



PRESS RELEASE

Pathé opens a new cinema in Spreitenbach that is a first for Switzerland

Spreitenbach, 8 May 2019

On 9 May 2019 French cinema group Pathé is opening a new cinema in Spreitenbach (AG). As well as being equipped with all the latest technology, cinemagoers are being offered a VIP and food concept that is completely new to Switzerland, along with a strong commitment to the local area.

A first for Switzerland: the introduction of the VIP concept

Pathé Spreitenbach is offering cinemagoers a unique VIP experience that is new to Switzerland.

A special VIP check-in admits guests into an exclusive foyer with its own wine and champagne bar that leads to three special cinemas: the IMAX VIP box with separate “cocoon” seating, the lounge cinema full of stylish sofas, and the highlight: a bedroom cinema with first-class beds in an exclusive cooperation between Pathé and France’s Studio NOCC.

This new VIP concept comprises plenty of personal space, technological comforts and a range of other exclusive services.

Cult gastro experience

Already something of a cult in Zürich and now also at Pathé in Spreitenbach: the huge range of gourmet hotdogs from Dogfather for perfect combinations of buns, sauces and extras, plus sausages of course, produced using new recipes. The philosophy behind it is to enjoy and fill up on hotdogs as slow food.

In addition to popular snacks, there are also Breton crêpes, Belgian waffles and the kind of candyfloss you get in a funfair, all something of a novel gastronomic offering for a cinema.

Local involvement and commitment showing the way ahead for Switzerland

The cinema in Spreitenbach has come about in close cooperation with the commune. For example the Pathé premises is home to Spreitenbach's community hall and schoolchildren from Spreitenbach helped design the Kids Cinema.

Pathé has also deliberately entered into local partnerships in Spreitenbach. The aim is to set an example for a modern, yet responsible way of treating people and resources. If successful, there are plans to implement this philosophy elsewhere in Switzerland.

Now high-tech comes as standard in Spreitenbach too

As in all other Pathé cinemas, Spreitenbach is equipped with the very latest technology, including IMAX Laser and Dolby Atmos.

New designs of even more ergonomic seats also make the cinema experience that little bit more comfortable.

Pathé Spreitenbach: facts & figures

// 10 screens

// 1,322 seats

// VIP area with 94 seats & 22 reclining seats

// 360-seat IMAX cinema

// Parking for 240 cars and 18 motorbikes, plus 6 disabled and 4 e-mobility parking spaces

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