

World Interiors

世界室内空间设计大系

李春梅编译

Entertainment
Spaces

休闲空间

MIXX

辽宁科学技术出版社

WORLD OF ENTERTAINMENT



Entertainment

Special

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Contents

目录

| | |
|---|----|
| Club Design – Paul Heretakis 俱乐部设计 —— 保罗·哈里塔基斯 | 6 |
| Hilton Player's Club 希尔顿俱乐部 | 8 |
| Lounge Design – Paul Heretakis 休闲吧设计 —— 保罗·哈里塔基斯 | 14 |
| Bally's Player's Lounge 巴利俱乐部 | 16 |
| Caesars Player's Lounge 凯撒俱乐部 | 22 |
| Creating the Privium Experience – Drs. Conny Lanza 创造Privium式体验 —— 康尼·兰扎 | 28 |
| Amsterdam Schiphol Airport Privium ClubLounge 阿姆斯特丹希波机场Privium俱乐部 | 32 |
| Responsiveness between Fashion, Art and New Culture – Joey Ho 时尚、艺术与新文化的共鸣 —— 何宗宪 | 38 |
| China Qiandaohu Country Club 中国千岛湖乡村俱乐部 | 40 |
| Everlasting Space Design – Oobiq Architects 永恒的空间设计 —— 欧比可建筑设计 | 46 |
| DROP Shanghai 上海DROP俱乐部 | 48 |
| About the Sunny Blue Sea Club – Fong Tsun 关于海兰晴天会所 —— 方峻 | 54 |
| Sunny Blue Sea Club 海兰晴天休闲会所 | 56 |
| Interactive Space – Frenjick Quesada 互动空间 —— 弗兰吉克·克萨达 | 62 |
| Club Ascend 攀升俱乐部 | 64 |
| Exclusive Restroom Design of the Cocoon Club – 3deluxe 蚕茧俱乐部卫生间的独特设计 —— 3deluxe设计公司 | 70 |
| Cocoon Club 蚕茧俱乐部 | 72 |
| The Design Concept of the Champagne Lounge – Marshall Kusinski Design Consultants 香槟休闲吧设计理念 —— Marshall Kusinski设计顾问公司 | 78 |

| | | | |
|---|-----|--|-----|
| The Champagne Lounge at Must Wine Bar 玛斯特酒吧中的香槟休闲吧 | 80 | 24 London 24伦敦俱乐部 | 194 |
| The Pacific Club 太平洋俱乐部 | 86 | Greenhouse Nightclub 格林豪斯夜总会 | 200 |
| Polo Club 马球俱乐部 | 92 | Baliha-Lounge Dance Club 巴利哈休闲俱乐部 | 206 |
| Golf Club House 高尔夫俱乐部 | 98 | Infusion Lounge Infusion休闲吧 | 210 |
| Foxtail Supperclub 福克斯泰尔俱乐部 | 104 | Lounge 18 18休闲吧 | 216 |
| Beijing Whampoa Club 北京黄埔俱乐部 | 110 | Nisha Acapulco Bar Lounge 尼莎·阿卡普尔科休闲吧 | 222 |
| Muse Club 缪斯俱乐部 | 116 | SIN Lounge Bar SIN休闲吧 | 228 |
| Neo-Beijing Lounge 新北京画廊 | 122 | The MIXX Bar & Lounge MIXX酒吧&休闲吧 | 234 |
| The Deuce Lounge 迪尤斯休闲吧 | 128 | Tribeca 翠贝卡 | 240 |
| Libre Cigar Lounge Shanghai HILTON HOTEL 上海希尔顿酒店Libre雪茄休闲吧 | 134 | Elevate Lounge Elevate休闲吧 | 246 |
| Bella Collina 贝拉·科里纳高尔夫俱乐部 | 140 | Canyon Ranch SpaClub at the Palazzo Palazzo度假村峡谷牧场水疗俱乐部 | 252 |
| The Conservatory at Hammock Beach 哈默克海滩上的“温室” | 146 | Club Sportive Haarlem 哈勒姆运动俱乐部 | 258 |
| Cornerstone Golf Club 奠基石高尔夫俱乐部 | 152 | The Club of Crystal House 似水年华会馆 | 264 |
| Pine Canyon 松树谷俱乐部 | 158 | Index 索引 | 270 |
| Pronghorn 叉角羚俱乐部 | 164 | | |
| Social Hollywood 好莱坞社交俱乐部 | 170 | | |
| The Core Club 核心俱乐部 | 176 | | |
| Golden Gate Casino 金门博彩俱乐部 | 182 | | |
| Walker Hill Paradise Casino 华克山庄天堂博彩俱乐部 | 188 | | |

