

Tresor.Beijing
保險箱.北京

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The entrance to the first Tresor
- founded in 1991.

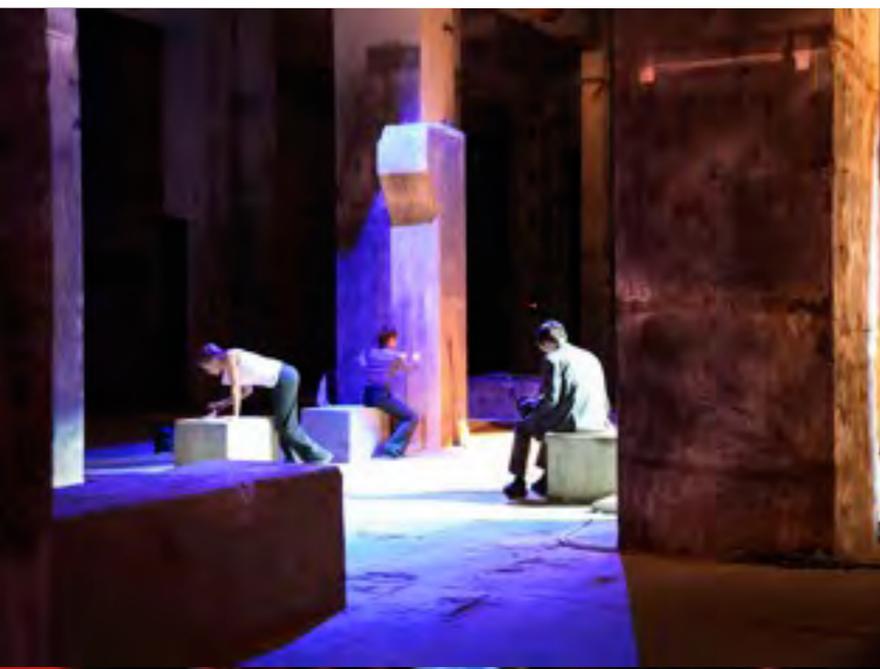
WHERE WE ARE COMING FROM

THE ORIGINS OF TRESOR

Tresor is an institution in Berlin. Tresor is one of the most influential institutions in the world of electronic music. It stands as a particular symbol for the re-unification of the youth in East and West Berlin and for the concerted dawn of a new musical generation entirely inspired by techno.

During the early 90s in Berlin many industrial ruins and buildings with unclear ownership offered powerful spaces. Those places only needed to provide the necessary infrastructure in order to function as playgrounds for artists and creative minds to make their ideas become real. The key was called „temporary use“. Because of manageable and limited time of use the proprietors cooperated, the rents were affordable.

Tresor.Berlin was found 1991 during an exploration of old East Berlin streets in search of the unpredictable. Opening the rusty doors to a cellar of a bank building that was abandoned for many years was also the opening to a completely new concept and experience. The founders captured the energy of the re-united Berlin and the chances within these massive steel-enforced concrete walls. Taking this outstanding location and endowing it with a new purpose whilst keeping the basic structure as it is, guaranteed that its original feel and function remained visible. This, and picking up on the new musical input of the early 90`s and exchanging ideas and music especially with Detroit, made Tresor.Berlin develop to the concrete symbol of Techno and one of the most well-known club projects for electronic music worldwide.



WHERE WE ARE HEADING TO THE CULTURAL DIALOGUE

This “Berlin principle of temporary use“, the turn of an empty part of a building, the transformation of an industrial ruin into a creative zone can now be extended to it's own Beijing principle.

As the historic meaning of the vault of the old bank building where Tresor was found, was unique, the former special bomb-proof refuge is of the same league of encountered treasures. The raw charm and authenticity of these two powerful spaces in Berlin and in Beijing were and are to be kept in an unfinished state offering room for creativity and cultural expression. Tresor.Beijing shall stand for the exchange between Chinese and German artists and its audience, a centre built for electronic music, light and sound installations, media arts and cross disciplinary artistic visions. To become a place of dialogue, inspiration and future. It's about extending the common sense of what a techno club could be imagined.

The European trade press will highlight Tresor.Beijing as a guiding theme and therefore provide exceptional conditions for Chinese DJs to come to Germany and subsequently establish themselves in other European countries. The Tresor, originally established as “Made in Germany”, builds a stage and a playground in China for Chinese DJs and artists of the various disciplines to use as a springboard to Europe.



WHAT ELSE MOVES US

THE INTERDISCIPLINARY APPROACH

Next to the club weekends, the musical core of Tresor.Berlin, a series of interdisciplinary events will define the non-club program. The synthesis of creativity within the fields of Music, Visuals, Film, Arts, Design, Media, Theatre, Literature, Fashion, Food and Environment will create its own, new language. The specific extension of the club's program will be curated independently from the musical program but will form an essential part of Tresor.Berlin's identity.

As part of the "cultural creative company" a key module for further outreach will be the establishment of an Academy for Electronic Arts. Academic programs on different aspects of electronic music and arts will be featured in order to inspire the cultural dialogue. Exchanging our knowledge and creating an open field of inspiration where electronica melts with contemporary Chinese musical streams just as traditional Chinese musical roots is part of a collaborative and bidirectional approach.

Since 2009 Tresor.Berlin searches for young, creative artists in Germany and gives them the chance for professional support, practice and international experiences. It brings new talents together with Tresor's family of musicians and DJ legends, the ones that started up also as a young talent in Tresor. It's called Tresor.next and shall be an integral part for the international character of the Academy in Beijing. Artistic exchange between artists from Germany, China, the East and the West, between students and tutors, talents and legends will bring the cultural foundations together to enrich each other.



Techno Club & Space for Electronic Music and Arts

TRESOR.BEIJING AT FANG JIA HU TONG 46

„Where people are creative, creativity needs
freedom and freedom needs a market.“

(Xu LI, Hutong Art Zone)

WHO WE WORK TOGETHER WITH

COOPERATION WITH FANG JIA 46

In its implementation of the "principle of temporary use" Tresor.Beijing at Fang Jia 46 will be able to offer:

- + in-place and external events and productions
- + temporary and permanent exhibitions
- + work spaces as playgrounds for creatives

Through this, Tresor.Beijing is to become a production, exhibition and event location, curated by local and international event managers, hosting a multitude of cultural businesses. Fang jia hu tong 46 is being looked at with high curiosity and appreciation for its preserved historical background. Applying our collective experience, we plan to incorporate this foundation and offer our consultancy regarding a successful long term development.

