial eventhall is arisen. The **east** converted the concept in cooperation of set-designer Florian Wieder, the bavarian light artist Jerry Appelt and the company Procon Event Engineering. On 350 m² area a thrilling and alterable location was created.

With the **uppereast** eventhall the **east** is catapulted to the top league of event locations. The technique, the visitors can use at the **uppereast** eventhall, is only known from television studio. For up to 500 persons; the **uppereast** is individual and bookable for each private or business occasion.

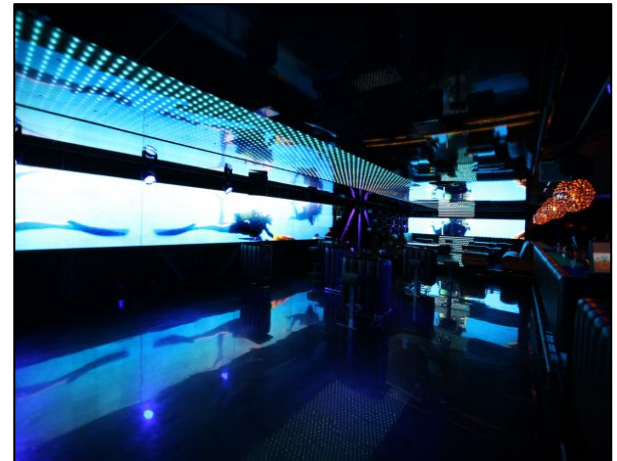
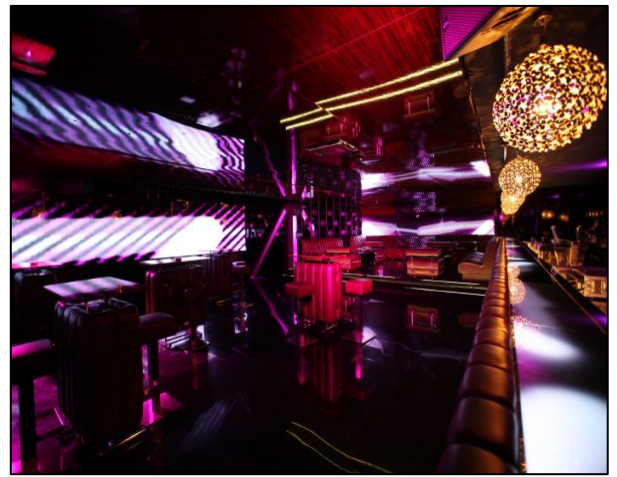


EAST HAMBURG
RESTAURANT BAR LOUNGE HOTEL
THE SUN RISES IN THE EAST

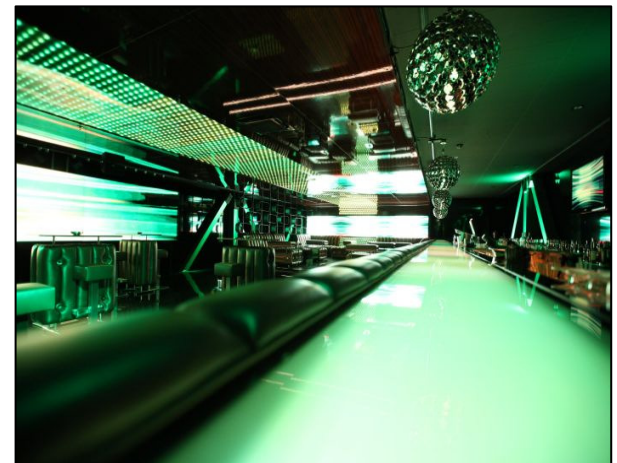


Overview:

