

# BCN 2013 VILLAGE

INTRODUCTION



May 2<sup>nd</sup>, 2013

Dear Federation,

We would like to give you an introduction to the “Planeta Agua Village” – the official Village at the 15<sup>th</sup> FINA World Championships in Barcelona 2013. As part of the Planeta Agua, iVentions has been exclusively assigned to create an exciting and vibrant Village that offers experiences and commercial opportunities expected to exceed all previous FINA World Championships.

The Village will be centrally located between three of the main competition venues of the Olympic Ring in Barcelona, making it an ideal platform to combine watching the competitions with entertainment, networking, gastronomy, and a VIP hospitality experience. Becoming a reference of the city's social life, the Village will also be a home for the swimming community, athletes and their families, national and international media and federations, tourists, and Barcelona residents.

In the following pages you will find a sneak preview of the Village, including details of each individual area and the exciting experiences you can expect to find. We would like to bring special attention to the VIP Club Restaurant and VIP Club Hospitality Suites. You can invite your guests to lunch or dinner and enjoy a high quality menu at the Club Restaurant, or also book a Club Suite for long and short-terms to enjoy a more private setting. We will tailor your requirements and wishes to the Village.

If you have any further questions or would like receive more information, please don't hesitate to contact us. We are looking forward to hearing from you and to a successful collaboration, making the Village the ultimate hospitality experience!

Inventive wishes,

*Pascal Jorritsma*

A small, square portrait of Pascal Jorritsma, a man with light brown hair, wearing a white shirt and a light-colored jacket, smiling slightly.

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## 1. Barcelona

The city of Barcelona is one of the world's top travel destinations, very popular amongst international visitors. With a population of over 5 million people, it holds Europe's largest port, a modern international airport receiving over 30 million passengers yearly, and is also recognized globally for being a center of finance, commerce, entertainment, arts, media, international trade, and education.

Swimming has been put in the spotlight in Spain with very high expectations of both national and international visitors at the World Championships this summer. Furthermore, neighboring countries such as Italy and France have extremely passionate and active swimming communities, whom are also expected to bring a significant flow of visitors to the Championships. The estimated number of visitors to the Village is approximately 350,000 people, based on previous years and international tourist flows.