Initiated by the Goethe Institute we have been asked to trigger the cultural dialogue in the realm of electronic arts. Next to other sponsors, the German Ministry for Foreign Affairs in Peking is supporting this approach that meanwhile has become more than a simple opportunity. And now after long search and negotiations a perfect place and partner has been found in the Fang jia hu tong 46 and its team.

新 戏剧艺术

中国 / 德国

16.-19. Oktober 2009

Neue Dramatik
China / Deutschland

Veranstalter: Goethe-Institut China
Düsseldorf Schauspielhaus
China Oriental Foundation for Art

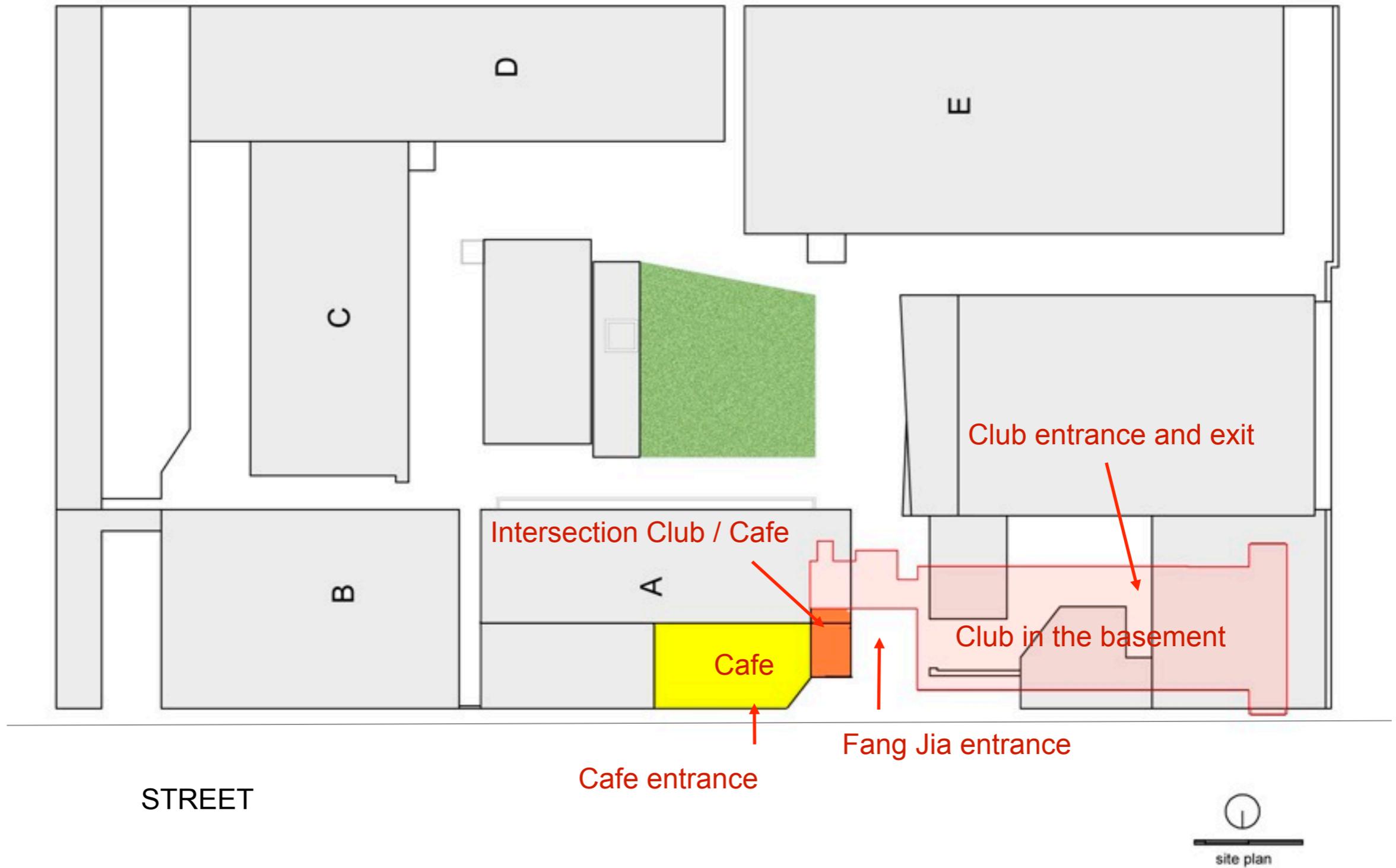
Partner: „PLAY“ Magazin
China Dramatists Association
Beijing Come & Go Center for Art

