



## Sydney Opera House welcomes visitors to the 'The Lounge' enabled by Samsung

**Sydney – Thursday, 10 November 2016.** The Sydney Opera House today opened *The Lounge enabled by Samsung* – a new place in the heart of the Opera House for people to sit and enjoy art and culture through some of the latest Samsung technology.

The lounge is the most recent in a series of future-facing projects enabled by the Opera House's Principal Partner, Samsung. It will be open day and night, creating a more welcoming environment for the millions of visitors to the Opera House each year.

Designed by Tonkin Zulaikha Greer – the architects behind the redesign of the Opera House's award-winning Bennelong restaurant – the new visitor lounge features stylish, comfortable seating, as well as interactive displays and exclusive digital content, including:

- **The Sails** – a virtual-reality experience of what it's like to stand atop the sails of Australia's most famous building, brought to you via Samsung Gear VR;
- **Digital artwork** – a specially commissioned video exploration of the Opera House and its stories, produced by creative director Sam Doust. The artwork has been themed to match the time of day and is the first deployment of Samsung's latest Smart LED Display panel technology in Australia; and
- **Google Cultural Institute** – available to view on Samsung Galaxy View and Galaxy Tab S2 tablets, the digital collection features 50 online exhibits that tell the story of the Opera House's past, present and future through rare archival photography, celebrated performances, early architectural drawings and other historical documents, little-known interviews and Street View imagery.

Open daily, *The Lounge enabled by Samsung* will offer a range of light refreshments, including sandwiches, cakes, tea and coffee. For patrons wanting to relax before or after a show, there will also be a selection of champagne, wine and shared plates. The menu has been created by the Trippas White Group, under the direction of award-winning chef Lauren Murdoch.

**NSW Deputy Premier & Minister for the Arts Troy Grant** said: "I'm thrilled to see technology opening up new opportunities for people to experience this world-famous performing arts centre and Australian icon. As we renew the building for the next generation, partnerships like this play a vital role in ensuring innovation remains at the heart of the Opera House experience now and in the future."

The NSW Government has committed \$202 million to renew the Opera House, including: upgrading the largest internal venue, the Concert Hall; creating a premium function centre, new creative learning centre and a welcoming, car-free entrance under the Monumental Steps; and improving access to a more comfortable and inviting main foyer.

Located in the main box office foyer on Level 1, *The Lounge enabled by Samsung* is a precursor to the Renewal projects and features some of the fittings, furniture and digital technology that will be included in long-term entry and foyer upgrades.

**Sydney Opera House CEO Louise Herron AM** said: "With the five-year extension of Samsung's Principal Partnership from June this year, we have been able to bring forward this exciting project.



“It is an early milestone in renewing the experience for our visitors, and highlights the importance of collaboration in transforming the Opera House experience for the 21st century. With Samsung’s support, we have a wonderful opportunity to trial the latest technology while creating a more welcoming environment for visitors to enjoy day and night.”

**Samsung Australia Corporate Vice-President and Chief Marketing Officer Philip Newton** said: “*The Lounge enabled by Samsung* is an incredibly exciting way for Australians and tourists from all over the world to experience what the Opera House has to offer.

“We are proud to work in partnership with the Opera House to enrich the experience of millions of visitors through our most advanced and immersive technology. Our favourite element is the 360-degree virtual reality video that lets you experience standing on top of the world-famous Opera House sails – it’s unforgettable.”

Images and video are available to download [here](#).

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**The project has been a collaborative effort between the Opera House, Samsung and external consultants and partners. Further details provided below:**

Company	Area of involvement	Overview of role
<b>Tonkin Zulaikha Greer Architects (TZG)</b>	Architects	Designers of The Lounge space. Previously designed Bennelong restaurant and also engaged for select Opera House Stage 1 Renewal projects.
<b>Moroso</b>	Sofa designer	Part of the furniture design, includes the stunning Serpentine sofa from the Italian design powerhouse, Moroso.
<b>RC+D</b>	Carpet producer	Designer of the hand-woven carpet.
<b>Samsung</b>	Visitor experiences	Experiences that allow people to discover more about the Opera House through the latest Samsung technology, including: <ul style="list-style-type: none"> <li>• Gear VR and Galaxy S7</li> <li>• LED display</li> <li>• Level on headphones</li> <li>• Galaxy View</li> <li>• Galaxy Tab S2</li> </ul>
<b>Trippas White Group</b>	Food & beverage	Led by Head Chef Lauren Murdoch, Trippas White Group will provide a range of food & beverage offerings in the new lounge – day and night.
<b>Sam Doust</b>	Digital artwork/content	Sam Doust is a visual artist, writer and major innovator in digital content. Sam has previously collaborated with the Opera House and Samsung to create video narratives for the Welcome Centre. He also curated the Opera House’s collection on the Google Cultural Institute. His latest piece will be featured on the Samsung LED wall that forms the backdrop for The Lounge.

**Sydney Opera House**

The Opera House is a masterpiece that belongs to all Australians. It is the country's number one tourist destination and its busiest performing arts centre, welcoming more than 8.2 million visitors a year on site and hosting more than 2,000 performances attended by more than 1.5 million people. Deloitte has estimated the total cultural and iconic value of the Sydney Opera House to Australia at \$4.6 billion. On its 40<sup>th</sup> Anniversary in 2013, the Opera House embarked upon a Decade of Renewal to prepare it for future generations of artists, audiences and visitors.

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