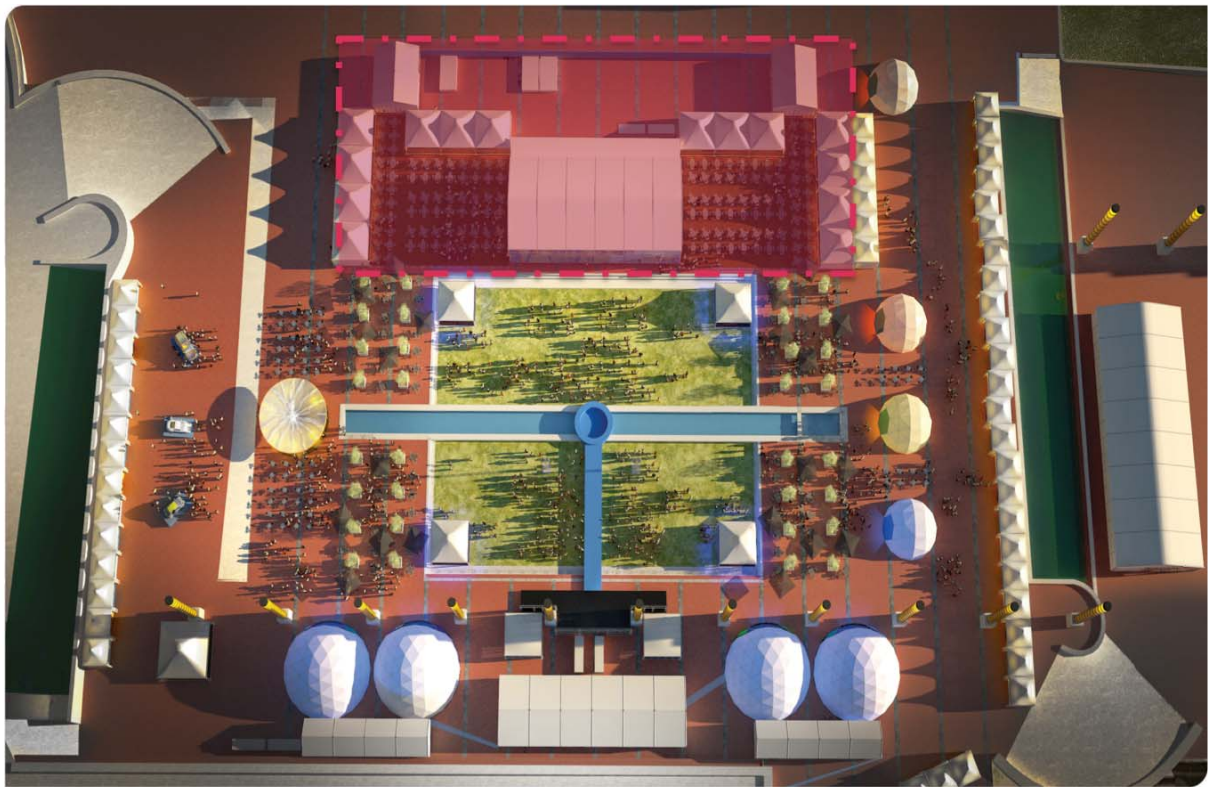
## 2. Designing the Village

When designing the Village, our philosophy was to create a multi-purpose space that mixes VIP hospitality with a public viewing space, a fairground for promotions, a public entertainment area, and a gastronomical festival all in one.

“Planeta Agua”, the concept of the Village being a planet of its own, was an influencing factor in the design and architecture of the Village. We brought the spirit of “Planeta Agua” to the Village with semi-spherical structures illuminated in different colors, creating a diverse universe of planets.



As you will see in the layout, the Village is composed of several interactive areas that are all centralized around the main stage. These areas are composed of general public access and restricted VIP access. The VIP area includes a VIP Club Restaurant and Hospitality Suites. The general public area includes a Commercial Avenue, gastronomic planets, an art-deco fountain bar, central stage with entertainment, product displays, and a silent disco. In the below impression you can see that the VIP Area is marked with a pink box – the remaining areas are all accessible to the general public.



Restricted VIP Area

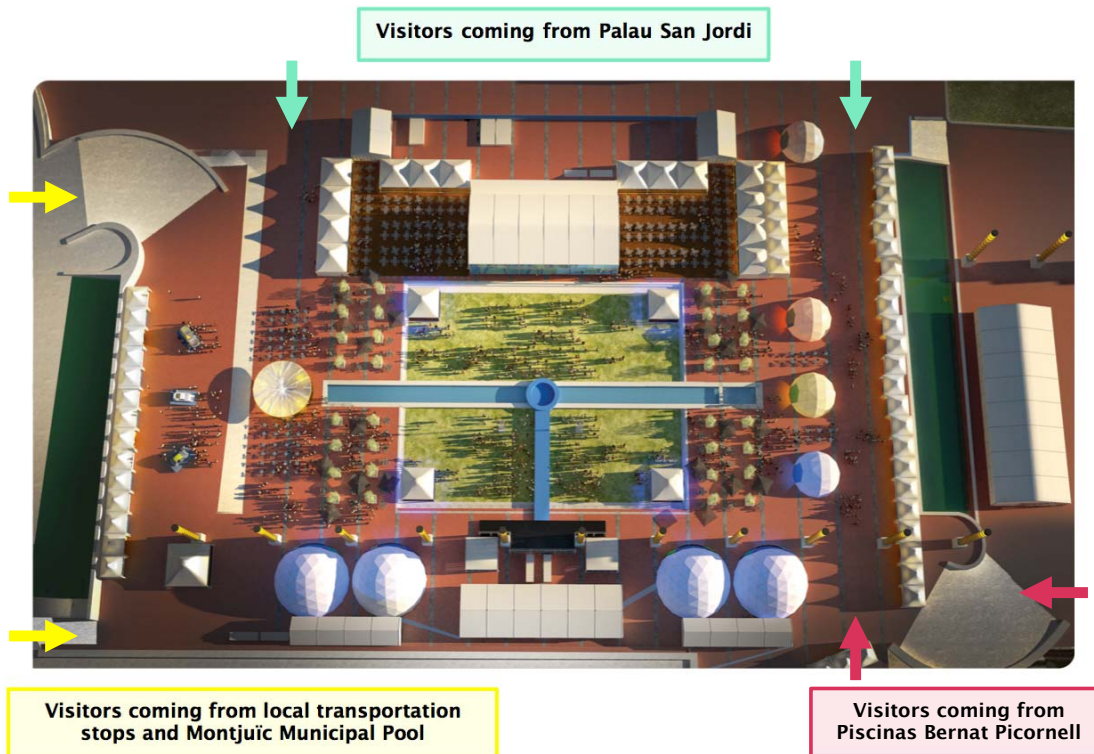
### 3. Village opening hours

The Village will be open during the entire Championship, from July 19<sup>th</sup>, 2013 for the grand opening ceremony, until August 4<sup>th</sup>, 2013. Please find below the preliminary opening and closing hours of the Village. These are aligned with the competition hours, which are from 10AM to 10PM, with slight variations depending on the day.