GOETHE INSTITUT CHINA
SCHAU-SPIELHAUS
中国戏剧基金会



Tresor.FangJia46

Space for Electronic Music and Arts





THE BASEMENT

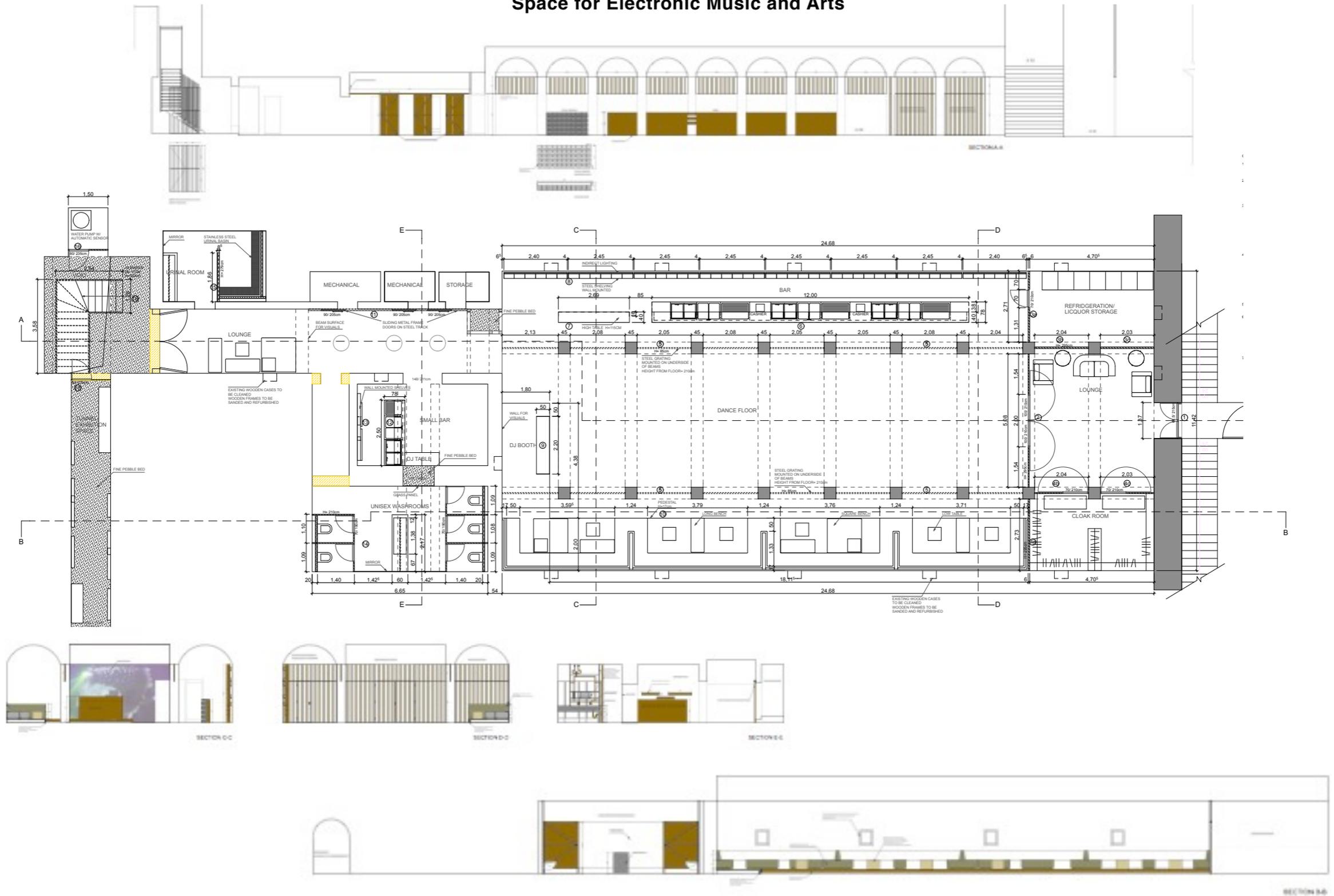
A BOMB PROOF BUNKER THAT
WILL FIND TRANSFORMATION





