



# THE THIRD SPACE

CLUB, NIGHTCLUB & BAR

第三空间 会所、夜总会和酒吧

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许雅杰 沈沉 译

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会所 CLUB

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018 | The Second Floor,  
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030 | Virgin Atlantic JFK  
Clubhouse

040 | Chill Skybar & Restaurant

048 | Motif

056 | Virgin Atlantic EWR Clubhouse

064 | Morton's Club

072 | Kartel

082 | Capital Club, Bahrain

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# PREFACE I 序言一

From sweaty basements to hi-tech entertainment temples – clubs have changed a lot from the beginnings to now. With the changes come new challenges. While club culture is a global phenomenon, the energy and atmosphere is created by the clubbers, which are rooted in their respective local cultures. This is also true for clubs in Asia, which often are under the pressure to survive in a transforming entertainment environment, often by integrating the needs of diverse audiences in one space. Unfortunately, too often the result is conceptual confusion. In order to avoid this, URBANTAINER had a look at the successful yet authentic European club scene.

The URBANTAINER team developed Club OCTAGON's space branding concept with these considerations in mind. While the overall concept is a reference to Europe's transformed post-industrial spaces, the design concept is inspired by the octagonal shape. With its prevalence in Korean traditional design, the designers and planners chose the octagon as design motif because of its specific representation of a human between the elements of land and heaven.

The motif runs throughout the club interior, the lighting, and it sets the structural rules for construction. The octagonal shape also allowed the designers to create the effect of a coliseum without the difficulties that come with building in a completely circular shape.

Whilst being optimal for viewing the stage from all angles and producing superb acoustics, the OCTAGON allowed for the presence of straight edges and thus better inclusion of technological equipment such as the Funktion-One surround sound system. In URBANTAINER's world, design is understood as a creative process of communication within a certain situation, rather than applying templates just because they work. Maintaining this mindset can be a challenge, but the results are always worth the extra effort. This is especially true for the realization of projects in the dynamic Megacities of Asia.

从闷热的地下室到高科技的娱乐圣殿——会所从一开始到现在已经改变了很多。变化的同时也带来了新的挑战。虽然会所文化已经成为一种全球现象，但是会所会员的活力和会所的气氛却植根于各自的文化之中。这点同样适用于亚洲的会所，这些会所常常顶着压力，通过整合一个空间中不同受众的需求来转变娱乐环境，从而求得生存发展。不幸的是，这样的装饰往往导致概念上的混乱。为了避免这种情况，URBANTAINER的设计参考了颇有成效且正宗的欧洲会所场景。

考虑到上述因素，URBANTAINER的团队开发了OCTAGON会所的空间品牌理念。虽然整体的概念参照了欧洲转型后的后工业化空间，但设计概念的灵感却来自于八角形的形状。随着八角形在韩国传统设计中的广泛应用，设计者和规划者选择将八角形

作为设计主题，因为八角形是天地元素之间的人类的特定表示。

这个主题贯穿了会所的内部设计及照明设计，并影响了整个建筑的建筑结构。同时八角形的形状还易于设计师创建一种竞技场的效果，因为建筑是一个完整的圆形。

在最大限度地优化各方观众的视角、营造最佳音效的同时，OCTAGON内还设计了许多直角，以便更好地容纳包括Funktion-One环绕立体音响在内的高科技设备。在URBANTAINER的世界中，设计被理解成一种特定场景中的创造性交流过程，而不是因其功效而被应用的模板。一直保持这种心态做设计是一种挑战，但结果会证明加倍的努力是值得的。这一点在极具活力的亚洲大城市的建成项目中体现得尤为突出。





Hayes Slade, James Slade  
Slade Architecture

The design of a club space, and especially a TOP CLUB, requires consideration of the emotional nature of leisure and recreation. Success for these venues is driven by a collection of intertwined attributes that are highly subjective and often judged in an instant.

