

# Club and Lounge

名流场——俱乐部与休闲吧

李春梅 编/译



辽宁科学技术出版社

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### 图书在版编目 ( C I P ) 数据

名流场—俱乐部与休闲吧 / 李春梅编译. --  
沈阳: 辽宁科学技术出版社, 2011. 5  
ISBN 978-7-5381-6597-5

I. ①名… II. ①李… III. ①俱乐部—建筑设计  
IV. ①TU242.4

中国版本图书馆CIP数据核字 ( 2011 ) 第035783号

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出版发行: 辽宁科学技术出版社

( 地址: 沈阳市和平区十一纬路29号 邮编: 110003 )

印刷者: 利丰雅高印刷 ( 深圳 ) 有限公司

经销者: 各地新华书店

幅面尺寸: 230mm × 290mm

印 张: 34

插 页: 4

字 数: 50 千字

印 数: 1~2000

出版时间: 2011年5月第1版

印刷时间: 2011年5月第1次印刷

责任编辑: 陈慈良

封面设计: 迟 海

版式设计: 迟 海

责任校对: 周 文

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书 号: ISBN 978-7-5381-6597-5

定 价: 268.00元

联系电话: 024-23284360

邮购热线: 024-23284502

E-mail: lnkj@126.com

<http://www.lnkj.com.cn>

本书网址: [www.lnkj.cn/uri.sh/6597](http://www.lnkj.cn/uri.sh/6597)

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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 overscaled 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轻柔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 m<sup>2</sup>

### 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其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。



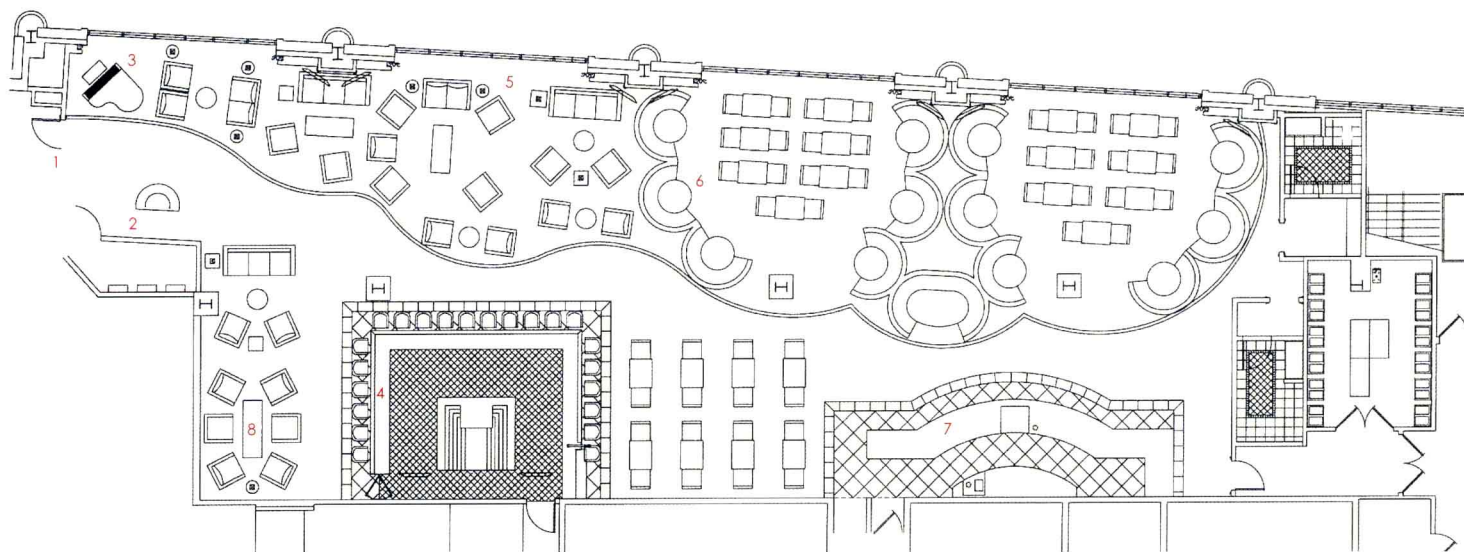




1. Leather sofas increase elegant atmosphere of the lounge
2. Light of pendant lamps and light points creates a warm space
3. Round benches and tables show the high quality of the space
4. There are different seating areas in the restaurant
5. The piano lounge shows elegance
6. The flooring adds to the 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. 吧台闪耀着黄色的光芒

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.