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| | | | |
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Club Design

– By Paul Heretakis

Night clubs and Karaoke rooms are generally pretty easy to design because the customers and their expectations are very clearly defined. The energy level is high from the moment the spaces open based upon their limited hours of operations. The customers are also of a certain age group and common interests, so they are all looking for the same form of entertainment. It is all about fantasy and non-stop fun. The design needs to be very overblown and stimulating in order to compete with the music and the visual impact of the people. Multiple textures, colours, sparkling and reflective surfaces are a must. Individually it might look like a collage of insanity, but as a whole it comes together and creates the basis for a great evening. These spaces convey one feeling and one feeling only – an all-out party!

When you design a Flex Club that appeals to older patrons (40 to 60 years old), the expectations and experiences can vary greatly. Due to the economies of space and project costs, utilising a space for more than one use is very beneficial. Many of these spaces start out as restaurants and turn into late nightclubs after 11 pm. As a restaurant, an ocean-front view can create a must-see romantic dining experience. The views become introverted and the exterior windows are closed off since the goal of a nightclub is the voyeuristic element

to the crowd. Being in the moment is the most important factor. Since these spaces Flex uses throughout the day, it gets very difficult to control energy, lighting and mood throughout the day. While a nightclub is generally closed in space with no windows, it can still be a destination and location that is not as important, obviously not the case with a great restaurant. So many of them start out subdued and romantic and build energy as the night moves along. The music or entertainment programme also starts out slower and builds momentum as the night moves on. These clubs also close much earlier. Nightclubs have DJs while the Flex Clubs in the picture will have dueling pianos or live bands. They can be very interactive and entertaining but not nearly as hard driving as the DJ Club can be.

While the fabrics and colours used in a nightclub can be dark and very industrial to hide abuse and damage that nightclub patrons can cause, as many people will dance on a booth or table, and high heels will quickly punch holes in most fabrics or break glass tables. Every material needs to be considered very carefully for its durability and look. When you design a Flex Club, the materials need to look new and rich during its restaurant use yet still durable enough for its night-time club use. During restaurant operations the lights would be bright and the materials will appear in a

certain way. Once the transition to the nightclub begins, the lights go down and the materials will lose their lightness and in many cases their luster. Mature and sophisticated colours schemes need to be incorporated in order for the restaurant to compete with other 5-star dining offers. The materials must be as visually flexible as the club itself. The reality or repair and replacement budgets need to be addressed, otherwise the space will appear worn rather quickly.

The Flex Club is a chameleon and always on the move. All of the restaurant operational needs will disappear while the nightclub elements will appear. Dining tables are wheeled out, bar stools are pulled from the bar and replaced with entertainment elements. A large storage area is required as well as areas for dancing, lighting rigs and an extensive sound system, all of which must "disappear" during the day. These elements have lighter duty in a Flex Club, but none the less when the customer is expecting a nightlife experience it must be delivered flawlessly.

These clubs also get rented to MICE as well as hotel specialty events. The opportunities for increased revenue are endless. The Flex Club can become the calling card for the property because of its vast appeal and flexibility.



俱乐部设计

—— 保罗·哈里塔基斯

The Hilton Players Club is a great example of a Flex Club that has built a great dining reputation as well as a cornerstone to nightlife for the property. The Chocolate, blue, green and beige colour scheme is both sophisticated by day and darkens down well in the evening. The materials are very plush where the customer can touch them, and very durable when needed. The walls tend to be lighter so the club lights will shine true on them. The decorative light fixtures are very dramatic and oversized and work well to fill the large volume of the space. The back lit onyx bar is slightly hidden by the bar stools but comes alive when the stools are removed in the night. Wooden floors throughout lend to various flexible locations for the dance floor. Lounge area for piano entertainment works well for the lighter side of musical entertainment. When a band or DJ plays, the focus is on the dance floor. The dining booths are converted to VIP booths that are rented during the nightclub functions. These tables require bottle minimums and bring in the greatest revenue potential. They're often rented months in advance. The operator must be flexible in their approach and creative with solutions for uses. Of course an entrepreneurial personality will ensure the Flex Club is in constant use.