Week 1			Week 2		
<b>Friday</b>	19-Jul-2013	18:00 - 03:00	<b>Sunday</b>	28-Jul-2013	10:00 - 1:00
<b>Saturday</b>	20-Jul-2013	10:00 - 03:00	<b>Monday</b>	29-Jul-2013	10:00 - 1:00
<b>Sunday</b>	21-Jul-2013	10:00 - 1:00	<b>Tuesday</b>	30-Jul-2013	10:00 - 1:00
<b>Monday</b>	22-Jul-2013	10:00 - 1:00	<b>Wednesday</b>	31-Jul-2013	10:00 - 1:00
<b>Tuesday</b>	23-Jul-2013	10:00 - 1:00	<b>Thursday</b>	1-Aug-2013	10:00 - 1:00
<b>Wednesday</b>	24-Jul-2013	10:00 - 1:00	<b>Friday</b>	2-Aug-2013	10:00 - 03:00
<b>Thursday</b>	25-Jul-2013	10:00 - 1:00	<b>Saturday</b>	3-Aug-2013	10:00 - 03:00
<b>Friday</b>	26-Jul-2013	10:00 - 03:00	<b>Sunday</b>	4-Aug-2013	10:00 - 01:00
<b>Saturday</b>	27-Jul-2013	10:00 - 03:00			

### 4. Visitor flow

The Village is centrally located between the three main competition venues, thus also making it a necessary area to pass through in order to travel from one venue to another. The visitor flow into and through the Village is marked on the below layout.



## 5. VIP Area

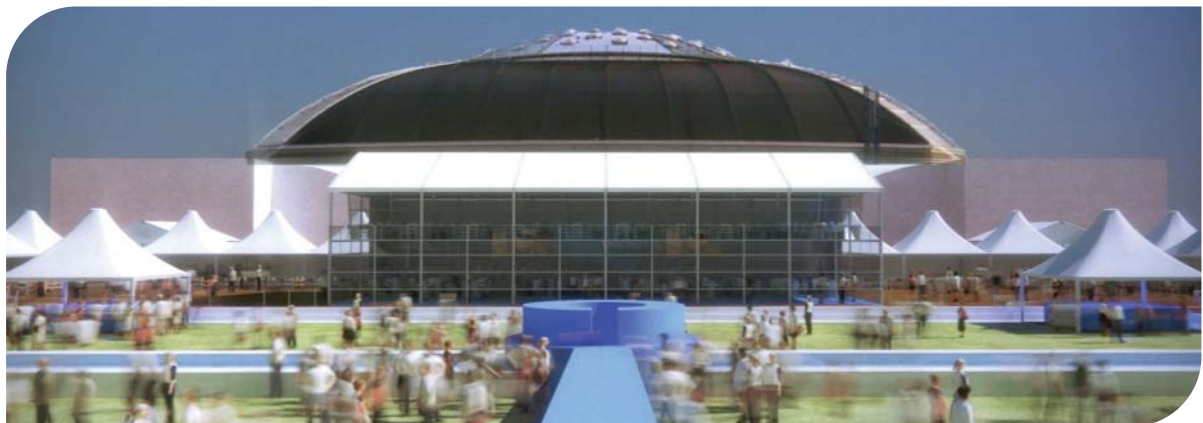
The VIP area of the Village is found immediately next to the main competition venue “Palau San Jordi”. It is an exclusive area with restricted access for corporate clients and invitees. The entire VIP area is closed off with stylish wooden fencing, however open and visible for the VIP guests to enjoy a view over the entire Village and directly onto the central stage.

### 5a. Club Suites

The Club Suites are located around the Club Restaurant facing the heart of the Village. They offer an ideal business and networking place to invite clients and partners, maintain existing contacts and meet new contacts in the business community.

