



## **GRAND HALL ZOLLVEREIN® - what a location!**

The Grand Hall ZOLLVEREIN® located at the Zeche Zollverein industrial complex in Essen exudes its own magic. It represents sophisticated events in an extraordinary atmosphere, designed and executed all under one roof. Following the renovation of the historic compressor hall situated in the former coking plant, around 4.000 square meters of event space are now available on three levels. The hall, foyer, club and the former switching station offer innovative and sustainable options in the B2B segment for conferences, congresses, events, or trade shows, catering to almost any scale and accommodating up to 2,500 people.

### **One of a Kind**

The layout of the venue is highly flexible, with different areas available in variable sizes and can be combined freely to suit various types of events. All levels are accessible by elevators, and the Grand Hall also features central freight elevators capable of unloading a truck trailer within 40 minutes. Adjacent kitchens and service stations ensure smooth catering during events. Additionally, the Grand Hall provides ample backstage and meeting rooms. Moreover, there are additional spaces and open areas available in the Zollverein area, with the coking plant being increasingly used for events. Regardless of the season, the industrial charm makes it inviting to incorporate the outdoor areas. Workshops, conferences, or events can take place indoors while guests can enjoy the company's own fairground or a small Christmas market outside.

### **Ranking first**

The Grand Hall ZOLLVEREIN® beautifully combines living industrial culture and symmetric-functional Bauhaus architecture, making it one of the prime locations for live communication, not only in the Ruhr area but far beyond. The venue has been recognized and awarded by the BlachReports, one of the most renowned formats in the event industry, ranking first in the 2023 Location-Ranking.



## **Trade Partners**

In close and trusted cooperation with selected trade partners, the team at Grand Hall ZOLLVEREIN® ensures top-notch event logistics. From programming and furnishing to technology and catering, the one-stop-location offers companies the convenience of obtaining all event-related services under a Full-Service model if desired.

## **Event and Conference Technology**

From logistics, lighting, stage construction, sound systems to projections, the Grand Hall offers innovative and state-of-the-art event technology in all its aspects. Everything is perfectly set up to ensure that guests and hosts do not notice the machinery operating in the background, allowing them to fully enjoy the event.

## **Catering**

Creative food concepts are interpreted in the Grand Hall ZOLLVEREIN® regionally, internationally, classically, or in modern styles. Depending on the client's preferences, guest count, and event size, the catering options range from cocktail receptions to flying buffets and multi-course meals, all adhering to sustainable criteria.

## **Venue Furnishings**

The interior designers at the Grand Hall ZOLLVEREIN® consistently showcase their creativity in versatile and individual ways to meet each event's specific requirements for atmosphere and functionality.

## **Signage and Branding**

Location branding plays a special role at the Grand Hall. Messages are conveyed multisensorily, using various techniques like Megaprints above the entrance or pop-up banners in the seminar rooms, all creatively designed to capture the attention of event guests.



## The Origin

The coking plant, built in 1961, was one of the most modern and powerful facilities of its kind in Europe. Today, after its transformation into an event location, the mysterious charm of the area remains long after its decommissioning. The conversion into the Grand Hall took four years and involved the dismantling of 1,800 tons of steel, making it a massive project. Nowadays, it comes alive for around 150 to 200 days a year, just as vibrant as when the compressors were converting gas into electrical energy. The Grand Hall ZOLLVEREIN® hosts stage setups, lighting designs, catering preparations, and all sorts of top-quality events.

## The Makers

### Tom Koperek

is the managing partner of the Grand Hall ZOLLVEREIN®. He is also a board member of the "fwd: Bundesvereinigung Veranstaltungswirtschaft" and the main initiator of #AlarmstufeRot. The activist alliance of companies gained widespread media attention with the "Night of Light" during the Corona crisis in 2020.

### Gary Pott

has been the managing director of Grand Hall Zollverein GmbH since 2016. The World Heritage site has long been familiar territory for him – he was a member of the management board of Casino Zollverein GmbH for several years, which is also located in a former industrial hall adjacent to the Grand Hall. The native Sauerländer has gained extensive experience in the hotel, gastronomy, and event sector by working in Sheraton hotels in Essen and London, as well as Hilton hotels in Hawaii and Israel.