Tresor.Designdrafts

Space for Electronic Music and Arts









THE GROUND FLOOR
A SPACE FOR MUSIC, FOOD,
EVENTS AND SPENDING TIME

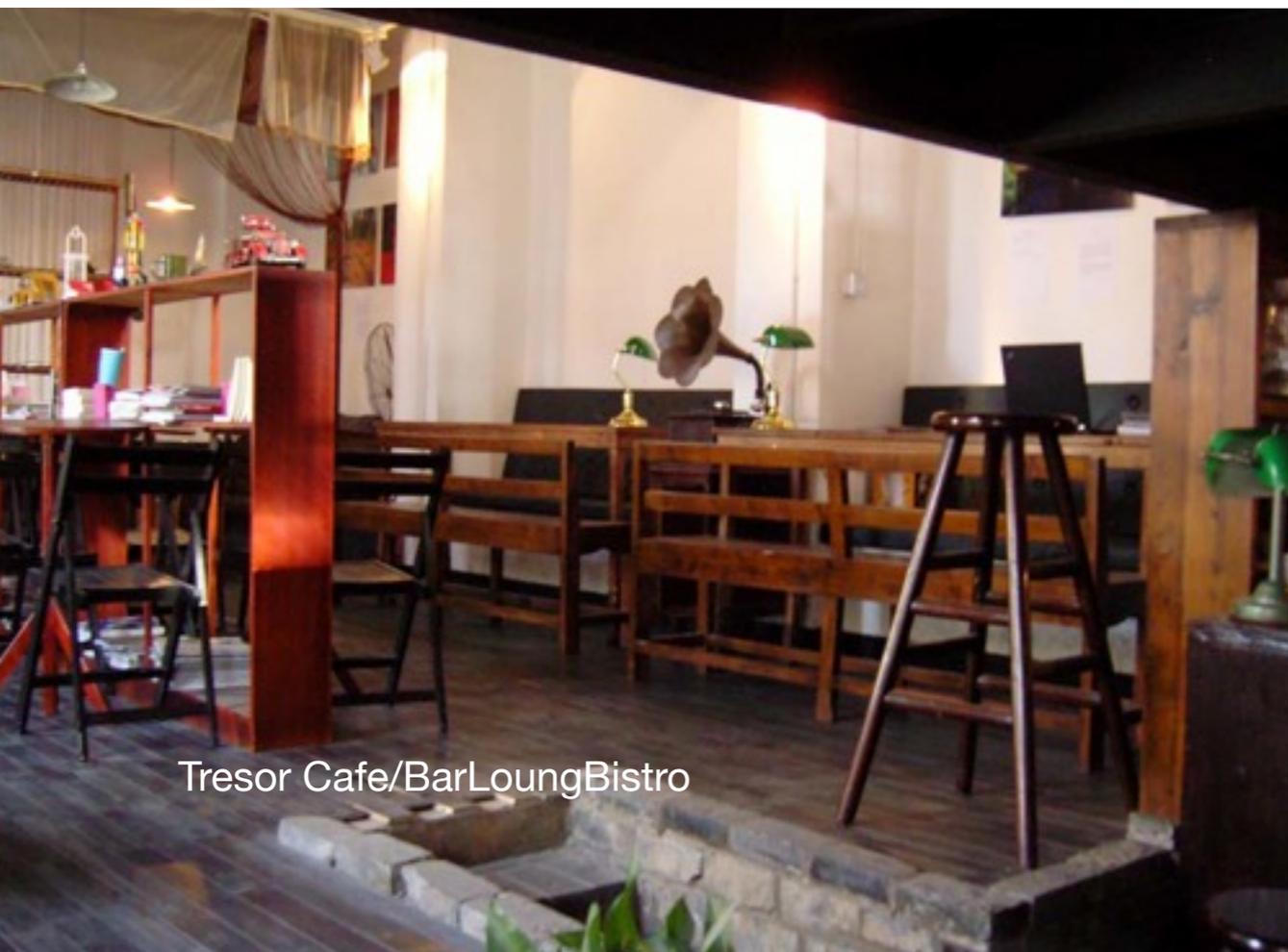
FROM CLUB TO PRODUCTION

THE OPEN PLATFORM, THE ACADEMY

The Cafe. The cross-disciplinary base of our approach will find its second platform at the Tresor.Cafe. Especially during non-club hours it is here, where creative people of all kind can spend time in an open and matching atmosphere. Similar to the concept of the famous Tresor-related “Fisch-Labor” in Berlin in the 90s or its offspring the “Berlin.Atonal” Festival, the cafe offers space for people and events belonging to the multitude of various genres such as Music, Visuals, Film, Arts, Design, Media, Theatre, Literature, Fashion, Food and Environment and thus giving space for the fast developing creative language of Beijing. Following this essential extension, Tresor.Beijing will focus on a series of smaller events at the cafe, focusing on cultural micro structures and supporting the cultural network approach.

The Studio. Beijing.Tresor will not only introduce a broad range of electronic music to China but also offer programs to introduce the principles of electronic music production. The Tresor.Studio will invite musicians and DJs to produce their ideas in a professional setup. Furthermore, the studio will be a place of workshops and seminars open to musical enthusiasts of all kind. Facilities and concept are compatible to cover the range from absolute beginners to absolute pros. The studio is the first step to establish the academy of electronic arts.

The Store. Beijing lacks the offer of a MI (Musical Industry) store dedicated to the production of electronic music and DJ culture. The Tresor.Store will cover the palette of electronic music production with a careful selection of hard- and software products. The store concept is based on the experience of nearly two decades of electronic music production. Store and studio will follow the same philosophy of putting the creative production process into the foreground rather than the equipment only.



Tresor Cafe/BarLoungeBistro



Tresor.Company

Space for Electronic Music and Arts

The Club

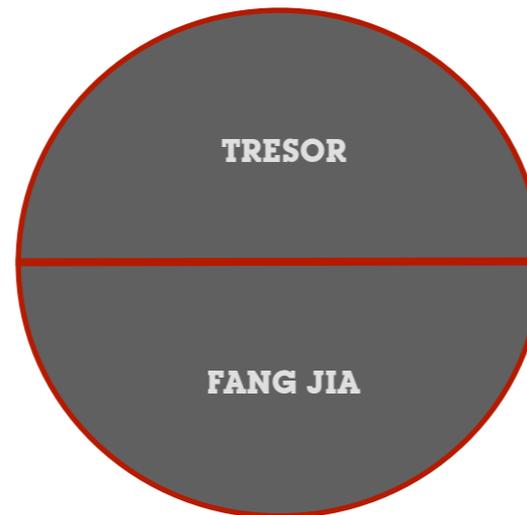
**THE CORE = THE CLUB
OPEN
FRIDAY&SATURDAY NIGHT**

The Cafe

**THE EXTENSION
OPEN
DAY & NIGHT**

Tresor Festivals

**EVENTS
THROUGHOUT THE YEAR**



Tresor.Academy

**PROGRAM
THROUGHOUT THE YEAR**

Chengdu Support

**LONG TERM COOPERATION WITH
733 MUSIC CITY DEVELOPMENT**

THE COMPANY STRUCTURE AND EXPANSION

The Company. The agreement of a cooperation of Fang Jia and Tresor was found after seeing many other alternative locations and especially meeting many other land-lords and potential cooperation partners. The mindset and approach to our project was by far the most the most compatible with the one from Fang Jia's. The mutual share of respect, trust and comparable risks build the foundation for our collaboration. Internal changes within the Fang Jia Holding will allow us to collaborate in the development of the entire area and strengthen the options for further expansion.

Chengdu. Furthermore an outstanding opportunity is given to us due to strong relations the Fang Jia management holds to the government-owned Chengdu Media Group. A "Music City" is to be developed within the area of the old russian-build factory called 733 in Chengdu based on a budget of 200 million Euro. Next to the global players related to the music industry, we are asked to develop a part of this area embedding a night club for electronic music. Chengdu Media group will pay for all expenditures and we help to play a bigger role in the international league. Wanting to support the yet existing local powers within the field of electronic music, we will collaborate with the established Panda Club. The idea behind is to share the investments, especially in artist travel costs for our Beijing base.

Festivals. If in Beijing, Chengdu or all over China, the Tresor.Festivals can tour throughout the year and attract up to 50.000 people. Comparable to the e.g. yet established INTRO Festival, the potential and demand is there, the network and image we bring though is very much more international and established. In addition we will not limit ourselves to the promotion of only electronic dance music, but expand into realms of ambient and experimental music.