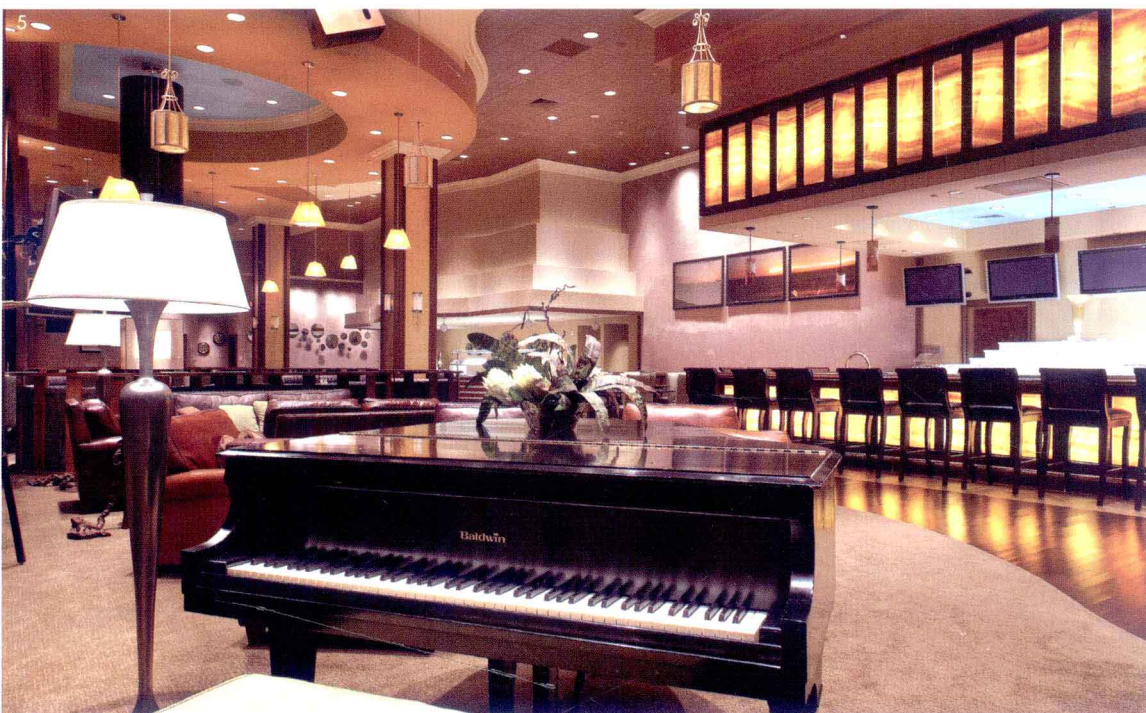


- |                      |          |
|----------------------|----------|
| 1. Entrance          | 1. 入口    |
| 2. Host podium       | 2. 接待处   |
| 3. Piano lounge      | 3. 钢琴休闲吧 |
| 4. Bar               | 4. 酒吧    |
| 5. Ocean view lounge | 5. 观景休闲吧 |
| 6. Booth             | 6. 休闲厅   |
| 7. Display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