## **Responsibility**

### **Sustainable and Trustworthy**

The Grand Hall takes sustainability seriously, utilizing regional suppliers, a modern district heating system, LED lighting, and a full supply of green energy. The venue employs an internal sustainability officer to oversee eco-friendly practices since the venue's transformation into an event location in 2017. They adhere to the "fairpflichtet" sustainability code as a voluntary commitment to responsible event organization with ecological and economic success.

### **Innovative Building Technology**

The multifunctional event venue in the heart of the Ruhr area meets all the requirements of a state-of-the-art event hall. During the renovation planning phase, energy-efficient and resource-saving aspects were taken into consideration. This includes networked computer-controlled heating and ventilation systems with heat recovery, modern building control technology (GLT), fully automated blackout systems, energy-efficient LED lighting, insulating glass windows, and recyclable furnishings. Additionally, the venue implements water-saving fixtures in the sanitary areas and ensures accessibility throughout.

### **Energy from Green Sources**

The Grand Hall receives its electricity, water, and district heating from local utility companies. Consumption data is continuously monitored and digitally recorded to identify and capitalize on potential energy-saving opportunities quickly and efficiently. The real-time energy consumption can be measured and analyzed per event.

### **Think Global - Act Local**

To promote sustainability, the Grand Hall sources office materials, drinking water, and other consumables from established local partners. This not only helps the environment but also reduces traffic and supports the regional economy. The venue focuses on minimizing the use of fossil fuels through local partnerships, supports regional businesses through local networks, and ensures equal pay for equal work to achieve transparency and fairness in compensation.

## Regional Catering Partners

The selection and preparation of food take place in regional production facilities with a focus on ecological considerations and high hygiene standards. This includes seasonal dishes sourced from controlled organic and regional farming, efficient and short transportation routes, effective "Just in Time" delivery chains, and the consistent use of reusable items.

## Facts and Figures

### General:

- Total event space: 4.000 sqm
- Three barrier-free levels
- Contemporary facilities for conferences, congresses, events, trade shows, etc.
- Capacity of up to 2.500 people

### Renovation:

- Duration: 4 years
- Demolition of 1.800 tons of steel
- Costs: 10 million euros

### Areas:

#### Grand Hall:

- Usable area: approx. 1.800 sqm
- Floor area: approx. 2,000 sqm
- Capacity: up to 2.500 people

#### Foyer:

- Usable area: 360 sqm
- Floor area: 450 sqm
- Capacity: up to 350 people

#### Club:

- Usable area: 460 sqm
- Floor area: 880 sqm
- Capacity: up to 450 people
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#### Switching Stations 1 and 2, and Switching Station Foyer:

- Total usable area: 545 sqm
- Floor area: 635 sqm
- Capacity: available upon request



## **LOCATION AND TRANSPORT CONNECTION**

The Grand Hall ZOLLVEREIN® is located at the former Kokerei Zollverein site. The entire Zollverein area is listed as a UNESCO World Heritage site and covers an area of over 100 hectares, equivalent to approximately 100 football fields. Thanks to its proximity to the A40, A42, and A52 motorways, the Essen ICE train station, and the Düsseldorf and Dortmund airports, the Grand Hall enjoys convenient transportation links in the heart of the Ruhr metropolis.

**Grand Hall Zollverein GmbH**  
**Kokereiallee 9-11**  
**45141 Essen**

Access to the event location is via Arendahls Wiese street.

## **THE ZOLLVEREIN UNESCO WORLD HERITAGE**

On December 14, 2001, the Zollverein coal mine and coking plant were inscribed into UNESCO's World Heritage list as the "Industrial Complex Zeche Zollverein." Since then, the former industrial complex has been officially recognized as one of the world's most significant cultural assets.

The fully preserved complex of the Zollverein coal mine and coking plant is a masterpiece that exemplifies the social, economic, aesthetic, and industrial history of the coal and steel era. The symmetrical arrangement of buildings along two axes is still impressive today. The 20 individual buildings represent the technical processes of coal mining, following the Bauhaus principle of form following function.

The functional steel lattice architecture of the Schachtanlage XII of Zeche Zollverein, commissioned in 1932, and the coking plant Zollverein, built in the same style in the 1950s, represents a distinct variant of the Bauhaus concept. It exemplifies the close connection between industrial design and architecture, influencing the industrial architecture of later generations and earning Zollverein the reputation of being the "most beautiful coal mine in the world" even during its operational days. (citation: [www.zollverein.de](http://www.zollverein.de))

As of August 2023.