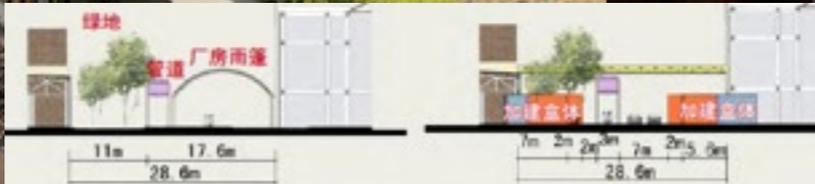
Tresor.ChengduNow

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Tresor.ChengduPlans

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Tresor.Conclusions

Techno Club & Space for Electronic Music and Arts

TRANSPARENCY

LETTER OF INTENT

**CLEAR CONTRACT
FOUNDATION**

**50 / 50 INPUT BEFORE
OPENING**

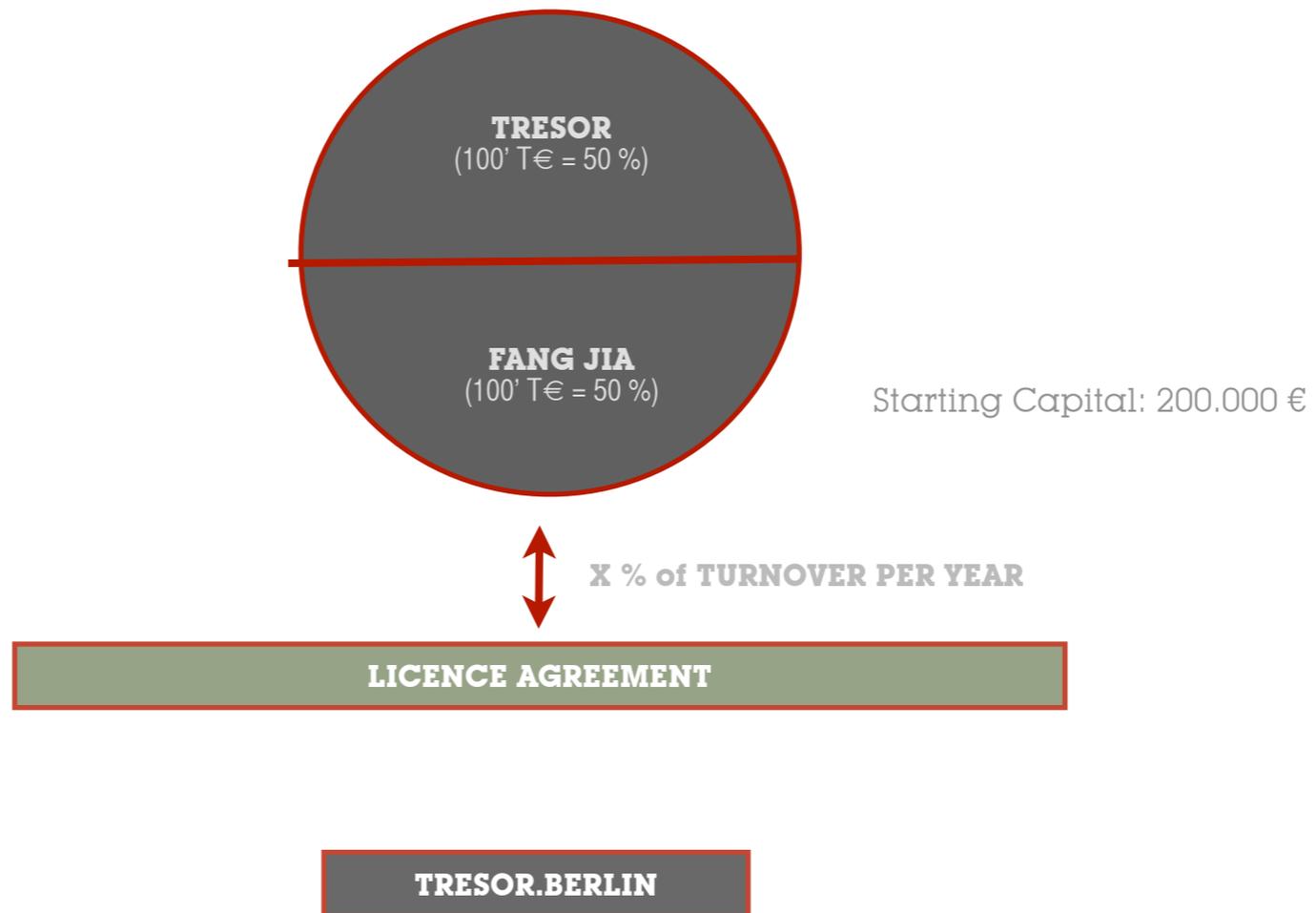
**CLEAR DIVISION OF
RESPONSIBILITIES**

Tresor.Company

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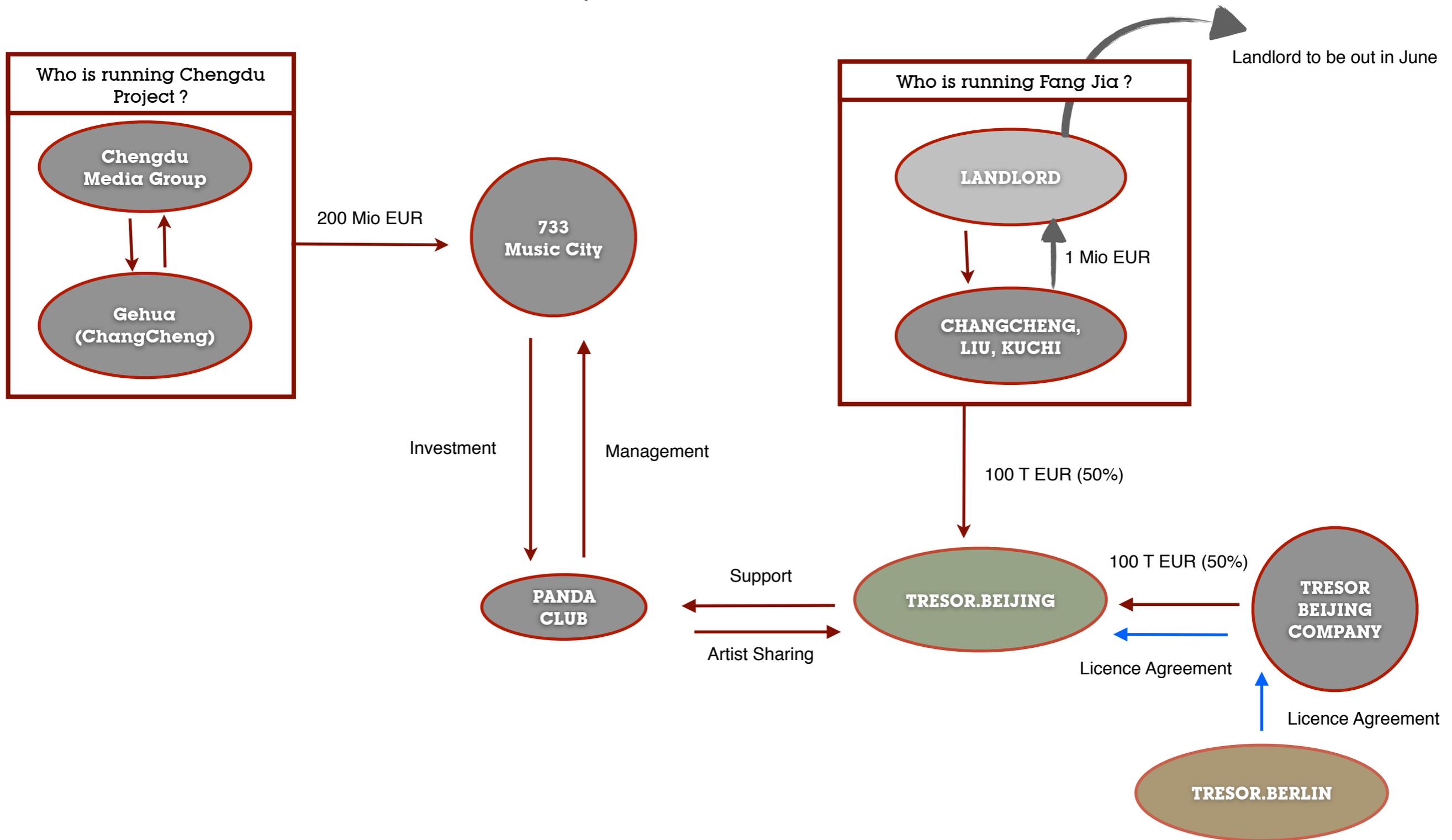
WHAT WE DO

