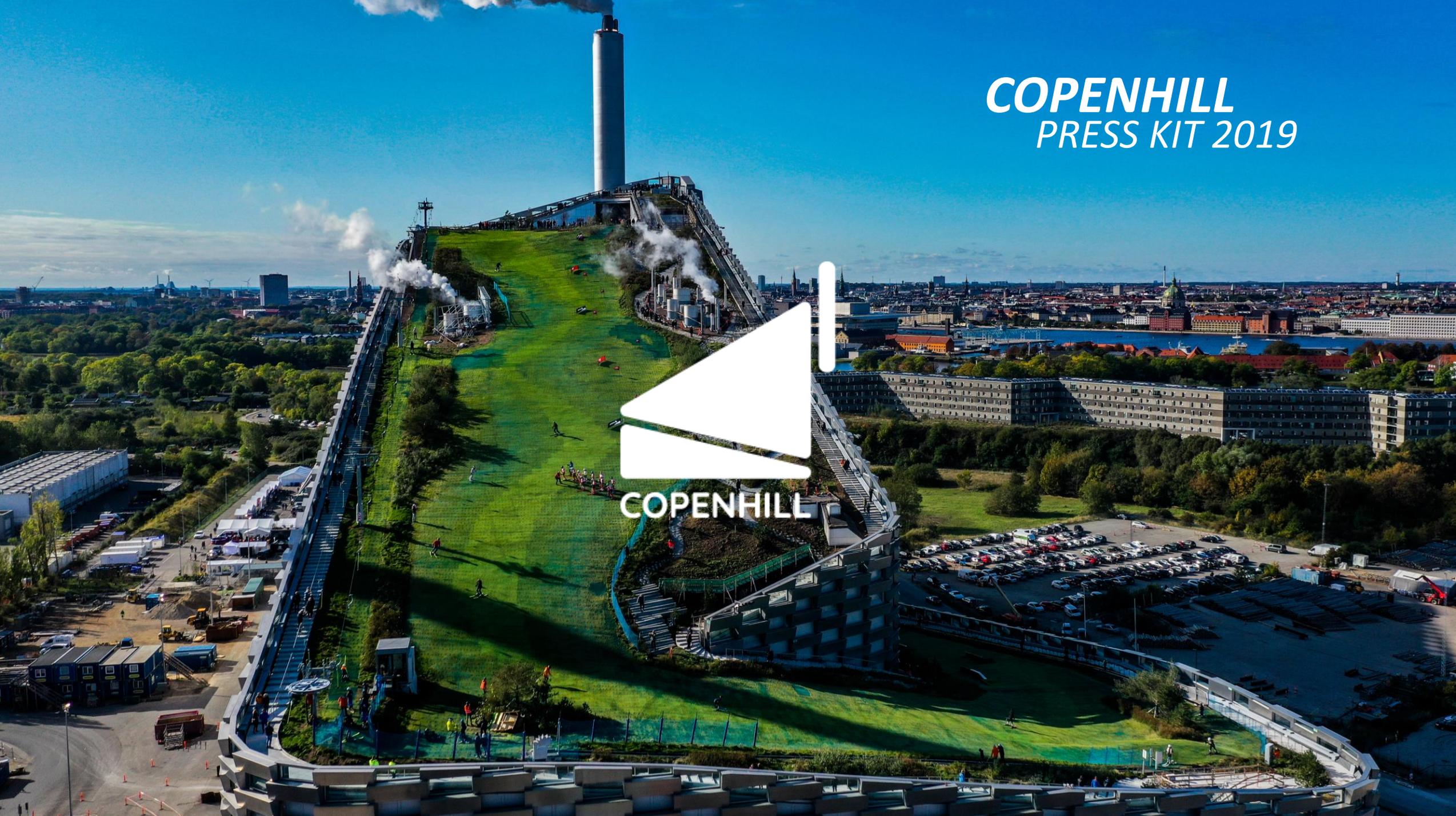


# COPENHILL

PRESS KIT 2019



# ABOUT COPENHILL



## **Welcome to CopenHill!**

*CopenHill is an urban mountain placed on top of a state-of-the-art waste-to-energy plant, ARC, which is one of the most unique architectural designs in the world. The plant produces environmental-friendly energy with the newest technology by burning waste and turning the exhaust into energy which yearly provides the city of Copenhagen with electricity for 30,000 households and central heating for 72,000 households.*

