

**CASE STUDY**

**CELEBRITIES SMOKE INDOORS**

**LUXOR**  
THEATER ROTTERDAM

**THE CHALLENGE**

Predominantly the bigger names from the (inter)national entertainment world play at the new Luxor Theater in Rotterdam, the Netherlands. The artist foyer is an area where all artists can sit down nicely and drink and eat something. And of course they can come here after the show and recuperate from their performance. This area is located at the 2<sup>nd</sup> floor of the theatre building.

When the new tobacco law came into effect, the board was looking for a suitable solution. Smoking outside was not an option. Besides the fact that it is unsuitable to have celebrities stand outside in the cold to smoke, it is also undesirable to send them outside with regard to their privacy (fans). Therefore, an 'indoor' smoking policy had to be thought up.

In 1917 the old Luxor Theater opened its doors at the Kruiskade in Rotterdam, the Netherlands. This theatre has over 900 seats and offers a podium for cabaret, theatre concerts, smaller musical productions, stage, youth & family performances. Because after several renovations there still was a need for a larger theatre, construction of a new theatre started in 1998.



In 2001 this new Luxor Theater, at the foot of the Erasmus bridge, opened its doors. It is a large amusement theatre (with over 1.500 seats) and longer series of performances can be seen of large scale productions. Beside that, the new Luxor Theater offers the possibility to organise various events and gatherings.

**TESTIMONIAL**

"Because you can't leave celebrities standing out in the cold, we had to find an 'indoor' solution. The smoking cabin of Plymovent offered exactly what we were looking for!"

» *The smoking cabin of Plymovent offered exactly what we were looking for.* «

QUOTE BY Michelle van de Sande, Facility Manager.

[www.luxortheater.nl](http://www.luxortheater.nl)

## THE SOLUTION

Among other things, the artist foyer is equipped with a bar and a large number of tables and chairs. At the side of the foyer there was exactly enough room for a smoking cabin type Plaza with sliding door. This model offers room to approximately 12-14 smoking persons at a time.

Thanks to the stylish design, the aluminium coloured look and the large glass façade, the smoking cabin hardly stands out in the artist foyer. The Luxor Theater has 'pimped' the smoking cabin with a colourful poster portraying smoking celebrities. A pleasure to behold, like Elvis Presley, The Beatles and Johnny Cash. In general, the smoking cabin contains several bar stools, so the artists can relax there comfortably!



## MAIN BENEFITS

- The (inter)national artists can smoke inside.
- The glass panels provide an 'open and free' feeling; smokers are not banned to a separate room.
- The smoking cabin does not occupy superfluous floor space.
- The strong air extraction prevents odour nuisance, even outside the smoking cabin, one cannot smell any tobacco smoke.
- Practical; the smoking cabin is service-friendly, it's simple to clean.



## PRODUCT FACTS

### Product

- Smoking cabin type Plaza: incl. sliding door.

### Year of installation

- 2008

### Accessories

- 2 x foot support
- 4 x lean-to support
- 2 x display (poster module)
- Brochure holder

**SMOKE**  
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