CLUB		CAFE	
PEK	EARTH FESTIVAL		
OUTSIDE PEK	FESTIVALS	CHENGDU PROJECT	



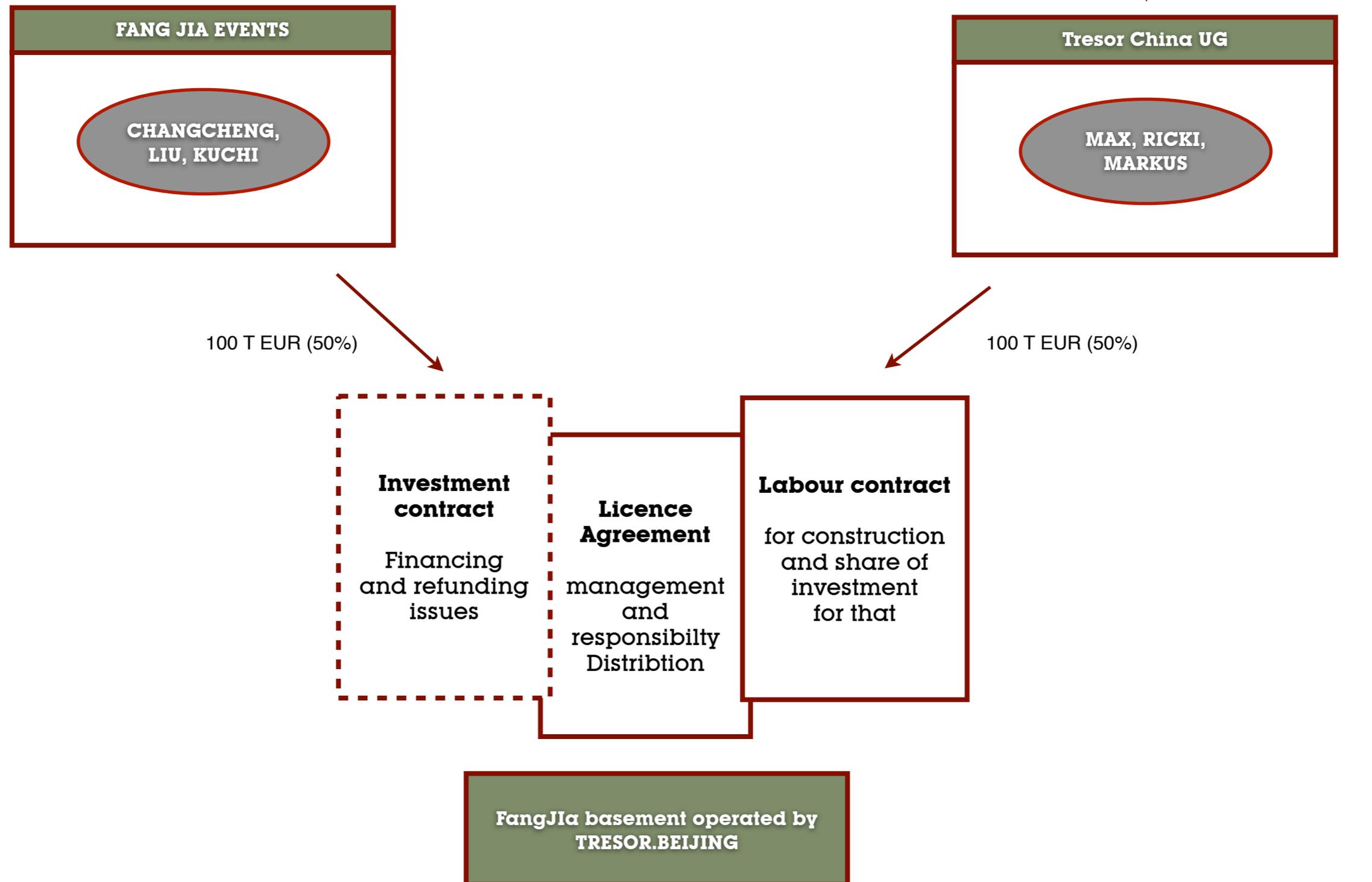
Tresor.Company

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Tresor.Company

Space for Electronic Music and Arts



Tresor.Licence

Space for Electronic Music and Arts

LICENCE AGREEMENT

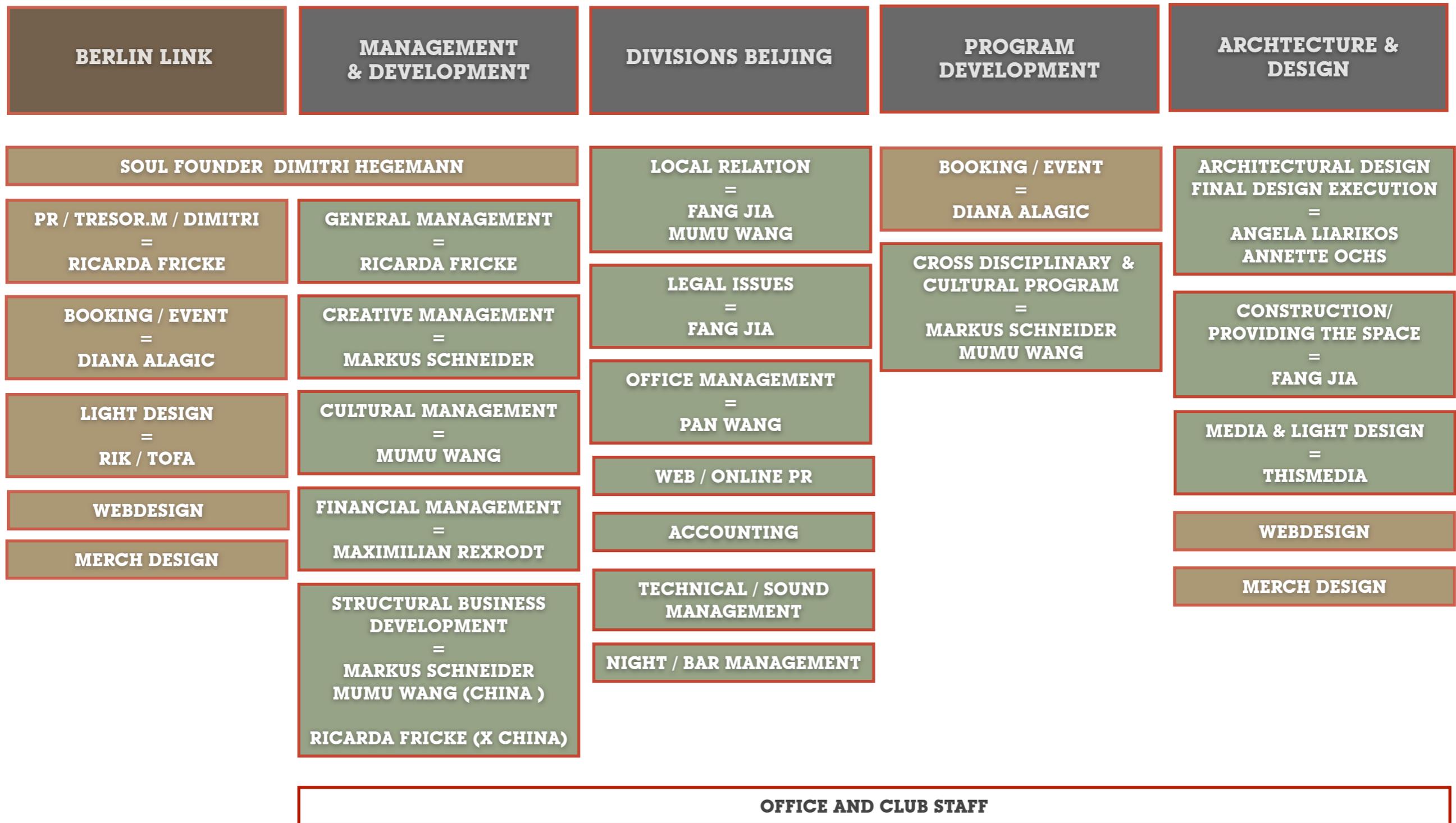
BETWEEN FANG JIA AND TRESOR.CHINA UG

CONDITIONS

- Usage of the name "Tresor.Beijing" and its logo only allowed when
- Management at Tresor.China UG side
- Design provided by Tresor Cina UG
- Length of contract: 5 years
- Restraint on competition for 5 years after eventual split of companies
- All lawyers to be approved by the International Chamber of Commerce
- Tresor.Beijing is also allowed to operate on other projects without Fang Jias approval
- ...

