



Event Location
of the Month
Switzerland

AURA

Zurich's premier event location

Need a place to hold a business seminar – or bash? Whether you're hosting a seated dinner, flowing reception, fashion show or business conference, Zurich's premier event location AURA is the perfect venue to suit your needs. The contemporary venue with a rich history is a versatile space that can be transformed for any occasion.

TEXT: ELISABETH DOEHNE | PHOTOS: AURA GROUP AG

Traditionally, the definition of the word 'aura' means a distinctive and pervasive quality, a special character, atmosphere or experience. To be fair, Zurich, the cosmopolitan yet chic hub, has always had its own aura. But with the latest renovation and opening of AURA, the premium event location, this definition has taken on a whole new meaning.

AURA, the multifunctional venue is equipped with the latest technology and a 360-degree visual system. Located in the

heart of Zurich's buzzing centre, in the old stock exchange on Paradeplatz, AURA is the new high-end location for all of the city's high-end events. The in-house AURA Restaurant features contemporary and modern dining. Guests are spoiled with an upscale ambiance and cuisine at its finest.

Rich history

The owners, family Haussener, whose other properties include Zurich's ICON club and the restaurant Tao's, transformed the historic building into a new, exciting and ex-

clusive temple. The AURA event location is run by 35 full-time staff, and supported by a motivated and professional event team.

"The 450 square metre Event Hall sets new standards, featuring an imposing ceiling nine metres high and ground breaking 360 degree projection capabilities," states the management.

Business meetings and social events

An enviable location in the centre of Zurich makes AURA an optimal venue for conferences, seminars, presentations and more. The two floors are equipped with the latest audiovisual technology. The AURA event location, measuring a total of 2,000 square metres, can allow up to 500 persons.

AURA's architectural splendour, mixed with the contemporary interior and warm am-



biance, create an elegant aesthetic. The materials used for floors, decoration, and furniture, range from natural tones to dark wood and metals. This plurality of influences and styles gives the location a feeling of understated luxury and polished urbanism. AURA provides an ideal setting for a variety of events, including exhibitions and receptions, fundraisers, private parties, corporate events and off-site meetings.

standards. AURA's charm has been compared to the urban metropolitan vibes of Paris and London.

The AURA management explains their philosophy and approach to spoiling their guests: "European specialties, international delicacies and an infinite array of tantalizing treats – the AURA Restaurant has something to suit every taste. AURA is a gourmet oasis where you can enjoy an outstanding business lunch or exclusive dinner. Our experienced kitchen team spoils our guests with exquisite crossover specialties. Warm hospitality and meticulous service are paramount."

Bar and smoker's lounge

Looking to relax and unwind from a long day at a work or business event? AURA also features a modern lounge and full bar area with 50 seats. The Smoker's Lounge invites guests to surrender to life's pleasures and unwind with friends, partners or colleagues.

"We provide a cosy and distinctive ambiance, warm interior and stylish menus. Our selection of cocktails and cigars leaves

nothing to be desired. Retreat to the smoker's lounge, where you can indulge in the pleasure of smoking without being disturbed," explains the management.

Corporate and private events

"Let yourself be swept into the awe-inspiring world of outstanding technology, a luxurious atmosphere and visual highlights. With its 360-degree projection surface, the AURA Event Hall is one-of-a-kind in Switzerland. Virtual worlds, landscapes and professional product presentations with 3-D sound can be created at the touch of a button," explains the management.

Competent event planners will work with clients to realise their individual demands and custom-tailored concepts – even the most challenging ideas. The organisation and implementation of events will be professional, reliable and competitively priced.

www.aura-zurich.ch

Main image & above: Zurich's premier event location
Below: AURA restaurant chic and casual setting