The Club Suites all also have their own private teakwood terrace area, equipped with modern chairs and terrace tables, a bar, and the option of personalized catering service.

Club Suites are available to rent for both the entire Championships as well as on shorter-term basis. This can be tailored to your requirements.



## 5b. Club Restaurant

The Club Restaurant is part of the exclusive VIP area, located in a stylish glazed tent pavilion and highly visible throughout the Village grounds. The entire front façade features glass window panels, and at the sides there are open-air teakwood terraces. The restaurant will offer an “haute cuisine” menu prepared by one of the quality catering suppliers in Barcelona. It is open to Club Suite clients as well as to corporate bookings made in advance.



The preliminary hours at the VIP Restaurant are for lunch from 12–16hr with two seating's from 12–14hr and from 14–16hr. Dinner will be served from 18–22hr, also with two seating's from 18–20hr and from 20–22hr, with extended hours on Fridays and Saturdays until 24hr.

All Club Suite clients have a table of 6 reserved for lunch at the Restaurant every day of the Championships (July 20 – August 4). Other private bookings of tables for lunch or dinner can also be made, please do make sure to do so in advance in order to guarantee availability.



## 5c. VIP Area toilets

The VIP Area also has its own private luxury toilets. There are two toilets located on both sides of the VIP Area with ladies and gents sections.

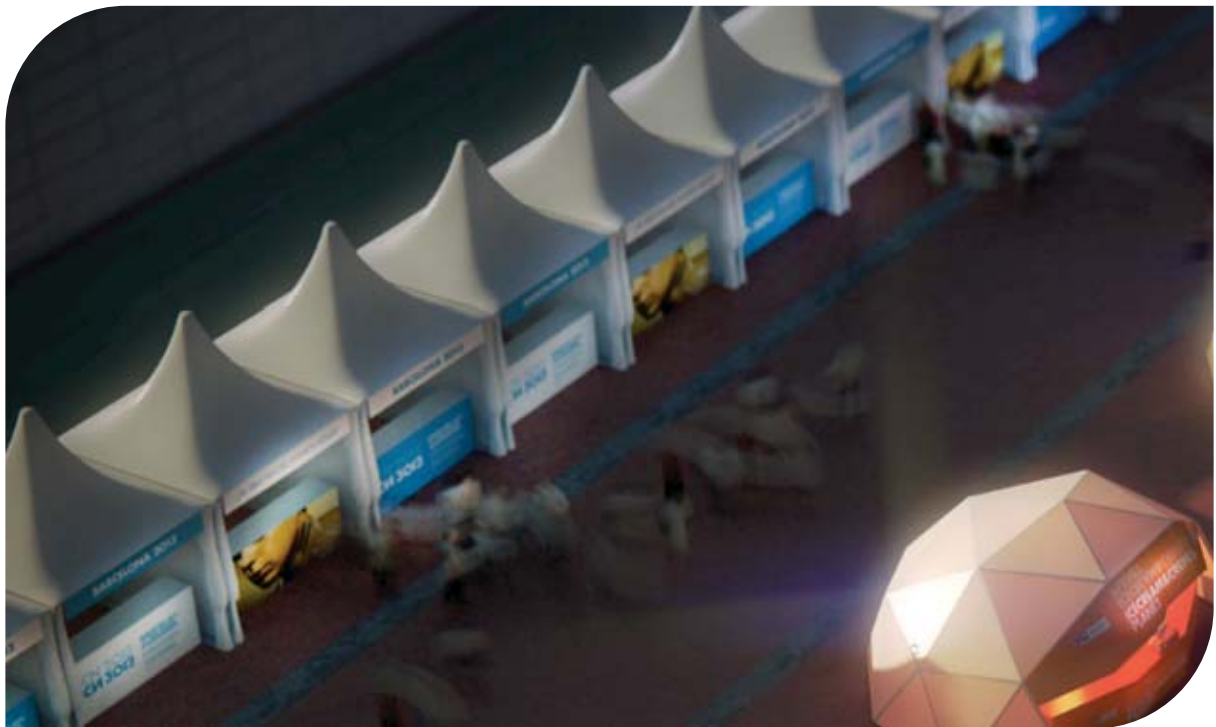


## 6. General public areas

The public area of the Village is accessible for all visitors, and includes a Commercial Avenue, gastronomic planets, olive tree terraces and bars, central stage and entertainment, a silent disco, an art-deco fountain bar, and product display spaces.