Tresor.Team

Space for Electronic Music and Arts



Tresor.Responsibilities

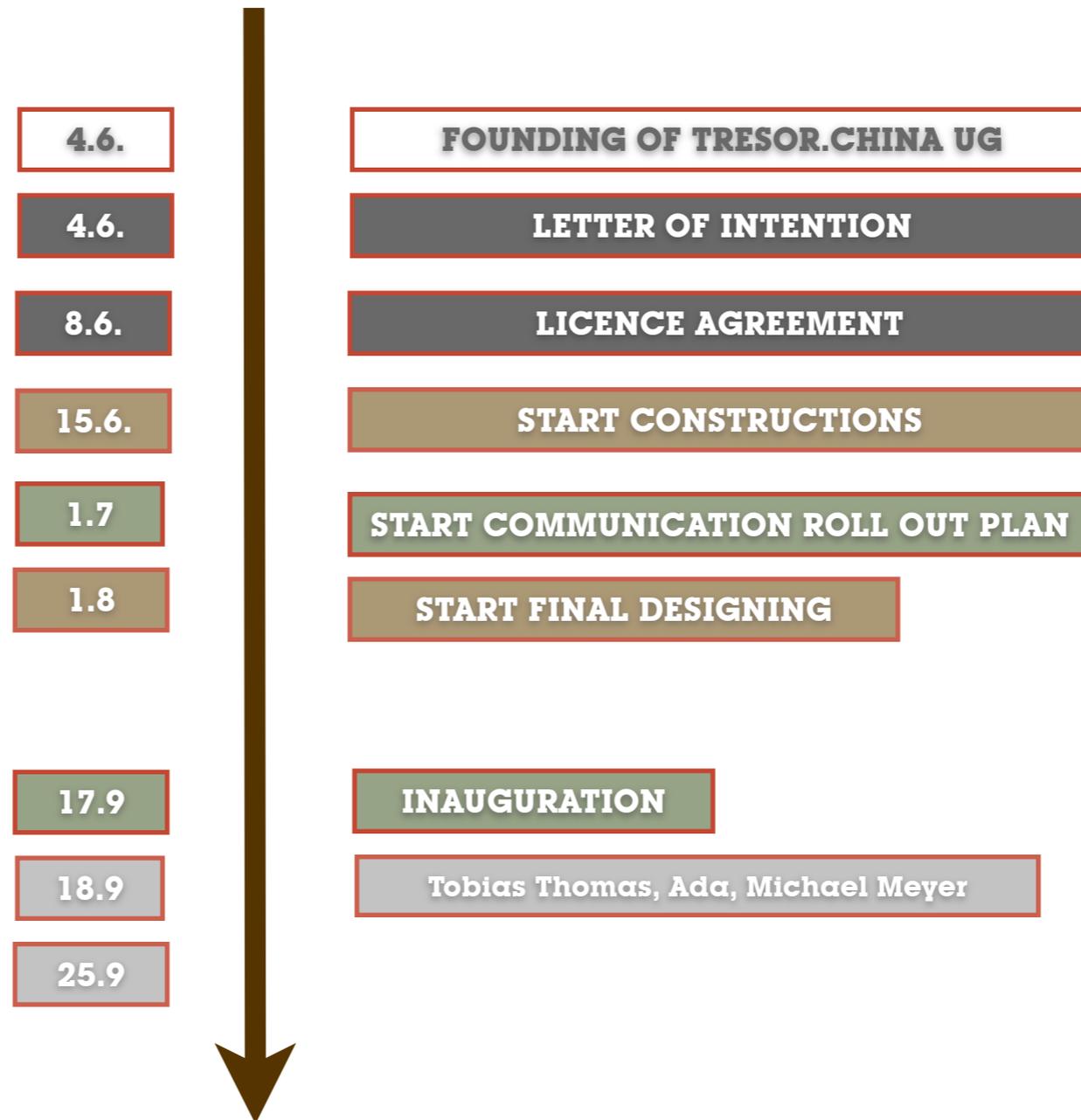
Space for Electronic Music and Arts

WHO IS DOING WHAT	
FANG JIA	TRESOR
Founding a local company	License the name “Tresor” for local company
License for bar/teahouse	Design of space and club facilities
Local relation (government/police)	Construction plan + direction
Construction according to Tresor design	Sound, Light and Bar equipment
Providing the space	Managing the space

The transformation of the space will be carried out by the Tresor team together with experts and workers from Fang Jia 46. Furthermore Tresor will invite German specialists to provide examples of successful building transformations under special conditions using ecological aspects, such as high-end solar systems for the entire electricity supply. Tresors experience and know-how