

**Sustainable Dance Club™ is dedicated to proving that having fun and taking responsibility for our environmental impact can go together. If we can make the world a better place while having a good time, who wouldn't want to join?**

### **History**

Sustainable Dance Club™ began as a creative concept, originated by Rotterdam based organizations Enviu – innovators in sustainability and Döll – architecture firm. Together they developed the idea into a project and organized a launch event on 2006 in club Off\_Corso in Rotterdam. The party, which showcased many original and sustainable ideas and products, was a huge success and attracted 1200 clubbers. In 2007 Michel Smit (Cultural Development and former director of Off\_Corso) became director of the company SDC™ BV.

### **Our brand**

Combining a creative approach with innovative technologies, SDC™ is enabling clubs, festivals and events all over the world to become more sustainable and inventive. By showcasing pioneering and green solutions through these engaging platforms, SDC™ wants to inspire a generation of young people to lead a more sustainable and fulfilling lifestyle. That sustainability isn't always about reducing, has been proven by the success of the Sustainable Dance Floor™. The fun of dancing and delivering power to your own environment is now being demonstrated around the world everyday.

### **Our vision**

Sustainable Dance Club is a brand that creates a heart for the clubbing scene. By visiting a Sustainable Dance Club you are not just consuming energy, you are also giving it back. You are dancing for a better future. Working together Sustainable Dance Club™ hopes to work with partners around the world in order to take our products to as large an audience as possible. Download more information here on partnership and dealership or contact Trude Buitenhuis [attrude@sustainabledanceclub.com](mailto:attrude@sustainabledanceclub.com)

the Sustainable Dance Floor™ is the first dance floor that captures the energy of dancing. The energy produced by movement is converted into electricity that is used to make the dance floor react to the dancer in an interactive way.

The floor provides a unique visual experience 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.

## **PRODUCTS**

### **Sustainable Dance Floor**

The Sustainable Dance Floor consists of separate tiles of 65 cm x 65 cm each. A mechanical system 'clicks' the tiles together, which makes it possible to set up the dance floor in every desirable size.

The floor can be set up at almost any location. The only limitation for outside use is that the dance floor needs to be covered by a tent. The different colours of the LED lights makes the generated energy levels visible on the Dance Floor

### **Energy Meter**

The Energy Meter encourages the dancer to attain the maximum possible energy level.

This means that dancers are constantly reminded of the relationship between their movement and the result of their actions and that this is the sustainable experience. SDC offers two kinds of Meters: the 'Tower' model shows the amount of energy in percentages (25%, 50%, 75% and 100%) and controls the colours of the dance floor. The 'LED Battery' model shows the precise amount of Watts generated. The background of the screen shows the SDC movie of the dance floor and can be completely customised to meet the client's brand requirements.

### **Rental options**

The Sustainable Dance Floor is available for rent, with options from 9 tiles as a showcase to a full dance floor of 70 tiles, and everything in between. The dance floor can be easily transported and set up, providing a fun and eye-catching way to showcase sustainability at events, exhibitions and festivals all over the world.

### **Purchase options**

For permanent installations in your club, museum, company hall or for an exhibition or a public space, Sustainable Dance Floor tiles can be purchased. The minimum number of tiles is four, while no maximum applies. Purchased tiles come in a package with a ControlUnit (drive behind the technique) and Energy Meter.

### **Process & Development**

The dance floor is a fusion of electronics, embedded software and smart durable materials. Every tile makes a vertical movement of up to 1 cm when danced on. These movements are transformed by an advanced electric motor into electric power. Every person is able to produce 2-20 Watt, depending on the dancers weight and activity on the dance floor. The generated energy is then used to power the interactive elements of the floor or can be used to power other systems. The technology of the dance floor is continuously being developed.

The technology of the floor can also be used for other applications such as gyms, railway stations and airports.

## **MINI SDC**

The Mini Sustainable Dance Club is a compact and recognizable club in which 3 to 4 people can dance. When a visitor climbs the steps leading to the entrance of the Mini-SDC, the sounds and visuals of the club are activated, encouraging them to enter. Once inside, the Sustainable Dance Floor converts the energy of the dancers into electricity. The energy created is fed into the lighting of the club changing the brightness and intensity of the illustrations on the walls. A virtual DJ and enthusiastic crowd create a great clubbing atmosphere. When enough energy is produced the mirror ball in the ceiling will be activated. Interactivity is key to every aspect of the club and the more visitors dance the more the club comes to life.

### **Mini Sustainable Dance Club**

The club can be easily set up by 2 people, which makes the product perfect to showcase sustainability at an exhibition, event or party! This club is constructed, as far as possible, from sustainable and responsible materials. The Mini Sustainable Dance Club has a cross-section of 2 meters and a height of 2.6 meters.

The mini club can be set up at almost any location. The only limitations for outside use are that the mini club has to be covered by a tent and set up on a level surface.

The Mini Sustainable Dance Club can be rented or bought. For more information regarding prices, specifications and delivery please enquire by e-mail or telephone.

**Branding graphics** The graphics of the Mini Sustainable Dance Club are inspired by the city Rotterdam and the Sustainable Dance Club. Both in-and outside can be completely customized to the needs of the client.

## **PERSONAL CUP HOLDER**

the large amount of waste generated during an event or festival produces large amounts of CO2. Every festival visitor uses an average of 10 cups a day! The Cup8 is a fun, new way to reduce waste. This innovative holder in the shape of an 8 makes is easy to hold on to your cup for the whole day, simply click it onto your belt, pocket or bag.

The Cup8 is made from specialized FSC cardboard with an eco-friendly coating. There are many different ways to personalize the Cup8, as it is possible to print on one or both sides. The shape of the Cup8 can be adjusted to fit the shape of the event's chosen cup.

The marketing potential of the holder can be utilized in many ways including logo's, maps, line-up details or as a flyer for an upcoming event. The opportunity to reach your audience also makes the Cup8 an appealing option for advertisers and sponsors. The Cup8 is used in combination with an eco-friendly cup (several variations available)