*The recreational area on the roof of the power plant contains a 450-meter-long ski slope and is the steepest of its kind in the entire world with percentages that reach over 30%. The top part of the ski slope is for advanced skiers, while the middle and bottom part is for newcomers and children. There is a total of 4 ski lifts, and both a slalom course, freestyle park and kids' area has been built to accommodate everyone. Furthermore, the roof also contains a hiking/running trail, while the tallest climbing wall in the world is located at the side of the building with its 85 meters.*

*At the top of the artificial mountain, there is a restaurant, while our ski center is located at the bottom, comprising of a café and Afterski bar, ski rental as well as the Salomon Brand Store, where you can rent equipment.*

# ROLES AND RESPONSIBILITIES



- Operator of the rooftop facilities.
- Responsible for the recreational area e.g. skiing as well as marketing efforts and purposeful communication on sustainability.



- Owned by the 5 municipalities of the capital city of Copenhagen.
- Responsible for waste management, recycling and energy production as well as educational efforts.



# FACTS

<b>Summit Height:</b>	85 meters
<b>Piste Length:</b>	450 meters
<b>Piste Width:</b>	60 meters
<b>Size of Ski Slope:</b>	27,000 m <sup>2</sup>
<b>Descent percentage:</b>	Up to 30 %
<b>Climbing Wall:</b>	85 meters
<b>Hiking Trail:</b>	500 meters
<b>Garmin Run Track:</b>	200 meters
<b>Chimney Height:</b>	123 meters
<b>Emission:</b>	Steam from the incinerator
<b>Incineration:</b>	1000 tons of waste per day
<b>Skiing Surface:</b>	Neveplast (green plastic)
<b>No. of Lifts:</b>	4 lifts – 3 magic carpet lifts and 1 drag lift
<b>No. of Yearly Visitors:</b>	Expected to exceed 300,000 people

**Prices for Skiing:** Check our prices [here](#)

**Prices for Hiking:** Free of charge within our [opening hours](#)

<b>Audi Slalom Course:</b>	Located at the top part of the ski slope
<b>Freestyle Park:</b>	Located at the bottom part of the ski slope
<b>Kids Area:</b>	Located at the bottom part of the ski slope
<b>Urban Fitness:</b>	Located at the summit
<b>Restaurant/Café:</b>	Located at the summit
<b>Ski Center:</b>	Located at the bottom of the ski slope
<b>Afterski:</b>	Located in the ski center
<b>Ski Rental/Shop:</b>	Located in the ski center

**Opening: 4<sup>th</sup> of October 2019**



# MISSION & VISION

## **Mission**

*CopenHill represents a mountain of opportunities. A mountain where our guests can participate in activities and social events, according to their ambition and desire.*

*We strive to motivate our guests to be active together. Because we know that if you are active together, you get more than just the experience. You take home memories that last forever.*

*Whether our guests are skiers, runners, climbers or just want to use our facilities to spend time together, our mission is to make it possible and fun for them to reach the top.*

## **Vision**

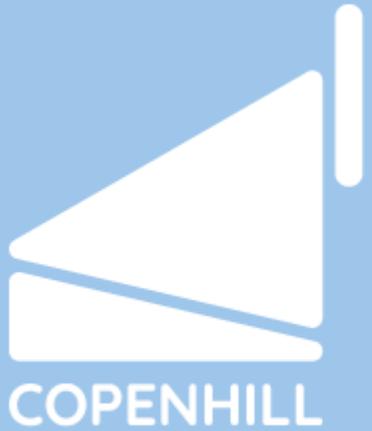
*We want to be the place where families spend their weekends, where friendships are made, where students spend their time doing outdoor activities, and where the people of Copenhagen come to relax, train and have fun together.*

***“We want to be the landmark of Copenhagen, and the summit for everyone around us”***



# VISUAL IDENTITY

## Logos



## Brand colours



# PHOTOS

## Website:

[www.copenhill.dk](http://www.copenhill.dk) – updated continuously

## Opening weekend – 4<sup>th</sup>-6<sup>th</sup> of October 2019:

[Gallery](#)

[Freestyle event](#) (video)

[Highlights from the weekend](#) (video)