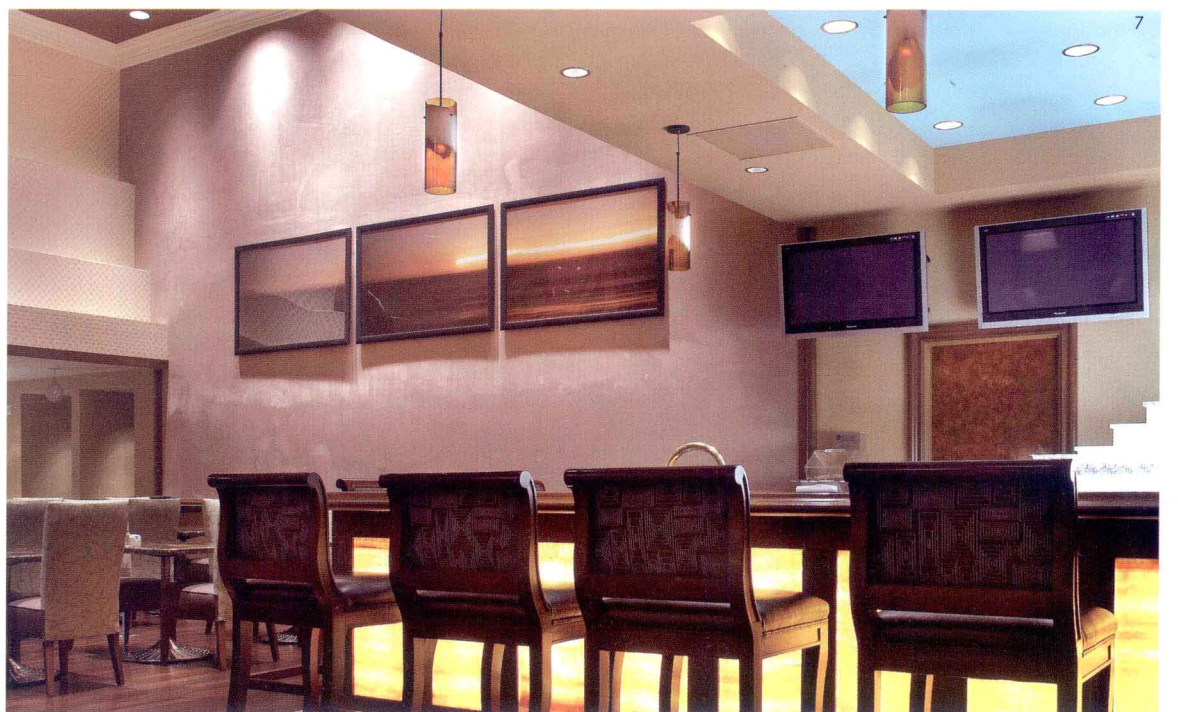
















**Lounge Design**  
– By Paul Heretakis

The modern-day lounge is often used as a catch-all gathering space for the weary in order to find decompression and rejuvenation. Food and beverage offerings are simple and small as is the more laid-back entertainment programme. The space is about the sociability of its guests. It is meant to be friendly and interactive. Guests that want privacy will have to search out the few dark corners to get lost alone with their inner thoughts. The space is meant to function as a meeting place before and after any event. Many guests use it as their sociable home base with multiple visits each day. When not in their hotel room they can be found in the lounge.

The spaces must be luxurious, sophisticated and glamorous. Lots of WOW design features, reflexivity and sparkle. Rich colour schemes that balance colours and contrast in hues. It is used throughout the day for many purposes and must be memorable but not fully absorbed on the first visit. Each subsequent visit should uncover new details and features not seen before. Fresh floral presentations and a uniformed staff can alter the appearance of the room's presentation throughout the day. The colour schemes must be interesting yet subtle enough not to take the room over nor date the space quickly. Rich materials that are classic such as leather, marble and woods should be used generously. The light

fixtures must be custom and unique to the room. Lighting can date a space quicker than any other material, so the design must be timeless. Motifs of luck, fortune and long life are incorporated to enhance one's inner self throughout the visits.

The lounge is usually split into rooms within rooms. A bar area is a must for those that want to enjoy a drink and some conversation before moving onto the rest of their evening. The bar is often large in order to serve groups quickly and accommodate various clicks of people. The bar is also the final resting place for many of those who went out for the night but come for the last night cap drink before moving onto their hotel room. The lounge area is for the gathering of the social masses who want to see and be seen. They tend to stay for long periods of time and for various reasons. At certain times it is a communal meeting place to start or finish the day while other times it is the chosen destination. Of course the final area is the dining zone, where people use the space for its cuisine offerings. Great light-small plate meals are served in an atmosphere that is more casual and accommodating than a stuffy 5-star restaurant. True diners and multiple courses are replaced with buffet or table-presented servings of small-plate offerings. Light bites that intrigue and tantalise. A more common option to the heavy diner feeling most people avoid in today's more health-

oriented approach to dining. A looser, more casual option to dining and a place where you can retreat to the bar or lounge after the meal in order to enjoy the entertainment. Continental breakfast can also be served during the morning hours when the rooms are lit with the glow of the morning sun. The sun will wash out some of the sophistication of the room and act as the rays of life in order to enhance the start of your day with a bright and cheery outlook. During the lunch hours light buffet offerings complement the beverage programme and create a gathering place for those looking for a place to decompress from the activities from the day.