夜总会和卡拉OK的房间很容易设计，因为顾客和他们的期望很明确。从空间开放的那一刻开始，由于营业时间的限制，通常里面气氛都很热烈。顾客也是特定年龄的人群，而且有着共同的兴趣爱好，所以他们寻求娱乐的方式是相同的。这其中包含了无限的美妙和乐趣。设计需要非常夸张和刺激，以匹配所播放的音乐，给人们以强烈的视觉冲击力。多样化的纹理和颜色，闪闪发亮的反射面是必须要有的。单独来看，它看起来可能像一堆杂乱的拼贴画，但是作为一个整体，它却是构成一个美妙夜晚的基础。这些空间表达且仅表达一种感觉——一场全力以赴的盛会！

当你设计一个受中老年人（40到60岁）青睐的Flex俱乐部的时候，预期和经历就会有很大的不同。为了节省空间和节约项目成本，一个空间多种用途是非常有利的。许多空间白天作为餐厅使用，到了深夜11点以后则变成了俱乐部。作为餐厅，海景可以创造浪漫的就餐环境。晚间这些景色变暗，外部的窗户都关闭了，因为夜总会的目标就是创造喧闹中的“窥视”元素。最重要的是感受当下。Flex俱乐部白天时很难控制能量、灯光及氛围，而夜总会通常都是一个封装的没有窗户的空间，它的地理位置就不那么重要了。显然不用像一个高档餐厅的地理位置那样。许多俱乐部白天都是柔和浪漫的，随着夜晚的推进开始推向热烈的氛围。音乐或者娱乐节目也是由稍慢的开始，渐渐的推向热烈。这种俱乐部打烊也更早一些。夜总会有DJ，而Flex俱乐部则要有钢琴演奏或者现场乐队表演。可以进行互动娱乐，但却不像DJ俱乐部那样强劲。

夜总会中所使用的材料质地及颜色是灰暗的，可以有效的遮挡住顾客对陈设布置所造成的损坏，因为许多人会在展台或者桌子上跳舞，高跟鞋很容易将织物踩出洞或者将玻璃桌子打碎。需要考虑每一种材料的持久性和美观性。当你设计一个Flex俱乐部的时候，要注意当其作为餐厅使用的时候，材料需要看起来崭新而丰富，且要保证夜晚作为俱乐部使用的时候，材料足够结实。在餐厅营业期间，灯光要明亮且材质要以一定的方式呈现。一旦进入到夜晚，灯光要变

暗，材质将失去其光泽。还需要融入稳重高雅的色调以与其他五星级就餐服务相媲美。所用材料必须要与俱乐部本身一样有视觉上的灵活性。需要做好维修及更新的预算，否则空间很快会显得陈旧。

Flex俱乐部就像变色龙一样一直在不断的变化中。在Flex俱乐部中，当夜总会元素出现的时候，所有的餐厅经营元素都将消失。餐桌被挪走，吧凳也被从吧台处挪走，换之以娱乐元素。还需要一个大型的存储区和为跳舞、灯光设备及大型音响系统准备的区域。所有区域必须要在白天的时候“消失”。这些元素在Flex俱乐部中是相对不太重要的，但是当顾客想要体验夜生活的美妙时，它又必须要完美的呈现出来。

