

# CASE STUDY: ZIEGFELD BALLROOM

## INNOVATIVE UPLIFT® SOLUTION



To provide an elegant setting to an existing entertainment space, 16 Uplifts were installed at Ziegfeld Ballroom. The function of the multipurpose room often changes daily, such as from a full ballroom to performance stage, and the single operator equipment allows for quick changeover.

The Uplifts help transition the venue's layout to host a variety of entertainment gatherings such as society galas, corporate and non-profit events, wedding receptions, and more. Plus, the Uplifts double as an elevated stage and an expanded dance floor. By using the innovative Uplifts, Ziegfeld Ballroom can host a variety of events all within one space.

**Customer:** Ziegfeld Ballroom

**Scope:** Uplifts

**Location:** New York, NY

**Principal Products:** Uplifts

**Market:** Ballroom/Multipurpose Room