The entrainment varies from Jazz quartets, piano players with a complementing singer and lively swing bands. The closer you are to the entertainers, the more they become part of your evening, while other guests will be in parts of the lounge that are not overcome with the sounds. A variety of experiences within one lounge is always the goal. During the morning and daytime hours computers are the preferred instruments of entertainment, but once night falls, all interests turn to a let-loose attitude of fun first.

The Bally's Lounge is influenced by the Americana style with its masculine oversized furniture. The colour palette goes from rich reds and coppers in





## 休闲吧设计

——保罗·哈里塔基斯

the bar to the brighter and friendlier blues and golds in the dining area that faces the windows. Four double-sided fireplaces create eight seating areas washed in the warmth of the traditional hearth. They also separate the lively bar from the more subdued lounge area. The feelings of comfort are meant to be felt immediately upon entry into the room.

The Caesars Lounge is more European and sophisticated. The furniture is more formal and feminine. The colours are brighter and the materials are more expensive and impressive. The room is purely 5-star as is the hotel itself. Dining area enjoys the view while the lounge areas are broken into little jewel box settings of crotch-cut book matched wood and marble columns. Colonnades and gold leaf impress from the moment you enter the space. It is a tour de force of design that is meant to uplift your style.

现代休闲吧通常被作为疲惫的人们聚集、寻求放松、恢复活力的地方。食物和饮品供应相对少且简单，悠闲的娱乐节目相对较多。这样的空间是客人们的社交场所，气氛要柔和且要有互动。需要独处的客人不得不寻找那些暗角处来进行内心的思考。休闲空间的功能是作为活动前后人们相聚的地方。许多客人只把这里当作是社交基地，每天在这里会见许多人。如果他们不在酒店房间内，就在休闲吧里。

休闲空间一定要豪华、高雅、迷人。要有许多令人叹服的设计特色，要闪耀着光芒。丰富的色彩设计既要保持色调平衡又要形成鲜明对比。颜色处理既要让人记忆深刻又要让人第一次看到后不能完全领会其中的妙处。要让客人在后续的每一次来访中都感受到新意。鲜花装饰和整齐穿戴的工作人员可以改变室内空间给人的印象。色彩搭配一定要足够精妙有趣，既不要使空间太过耀眼也不要使空间很快过时。一定要慷慨的使用各种经典而丰富的材料，如皮革、大理石和木材。灯光设置一定要独特且与室内设计相配合。灯光比其它材料更容易使空间过时，因此，设计一定要经久不衰。好运、财富和长寿的主题综合起来让来访的客人们感受强烈。

休闲吧通常设计成室中室的形式。酒吧区是必须要为那些想先享受一下饮品、进行一番交谈的人们准备的。酒吧通常很大，这样可以高效率地为顾客服务，满足顾客的需求。对于那些夜晚从外面回来的人，在回酒店房间之前，酒吧则成了他们想要享受小酌的最后一站。休闲区也成了那些想要看到别人也希望被别人看到的人们的社交场所。他们往往因各种原因在这里停留很长一段时间。有时候这里只是人们在一天的开始或者结束时进行聚会的场所，但有时候，这里则是人们理想中的目的地。当然，最终的地点是就餐区，在那儿人们可以享受美食。明亮的灯光、精致的餐点以及就餐的氛围都要比沉闷的五星饭店更加轻松而惬意。真正的大餐和各式菜肴都替换以自助餐或者小盘菜肴。便餐很吊人胃口。在主张健康就餐的今天，人们都避免大吃大喝，这是大多数人的就餐选择。这里的环境轻松随意，饭后还可以去酒吧或者休闲吧享受娱乐节目。当早上