and the deep understanding of the mechanisms of a successful creative industry is what will be shared and extended. Working together will lead to a profitable return of investment exceeding the monetary aspect.

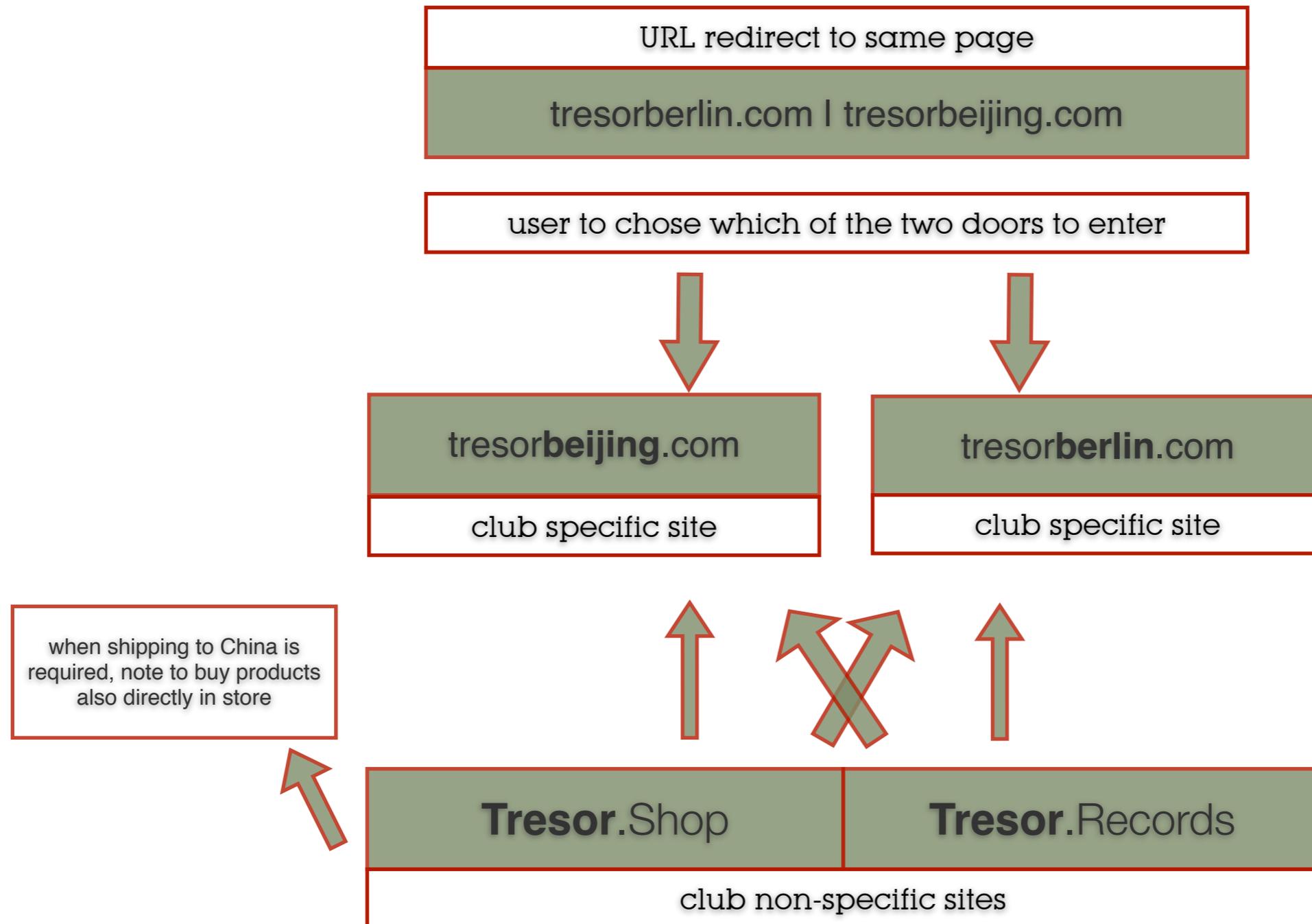
Tresor.Timing

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Tresor.Web

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Tresor.Partner

Space for Electronic Music and Arts



GOETHE INSTITUT

PR

COOPERATIONS WITH
OTHER EVENTS

(tbc)

INDUSTRY

PHOTO VOLTAIG
VENTILATION
STEEL
ETC

(tbc)

BEVERAGE INDUSTRY

CARLSBERG
HEINEKEN
WODKA
JÄGERMEISTER

(tbc)

AUDIO INDUSTRY

ABLETON
NATIVE INSTRUMENTS
PIONEER
NUMARK
AKAI
JAZZMUTANT

(tbc)

MEDIA PARTNERS

BLOGS
NEWSPAPERS
MEDIA GROUPS
NETWORKS
RADIOSTATIONS
FVF

(tbc)

Tresor.Beijing

Space for Electronic Music and Arts



**THANK YOU
FOR YOUR ATTENTION**