

## STUDIO BAUR AU LAC

### *Switzerland's first hotel streaming studio*



**STUDIO**  
**BAUR AU LAC**  
*TAKE THE STAGE. GO LIVE NOW!*



The coronavirus pandemic has revolutionised our global and everyday communication methods in an unprecedented way. Communicating digitally via video has become the norm, which led to an increased demand in hybrid meetings amongst many industries and companies. Zurich's grand dame icon, [Baur au Lac](#), reacted instantly to this with the creation of its own hybrid meeting space with expansive state-of-the-art facilities and a dedicated IT-support team to help facilitate all client needs. Once again, Baur au Lac is adapting to the times and reinventing itself with the creation of [Studio Baur au Lac](#).

Located in Baur au Lac's historic 206m<sup>2</sup> ballroom "Le Petit Palais", Studio Baur au Lac has been created this January as the first permanently installed streaming studio in a five-star hotel in Switzerland.

From now until the end of April 2021, the studio has been set up as a multifunctional and elegant hybrid event venue and TV studio. Events such as product presentations, lectures, press conferences, interviews or even concerts can now be live streamed or pre-recorded thanks to this new facility in Zurich. In addition to live streaming and videoconferencing, interactive feeds of guest speakers, live voting as well as live translations and Q&A sessions are possible.

The 60m<sup>2</sup> studio stage features video screens and a flexibly coloured background. From the stage, events may be transmitted in real-time to websites or social media platforms using the latest video, sound, lighting, interpreting and webcasting technology. Virtual content and dynamic lighting scenarios make it possible to switch between different settings in a blink of an eye.

In addition to the state-of-the-art equipment, a professional team of studio and streaming technicians from Baur au Lac's partner for event technology "bluetrac" ensures the smooth running of the transmission or recording.

*"Hotels are and have always been the meeting rooms of people. The personal encounter is and remains the royal class for which the Baur au Lac has been standing for over 175 years. In the age of digital possibilities and constraints in the currently restricted freedom of movement, technological developments have very quickly enabled new forms of encounters. In a good tradition, Baur au Lac also wants to offer its guests and customers new opportunities for digital and hybrid encounters in this leap in innovation,"* says Wilhelm Luxem, Director of Baur au Lac.

<https://www.bauraulac.ch/en/business-meetings.html>

Rates at Baur au Lac hotel start from CHF 695 per night, based on two adults sharing a Deluxe Double room on a room-only basis. <https://www.bauraulac.ch/en/>

For further information, please get in touch with Clare at Mason Rose: [clare@masonroe.com](mailto:clare@masonroe.com)

**About Baur au Lac:**



BAUR AU LAC

ZURICH SWITZERLAND

Since its opening in 1844, Baur au Lac has been run by the Baur-Kracht family, now in its sixth generation. Johannes Baur founded the hotel in 1844, providing Europe's nobility and aristocracy with a new "home" in Zurich. Some of the most powerful people in the world considered the Baur au Lac the leading address in Switzerland. In addition to King Ludwig I of Bavaria, King Carl XVI of Sweden, Queen Sonja of Norway, Emperor I. Haile Selassie of Ethiopia and Empress Elisabeth of Austria, were just a few regular guests. Before long, they were joined by the rich and the famous. In October 1856, Richard Wagner celebrated the world premiere of the first act of his Valkyrie opera at the Baur au Lac. Artists such as Marc Chagall and Henry Moore stayed, and Thomas Mann and Alfred Hitchcock were also among regular guests. It was at the Baur au Lac in 1892 that Bertha von Suttner convinced the Swedish industrialist, Alfred Nobel, of the need for a Nobel Peace Prize. Sophia Loren, Gina Lollobrigida, Audrey Hepburn, Jayne Mansfield and Brigitte Bardot personified the glamour of European cinema in the 1960s and 70s, and today, the hotel plays regular host to Hollywood stars, presidents and CEOs.

#### **Notes to Editor**

Baur au Lac's carefully-maintained heritage building, perched on the edge of Lake Zurich, has a legendary status as one of the most historic 5-star hotels in the world. A stone's throw from the Paradeplatz, Zurich's bustling financial district, the hotel is located within its own landscaped park and offers 119 rooms and suites individually decorated in styles such as Art Deco, French Louis XVI and English Regency. Baur au Lac is home to the 2-Michelin starred [Pavillon](#) with Head Sommelier Marc Almert, ASI Best Sommelier of the World 2019; [Le Hall](#), home to elaborate afternoon teas; and [Baur's](#) brasserie and bar, opened in September 2019 and designed by Martin Brudnizki whose famed UK establishments include Annabel's, Soho House and Sexy Fish. Baur au Lac was named Winner of 'The Best Hotel in the World' and 'The Best Hotel in Rest of Europe' in the *Condé Nast Traveler Readers' Choice Awards 2020*.