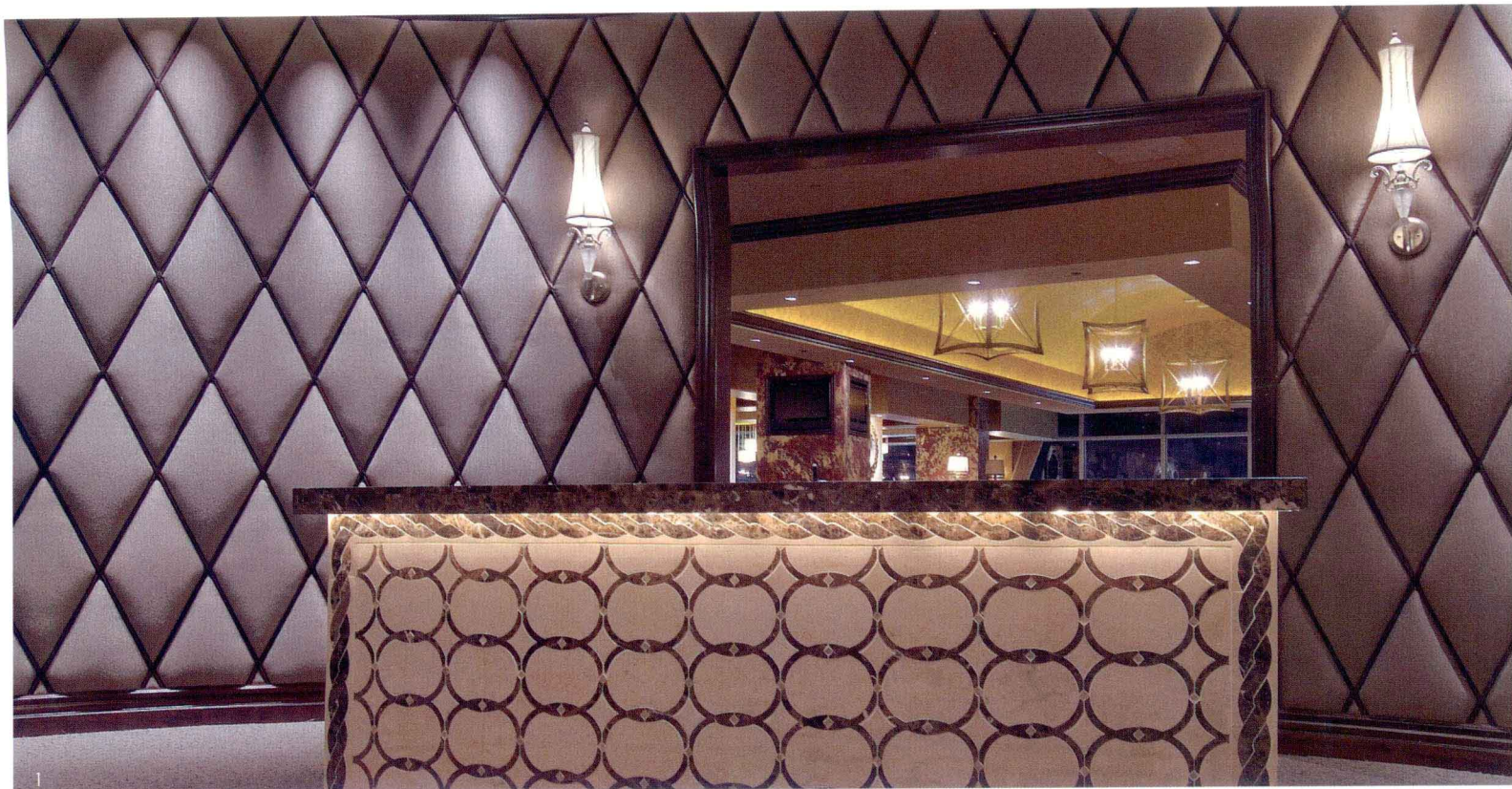
第一缕阳光照亮室内的时候，这里也会提供欧式早餐。阳光洗涤了室内的烦杂，就像生命之光一样用明快和欢乐照亮了人们美好一天的开始。午餐时段有自助餐和饮料供应，为上午繁忙活动归来寻求放松的人们提供了很好的聚会场所。