In this world, there is tremendous latitude and at the same time, there are few rules that point definitively to success. Often the appeal stems from the creative balance of seemingly contradictory qualities: welcoming/selective, cutting-edge/familiar, authentic/trendy, interesting/background. The merging of design, operations, program and service to create a unified enticing atmosphere is a complex interaction that defies codification. As a result, these clubs and hospitality spaces embody the multifaceted nature of interior design in a particularly challenging way that spans from science to logistics to art.

Part fantasy, part functionality, the club space offers a stage set for a non-scripted experience. Design at every level is central to setting the tone: from the largest scale, where flow and spatial configuration guide social interactions down to the smallest detail level where detail and material cues place visitors in a specific mindset.

会所，尤其是顶级会所的空间设计，需要考虑到其休闲娱乐的情感特性。这些场所的成功取决于一系列错综复杂的特性，而且这些特性是非常主观的，常常一瞬间的判断就决定其成败。

在会所的世界里，设计风格范围广阔，与此同时，指明成功的规则却不多。通常，会所的魅力来源于看似矛盾的特质之间创造性的平衡：大众与个别、前沿与普通、古旧与时尚、引人注目与默默无闻。将设计、执行、程序和服务集合起来，创建出一种

统一且迷人的氛围，是一个复杂的融合过程，极具挑战性。因此，这些友好的会所空间以一种特别具有挑战性的方式，从科学方面到后勤再学到艺术领域，都充分体现了室内设计的多样性本质。

梦幻而又不失功能性，会所空间提供了一个即兴表演的舞台。各级的设计对于会所的定调十分重要：广义上讲，客流量和空间配置引导互动交流；狭义上讲，细节和材料将顾客定位在一个特定的心态上。

## PREFACE II 序言二

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CELLU

CLUB

JUB

CLUB

会所

CLUB

# C lub OCTAGON

## Team

Jiwon Baik, Younjin Jeong, Hyungsuk Lee, Semi Kim, Gayoung Lee, Yoonyoung Chang

## Location

New Halltop Hotel, Seoul, Korea

## Area

2,600 m<sup>2</sup>

## 4D Media Light

URBANTAINER Co., LTD+NASA Factory ( James Powderly, Narim Lee, Eunjeung Son)

## Photographer

Sun Namgoong

Club OCTAGON answers the client brief of renovating 2,640 m<sup>2</sup> over two levels of gutted hotel basement to create a high tech auditorium, club, lounge and restaurant that put music and people's experience first. URBANTAINER developed a new type of multi-space for entertainment, socializing, and subculture that was lacking in the Korean market. Conceptually every detail of Club OCTAGON works with the octagonal form from the corporate identity, including the layout, 4D Media Lighting, modular seating, to even the ice buckets in each of the VIP rooms.

The space facilities include the main floor dance floor and entertainment hall, three bars, open kitchen, mezzanine private VIP bunkers, 2nd floor VIP lounge, 2nd floor 2nd stage lounge, silent room, and women's powder room. Some of the most famous clubs in Europe utilize the raw and empty space of factories, power stations, and prisons. In these spaces, the club is a place where culture can reinvent itself and celebrate the party scenes inhabiting them.

The design concept for Club OCTAGON was based on the energy of these spaces, instead of aiming to be Seoul's next trendy club. The lack of converted warehouses and factories as creative multiuse spaces in Korea inspired URBANTAINER to create their own whilst including the glossy and technological elements that are a must for the wired Korean market. URBANTAINER considers this design storytelling, imaginatively fulfilling desires, in this case inspired by European club culture and its converted spaces, by orchestrating the mood through design. With the concept of a factory in mind, the club relies on limited materials and colors only. The minimal design with elements like exposed steel beams, elevator shaft, fire prevention system, ventilation, and epoxy cement floors to allow focus on the programmatic content of the events, while keeping alive the excitement of the raw energy of old school raves.







