



-PRESSRELEASE-

WATT is really Sustainable?!

On the 4th of September the world's first Sustainable Dance Club™, Club WATT, opens its doors. According to SDC, sustainable conduct of business means that people, planet and profit are in balance. In addition to the use of sustainable elements or products in the club, it is important that the whole organisation and building are also focussed on sustainability.

Sustainability is clearly a hot topic at the moment, and in the last week there have been several stories in the press about the world's first Ecoclub (Club Surya's), which opened in London. The owner of the club, Dr. Earth, claims that the club is the first to use energy generation through its dance floor, solar panels and wind turbines. The toilets will be flushed with rainwater and the club will have waterless urinals. Dr. Earth has been quoted as saying Club Surya is a collaborative project with our organisation, Sustainable Dance Club (SDC).

SDC wants to emphasise that the first Sustainable Dance Club™ developed with the SDC guidelines, will be Club WATT in Rotterdam, the Netherlands, which opens on the 4th of September. SDC confirms that they are in talks with Dr. Earth, but there has been no implementation of SDC elements or guidelines as yet. We hope the initiative is successful and are looking forward to a possible collaboration in the future.

Sustainability in Club WATT

It is SDC's ambition to reduce energy consumption by 30% and water consumption and waste production by 50%. Together with SDC, Club WATT has turned these ambitions into a reality with a sustainable design and business plan. The savings on water consumption, for example, are achieved with a rainwater flush system for toilets, waterless urinals, water-saving taps and central glass cleaning spots behind all the bars. Energy will be saved with the use of renewable energy sources and LED lighting.

Along with the construction and installation of several spectacular SDC elements, the business of the club will be conducted in a responsible way, integrating sustainability into all processes. Some examples of this include the use of ethical company clothing, decreased paper usage and the setting up of education and work programmes in the local area.

SDC's Energy Generating Dancefloor, known as the Sustainable Dance Floor™

One of the most important factors in the ultimate sustainable clubbing experience is the Sustainable Dance Floor™ from SDC. SDC has been developing the dance floor since 2006, in collaboration with several universities and the city of Rotterdam. Since the launch of the project, it has drawn national and international attention with notable previews at Live Earth in 2007 and Planete Durable Exhibition, 2008 in Paris. SDC is now working hard in order to present the finished dance floor to the public in September.

The Sustainable Dance Floor converts the movement of dancing crowd into electricity and uses this power to change the appearance of the floor's surface. The floor provides

unique visual experiences on every energy level, from loading and average, to the maximum level of the evening, ultimate high!
All visuals are a continuous real-time interaction between the clubbers on the floor, allowing every individual's actions to contribute to the collective experience.
The floor is still under construction, so we have made a promotional film which shows the look, the technology and the interactivity of the dance floor. This preview is visible here, be the first to watch the film.

<http://www.sustainabledanceclub.com/index.php?t=newsd&n=35> and

Club WATT opens its doors to the public on the 4th of September. We are pleased to be able to offer you preview tours of the club and interviews with key members of the organisation. To register for the event please send an email to Jeanette Verdonk at jeanette@watt-rotterdam.nl and you will then receive your official invitation.



NOTE FOR THE REDACTION – NOT FOR PUBLICATION

For more information about Sustainable Dance Club, interview requests and/or other information, please contact:

Vera Verkooijen
+31 (0) 10 276 22 13

Or send your e-mail to:
press@sustainabledanceclub.com