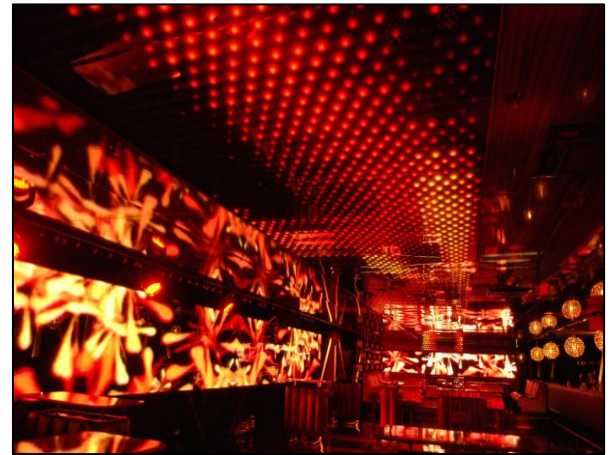
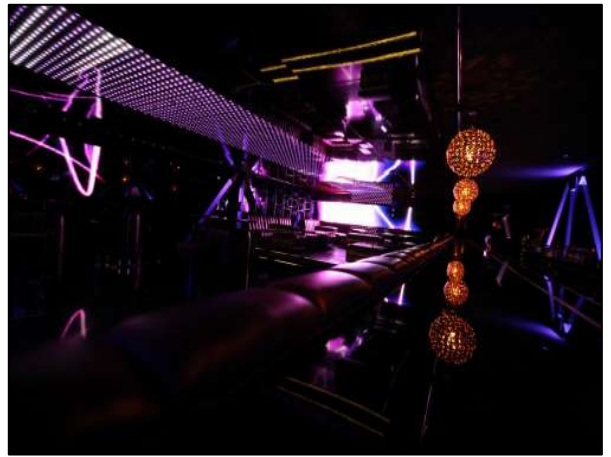
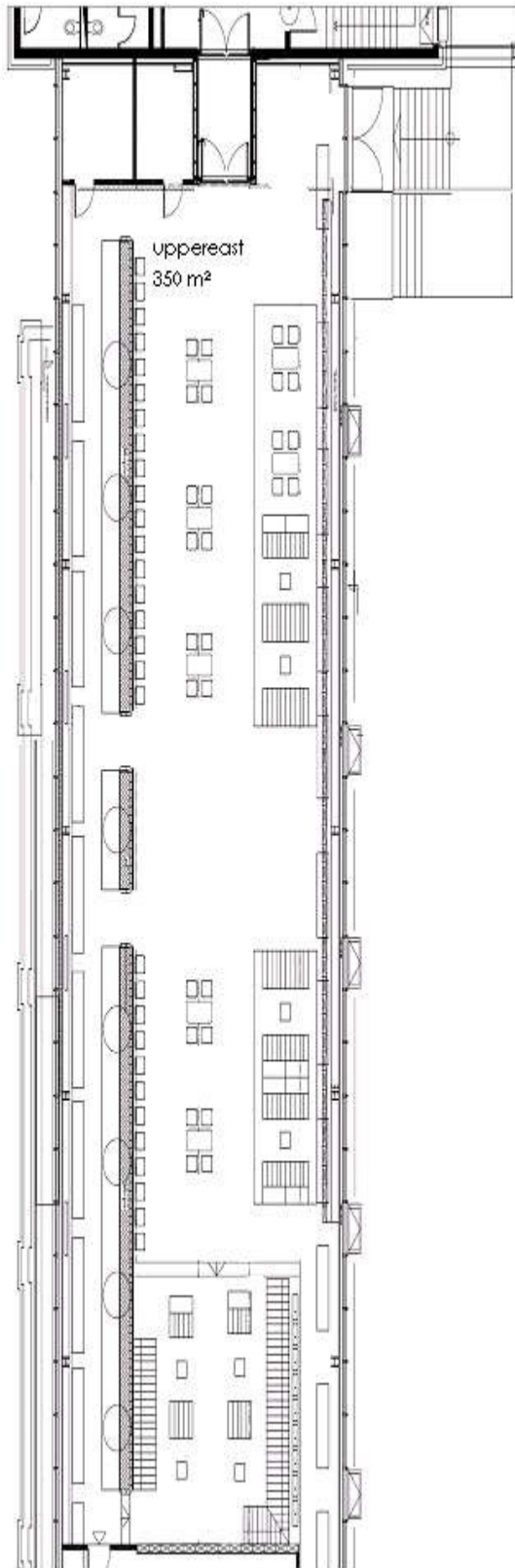
Capacity	50 – 500 persons
Floor space	350 m ²
Seats	90-130
Light engineering	D-Lite (window) 23,80 m x 1,35 m Versaray (ceiling) 32,70 m x 2,05 m I-Lite (front) 6,30 m x 0,90 m MiPix (bar) (both sides + DJ-area) 26,40 m x 0,28 m
Sound engineering	1 x DJM 1000 mixer 2 x CDJ 1000
Loudspeaker	1 x MeyerSound 700HP 4 x MeyerSound UPJ-1P 6 x MeyerSound UPM-1P control BSS soundweb 2088 SM58 mikrophone



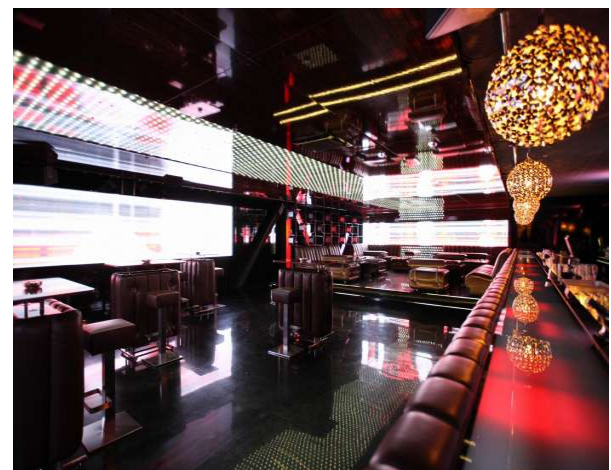
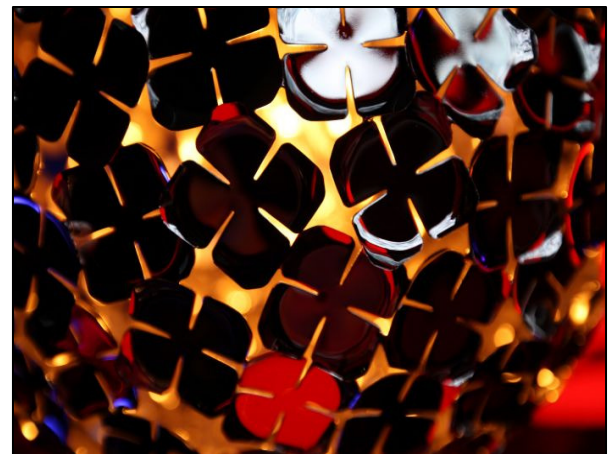
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Ground plan **uppereast**



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