



# GATECRASHER BIRMINGHAM

World famous lifestyle club brand Gatecrasher, today unveiled its plan to transform Upper Broad Street with a spectacular £5million nightclub.

Works are underway to build the UK's most glamorous, state of the art, destination, Hyper Nightclub Experience with 4 levels, 4 individual club rooms 6 feature areas and 9 bars over 35,000sq.ft.

Gatecrasher have enlisted the services of internationally celebrated designers Big Time Design to create the ultimate Miami style club experience, devised in Ibiza, designed in New York and built in Birmingham. Across the 4 club rooms the venue will play all styles of music which will be Exclusively for Everyone, with one off specialist music events with Global DJ's and Artists programmed throughout the year.

The club is set to open in September 2008 Gatecrasher is spearheading the redevelopment and evolution of the new Upper Broad Street, redefining the area into a vibrant epicentre for the high-profile party crowd. To do this they have enlisted the expertise of designers Big Time Design headed up by Cal Fortis. Cal is responsible for the award winning designs, best interior design, best renovation – of the world's most famous clubs including Crobar New York, Crobar Chicago, and the Cameo Theater in Miami.

His clubs are revered the world over with fans including Paris Hilton, Harrison Ford, Lenny Kravitz, Cameron Diaz, George Clooney, Sean "Puffy" Combs, Moby, Matthew McConaughey and Tommy Hilfiger.

Fortis and the Gatecrasher team will spend the next few months and around £5million creating Gatecrasher Birmingham, A Once in a Lifetime Experience – Every Night! A Mondo Luxury Nightclub, set to bring back the halcyon days of clubland when nightlife was dirty, sexy and raw. Expect something stellar, something sinful, something sublime. A spectacular interior full of light, movement and genuine spatial drama.

The club will feature spectacular architecture that includes a floor to ceiling matrix wall, vibrant images, open floors, catwalks, sin bins, dance floors, kissing booths, and a 14ft mirror ball DJ booth. Fortis describes the design of the club as a high-concept homage to New York's Palladium and the era of disco.

Cal's influences stem from the mid-80s when Ian Schrager and Steve Rubell's post Studio 54 New York sin bin, The Palladium, was in full swing Fortis explains: "There was a freer sensibility to nightlife then – everyone mixed on the dance floor, clubland was full of sex appeal and sizzle. I want to bring back that kind of danger and rawness to clubland; Scarface meets the dark side of Saturday Night Fever, meets a Brazilian hooker in an analogue not digital world."

Simon Raine, Founder & Managing Director of Gatecrasher commented; "Club Design in the UK has become boring, formulaic and totally uninteresting and something must change! something to inject that wow factor back into the clubbing. We need to put the heart, the soul and passion back into clubland ! Clubbers need something new, something exciting, something special.



We have hand-picked the best design team in the world to create the best nightclub experience in the UK.” GB Gatecrasher Birmingham is a film set, a huge expansive studio space with oversized architectural pieces inserted to create a juxtaposition between “Fear & Loathing In Las Vegas” meets the visual aspects of “Blade Runner.” The 35,000 square foot building space demanded design with respect to make it both dynamic with scale and intimate at the same time to create the ultimate nightclub experience. Its more than music, glamour and flashing lights of previous Gatecrasher venues. GB breaks new ground pushing the envelope Beyond Music, Beyond Glamour, Beyond Disco..... it’s a dream machine, the ultimate fantasy playground with new rules.”

With a capacity of 2400 people, Gatecrasher Birmingham (GB) will be one of the most spectacular nightclubs in the world, like Space Travel only Better! Setting the scene is the Departure lounge, a welcoming room that prepares people for their visit. The room hints on the glamour within, with pendant chandeliers, ripple fold drapes and reflective ceilings. Guests will then enter the room via an underground tunnel, a profound, subterranean passage providing the path to the core club. Anticipation is the key.

Entering the main auditorium of the club, people will immediately encounter the essence of GB. Spectacular, awe inspiring structures allied to intense luxury. An astounding eleven metre floor to ceiling super-structure, a matrix wall built from square LED panels, displaying light, images and powerful colour dominates your senses. A huge elliptical bar at its base will cut into the main room creating multifunctional space.

The 14ft diameter Mirror Ball DJ booth on level 1 is the centre piece of the dancefloor, surrounded by rows of long arching blood red leather ‘sin bins’ with a multitude of balconies setting the boundary between seating and dance floor, the Sin Bins allow clubbers to witness a ‘Nero’ style overview.

The DJ Lounge behind the booth is dominated by twisted torn fragments of Warhol’s Factory fabrications, tweaked with a Banksy political anarchic punk ethic. A massive ceiling high feature wall will tower over the entire room, huge lexicon panels will be adorned with a translucent iconic print portraying GB’s unique atmosphere. It also provides a platform for GB’s flamboyant and theatrical entertainers.

On the third floor lies Bed, the only part of the club to be designed by Matt Rawlinson (who designed Gatecrasher Loves Nottingham and Gatecrasher 7 in Leeds). Bed offers the ultimate in luxury and decadence. It has its very own entrance, a brilliant orange bar and a dance floor crowned with 10 huge mirror balls. The room pays homage to the super-glamorous Bed nightclub which Gatecrasher operated in Sheffield between 2000 and 2004, and dominated the house music scene.

Cal Fortis believes that Gatecrasher Birmingham (GB) will be the most spectacular club in the world stating; “Gatecrasher Birmingham has all the fun, all the play, all the whimsy and certainly more sublime bells and whistles and I would venture to say, more than any true nightclub in the world.”

Gatecrasher remains one of the most potent and recognisable names in world clubbing and currently owns four nightclubs throughout the UK. This is the third club to be branded with the Gatecrasher name alongside Gatecrasher Seven in Leeds and Gatecrasher Loves Nottingham. The company also owns Area nightclub in Watford, which will undergo a substantial refurbishment and rebrand in the near future.

The company is currently undergoing a nationwide search for architecturally significant buildings to convert into nightclubs across the UK. Gatecrasher have earmarked cities including Manchester, Glasgow, Brighton, Liverpool and Dublin as part of the Group’s expansion plans through 2008 and 2009.

Gatecrasher are currently in negotiations with International territory licence partners to develop gatecrasher branded venues, and are actively seeking new partners across the globe. Meanwhile the International Events and Touring side of the business will continue to operate across the globe in over 20 countries Worldwide seeing Gatecrasher Parties in Russia, The Ukraine, Hong Kong, the Phillipines, Singapore, Kuala Lumpur Australia, New Zealand, Bali and Brazil to name but a few destinations.