这些俱乐部也会租作会展或者酒店特殊活动时使用。增加收入的机会是无限的。Flex俱乐部因其巨大的吸引力和灵活性，可以成为产业的名片。

希尔顿俱乐部是Flex俱乐部的一个典型例子，已经建立了很好的就餐声誉，且已经成为酒店内夜生活的基石。巧克力色、蓝色、绿色和米色在白天显得很高雅，在夜晚又显得很幽暗。顾客能触摸到的地方所用材料都很舒适也很结实。墙的颜色往往比较淡一些，这样俱乐部的灯光可以真实的照射在上面。装饰灯具非常引人注目且规模巨大，能很好的填补巨大的空间。后面的淡玛瑙色吧台稍稍隐藏在吧凳的后面，但当夜间吧凳被挪走后又变得活力四射。木制地板使舞池的地点具有了灵活性。钢琴演奏区作为音乐娱乐中较较缓的一面表现得恰到好处。当乐队或DJ演奏的时候，人们的焦点主要集中在舞池上。当作为夜总会功能使用的时候，就餐区被租赁成了贵宾区。贵宾们对酒水需求量最小，但带来的收益却是最大的。这些区域通常提前几个月就被租赁出去。经营者必须要灵活应对这种问题且在解决使用问题上要有创新性。当然一个企业的经营特性绝不会使Flex俱乐部处于闲置状态。



Hilton Player's Club

希尔顿俱乐部

Location:

Hilton Hotel and Resort, Atlantic City,
New Jersey, USA

Designer:

WESTAR Architects

Photographer:

Darius Kuzmickas

Area:

548 m²

Completion date:

2006

项目地点：
美国新泽西州，亚特兰大市，希尔顿酒店度假村

设计师：
WESTAR 建筑师事务所

摄影师：
达赖厄斯·库兹米卡斯

面积：
548平方米

完成时间：
2006

The challenge presented was to create an exclusive club that caters to the expectations and high standards of their discerning customers. Recognising that competition for repeat customers is great and enticing new customers to their property is critical, the results of this remodelling were that the Club was able to maintain its existing players as well as attract new customers.

The multiple facets of this project included creating nine areas, each with unique experiences but not so disparate as to cause unease but rather create a flowing transition: the entryway, host podium, queuing area, piano lounge, bar, casual lounge, two dining areas, and buffet station – all overlooking the Atlantic Ocean. Multiple visits by customers created the need for varied experiences throughout the space. Social or intimate, quiet or musical, focal seating or seating with a view – all options were addressed and each space was designed so that customers would be able to choose a seating area where they could unwind after a busy day.

The colour palette uses powder blue and green as accents against a background of chocolate and beige. The richness of the palette complements the preferred image of the customer's desires. The materials used were chosen for their richness and quality. Brazilian blue stone, backlit onyx bar panels, antiqued

设计此项目所遇到的挑战是如何创建一个可以为高素质顾客提供高标准服务的、独一无二的俱乐部。当时意识到争取回头客的竞争很激烈且吸引新顾客很关键，因此这一改造的结果是俱乐部既可以留住现有的顾客，同时又可以吸引新顾客。

该项目的设计包含多个方面，其中包括建立九个带有独特氛围又并非毫无关联的区域，既要避免引起顾客不安的情绪，又要体现流畅的空间过渡：入口通道、接待处、等候区、钢琴休闲吧、酒吧、休闲厅、两个就餐区和一个自助餐厅——在所有这些区域中都可以俯瞰大西洋的美景。由于顾客到访甚多，因此很有必要在各个空间中营造不同的氛围。社交的或私密的，安静的或配有音乐的，集中就座或者分散就座的——各个空间都有不同的氛围供顾客选择，因此在劳累忙碌了一天之后，顾客可以选择一个可以放松身心的就座区。