娱乐活动从爵士乐四重奏、歌手演唱钢琴伴奏到生动的摇摆乐队表演应有尽有。你离表演者越近，娱乐就会成为你夜晚中越重要的组成部分。而其他客人更多的会在休闲吧里度过，这里是音乐及一切声音触及不到的地方。人们的目标总是希望在一个休闲吧里可以有各种各样的体验。早上和白天的时间里电脑是人们娱乐的主要工具，但是当夜晚降临的时候，所有人就都想先轻松娱乐一番。

巴利俱乐部受到了美洲那种伟岸大气风格的影响。色调从酒吧里丰富的红色和铜色到面对窗户处的就餐区中更加明亮而柔和的蓝色及金色。四个双面壁炉形成了8个可以享受传统炉火温暖的就座区。人们一进屋就立即能感受到舒适与温暖。

凯撒俱乐部设计则更加具有欧式风格且更高雅精致。家具陈设更加正式而柔和。颜色更加鲜亮，材料更加昂贵、令人难忘。俱乐部像酒店本身一样具有五星级品质。就餐同时可以享受美丽的景色，休闲区被分成了小型的珠宝盒式的空间，配有整齐排列的木制和大理石制成的圆柱。一进入室内，石柱廊和金叶子图案会给人们留下深刻印象。来到这里感受设计的力量，可以提升您的品位。





# Bally's Player's Lounge

## 巴利俱乐部

**Location:**  
Atlantic City, New Jersey, USA

**Designer:**  
WESTAR Architects

**Photographer:**  
Darius Kuzmickas

**Area:**  
1,765 m<sup>2</sup>

**Completion date:**  
2007

项目地点：  
美国，新泽西州，亚特兰大市

设计师：  
WESTAR建筑师事务所

摄影师：  
达赖厄斯·库兹米卡斯

面积：  
1765平方米

完成时间：  
2007

The design objective was to create a style within the Americana genre that would establish the Bally's brand. Upholstered walls and views of the Atlantic Ocean overwhelm customers when they enter the Club.

The use of columns, fireplaces, low walls and niches was required to subdivide the 1,765-square-metre space and 425 seats into 18 unique, intimate seating vignettes of less than 25 seats each. A 45-seat upholstered tufted leather bar, complete with crystal buttons, overlooks a historical park, while the lounge area is bordered by four double-sided fireplaces.

Overstuffed furniture, living room settings, wall shelving and unique Americana artifacts give guests a sense of home. The liberal use of gold, silver and copper leaf graces the ceiling; rich burgundies, browns, reds and chocolates make up the colour palette. The ceiling design uses various applications of copper ceiling tiles, wood beams; embossed wall covering, mirrored panels and a gold leaf vault add dimension to the ceilings. Hand-applied gold-and-copper leaf over a background of burgundy adds a warm finish to the walls. Faux suede covers other walls to create a soft, intimate environment.

The most sought-after seats are along the 60m expanse of floor-to-ceiling windows that

设计目标是要在美洲流派内创造一种可以打造巴利品牌的风格。当客人进入俱乐部时会被豪华的墙面和大西洋的美景所倾倒。

需要使用圆柱、壁炉、矮墙和壁龛来将这1765平方米、容纳425个座位的空间分隔成18个独特的、私密的、少于25个座位的小空间。一个能容纳45个座位的皮革软垫装饰的酒吧，配有水晶装饰，可以俯瞰历史公园。休闲区域周围配有四个双面壁炉。

加有厚软垫的家具、客厅布置、墙面搁架和独特的美洲文物都给客人以家的感觉。金银铜叶子装饰不拘一格，给天花板增添了高雅的气质；丰富的红葡萄酒色、棕色、红色和巧克力色构成了主色调。天花板的设计采用了各种铜制的天花板材料和木梁；浮雕壁布、镜面板和金边拱顶增加了天花板的维度。手工制作的金和铜叶子装饰覆在红葡萄酒色的背景上，给墙面增添了温馨感。人造麂皮覆盖着其他墙面，形成了柔软私密的环境。

座位后面最抢眼的地方是沿着地板延伸61米一直到天窗的那部分，可以俯瞰大西洋。传统美式风格的镶嵌式地板点缀着四个不同类型的木地板和三个不同类型的石材地板。每种材料的运用都为顾客创造了一个独立而独特的就座空间。美洲风格的奢侈品给客人以舒适的享受且与他们的兴趣相一致。