### 6a. Commercial Avenue

The Commercial Avenues is a space for official Partners, sponsors and corporate companies to exhibit and sell their products and services. This Avenue is strategically located in the main path that visitors use to travel from one competition venue to another; therefore it has very high visibility to all of the 350.000 expected guests.



## 6b. Gastronomic planets

Throughout the Village there are several gastronomic planets that offer guests an individual gourmet experience. The planets are modern semi-spherical pavilions of two main sizes. The larger-sized gastronomic planets will be serving hot dishes whilst the smaller planets will serve finger foods that are easy to eat “on-the-go”.

Offering something for any moment of the day and a large variety of tastes, each planet has a different style and cuisine, such as: Italian, BBQ, Asian, Mediterranean, Tapas & Wine, Crêpes & Ice Cream, and Sandwiches. Furthermore, the planets are managed by well known and high quality local restaurants from Barcelona, bringing the gastronomy found in the city of Barcelona to the Village.



## 6c. Olive tree terraces and bars

On both sides of the central lawn area are large terraces with olive trees. These terraces will be the public seating area for the general public to enjoy their meals and refreshments.

To compliment the olive tree terraces, there are four smaller bars serving coffee as well as refreshments, cocktails, and mixed drinks.

## 6d. Central stage and entertainment

A central stage hosting live day and nighttime entertainment will be in the Village facing the central open lawn area and VIP Restaurant. The central stage will host a dynamic schedule of activities for families and children, live music and dance performances, concerts, DJs, and artistic acts. Furthermore, our intention is to activate the city of Barcelona and region of Cataluña, introducing traditional and cultural acts for both the national as well as international visitors. The Village will be the largest open-air festival in Barcelona for both the general public and the VIP guests to enjoy live entertainment.

The entertainment schedule will be continuous, running from the morning through to the late evening. Please find below a sample of a daily entertainment schedule.

<b>Morning</b>	<b>10:00 – 14:00</b>	Good morning Planeta Agua Gym class ex) Aerobics, Zumba dance, Bollywood Kids Workshop, Dance with XOP (Championship Mascot)
<b>Lunch</b>	<b>13:30 – 17:00</b>	Lounge DJ
<b>Afternoon</b>	<b>17:00 – 20:00</b>	Welcome to Planeta Agua, artistic animation Catalan Culture Activity Dance / Instrumental performance
<b>Dinner</b>	<b>20:00 – 22:00</b>	Lounge DJ
<b>Evening – Night</b>	<b>22:00 – 23:00</b>	Live Concert
	<b>23:00 – closing</b>	Party DJ



## 6e. Silent Disco

The Silent Disco is a unique entertainment element that we offer all guests to experience something new and different. The idea behind a silent disco is to create a party where all partygoers are wearing wireless headsets through which dance music is being transmitted, and only the crowd actually wearing the headsets will be able to listen to the music.

This will all be hosted in a semi-spherical structure that will be illuminated with colored lighting and also incorporate a disco-ball, offering the Village a unique element for people to celebrate continuously.



## 6f. Art-deco fountain bar

As a main eye-catcher, the fountain bar brings Barcelona's art deco styling to the Village. The Fountain bar will serve exclusive cocktails and drinks throughout the day and evening for all guests to enjoy.



## 6g. Product displays

As a promotional opportunity we are also offering display space in the Village for products. Not only does a display space guarantee very high brand visibility due to its central location in the Village, but also your potential clients have the opportunity for an interactive, hands-on experience with the product.



## 6h. Public Toilets

In the public area of the Village are ladies and gents toilets that are available for all visitors. These toilets are of a high quality finishing and will be maintained at all times.

## 6i. Tokens

A special universe needs a unique currency. The BCN2013 Village will have its own official currency for the public areas in the form of tokens.

At three different highly visible points in the Village, the guests and visitors can exchange cash for tokens or acquire these with credit card. Moreover, there will be a mobile token sales service throughout the Village for instantaneous purchase.

The tokens are going to be the only payment-method to buy food and beverage throughout the general public area. Remaining tokens can be handed back at any time and will be reimbursed.



## 7. Further services

We are open and interested in your specific needs and special requests. The possibilities to tailor promotional opportunities are endless, and we would be happy to further discuss these with you. Furthermore, should you require event management with activities going on outside the Village, we can also assist you with this and create a side-event for you. For all enquiries, please contact the iVentions team.

## 8. Contact information

For all enquiries concerning the Village, please contact us:

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