## Test days during week 7 of 2019:

[Pictures](#)

[Video](#)

## Miscellaneous:

[Ski Camp for kids – Fall 2019](#) (video)

[Ready to Ski](#) (video)

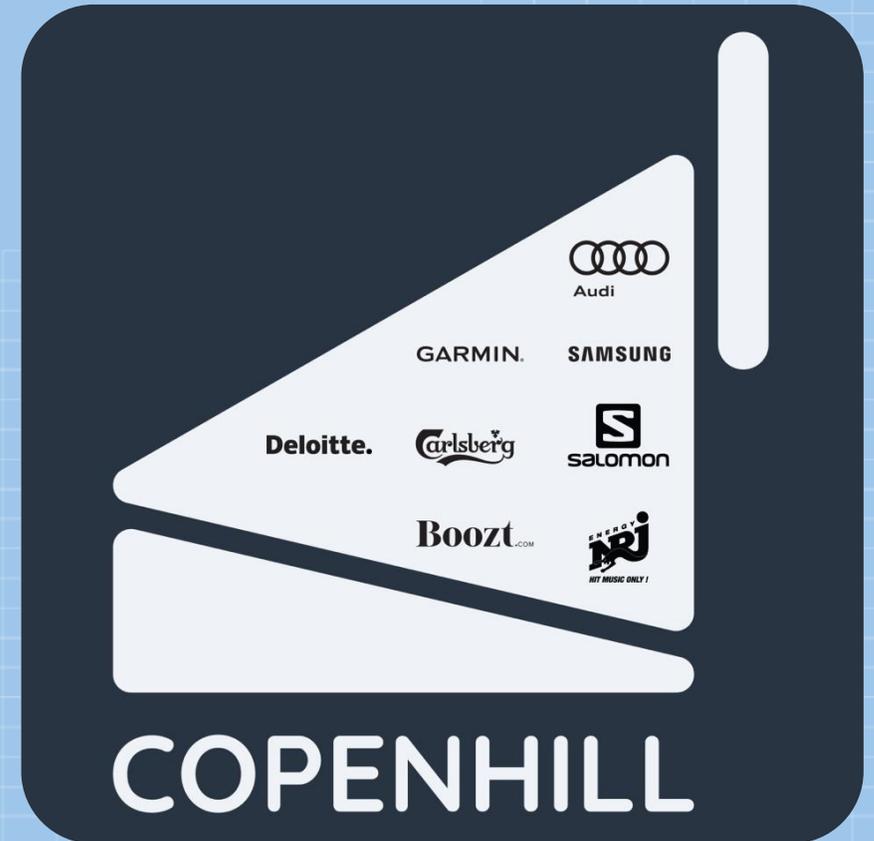
[Audi Documentary](#) (video)



# PARTNERS

CopenHill would like to give a big thank you to our commercial partners for supporting the vision to make Amager Bakke a living platform for sustainability and great experiences.

The support from our partners gives CopenHill and all Amager Bakke users several installations and activations of the area that count in everyone's favor. We also hope that everyone else will support and thank our partners.



# ARTICLES

*“The Slopes Are Green at Copenhagen’s First Ski Hill. Really.”*

*From ‘The New York Times’ – read the article [here](#) (ENG)*

*“Amager Bakke er muligvis mere idé end arkitektur – men den er fantastisk”*

*From ‘Berlingske’ – read the article [here](#) (DK)*

*“København får et nyt gratis udsigtspunkt”*

*From ‘TV2 Lorry’ – read the article [here](#) (DK)*

*“How to make a waste incinerator popular? Put a ski slope on it”*

*From ‘The Guardian’ – read the article [here](#) (ENG)*

*“Nu åbner CopenHill, Danmarks mest brutale bakke”*

*From ‘Politiken’ – read the article [here](#) (DK)*



**THANK  
YOU**



**COPENHILL**

*For further information:*  
Website: [www.copenhill.dk](http://www.copenhill.dk)  
Facebook: [@CopenHillUrbanMountain](https://www.facebook.com/CopenHillUrbanMountain)  
Instagram: [@copenhilldk](https://www.instagram.com/copenhilldk)  
  
**Contact us:**  
E-mail: [info@copenhill.dk](mailto:info@copenhill.dk)  
  
We look forward to welcoming you!