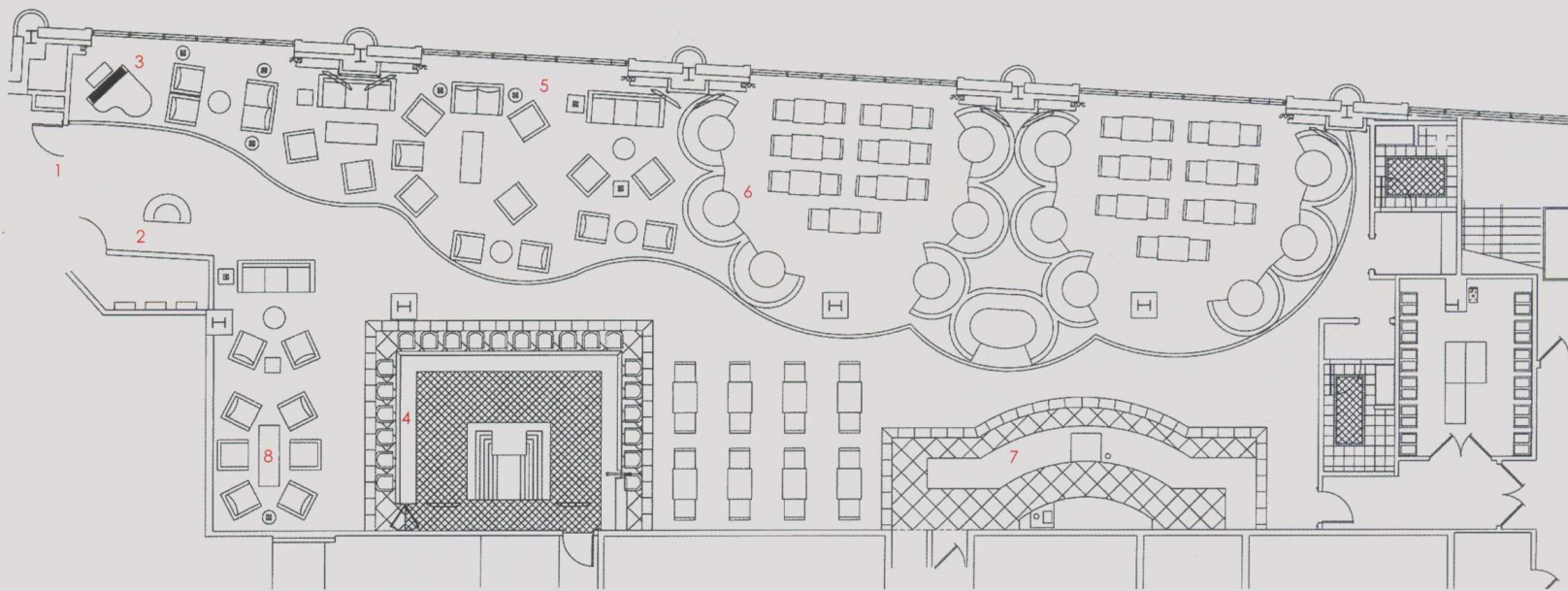
采用蓝色和绿色作为主色调与巧克力色和米色的背景相呼应。色调的丰富性成为了顾客的首选。使用的材料也是根据其丰富性和质地而选择的。巴西蓝石、背光玛瑙板、仿古金箔柱、绒面墙、皮革、棕榈木地板、水晶球灯、15英寸高木及树脂同位孔灯、玛瑙灯光装置和独特的Player Card艺术品都具有最高品质且客户皆可触及。顾客群体会根据自己家中的装饰来品评俱乐部中所采用的材料。因此，俱乐部会吸引顾客在此停留、休息及放松。



1. Leather sofas increase elegant atmosphere of the lounge
2. Light of pendant lamps and light points creates a warm space
3. Round benches and tables show the high quality of the space
4. There are different seating areas in the restaurant
5. The piano lounge shows elegance
6. The flooring adds to the dignity of the space
7. The bar is shining with yellow light

1. 皮质沙发为休闲吧增添了高雅的气氛
2. 吊灯和点灯的光芒为空间增添了温馨感
3. 环形桌椅显示了空间的高品质
4. 餐厅中有不同的就座区域
5. 钢琴休闲区充满了高雅的气息
6. 地板设计为空间增添了高贵的气质
7. 吧台闪烁着黄色的光芒

gold leaf columns, suede walls, leathers, palm tree wood floors, crystal ball lights, 15' tall wood and resin peek-a-boo lights fixtures, onyx light fixtures and unique Player Card Art are all of the finest quality and are within the touch of the clients. The age group of the customers responds to the choice of materials with a familiar knowledge, yet an unattainable level of finish in their own homes. The Club entices customers to stop in, relax, and unwind.



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|----------------------|----------|
| 1. Entrance | 1. 入口 |
| 2. Host podium | 2. 接待处 |
| 3. Piano lounge | 3. 钢琴休闲吧 |
| 4. Bar | 4. 酒吧 |
| 5. Ocean view lounge | 5. 观景休闲吧 |
| 6. Booth | 6. 休闲厅 |
| 7. Display kitchen | 7. 展示厨房 |
| 8. Wood room | 8. 木室 |

