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Mefauce

Global economic turmoil has made business enterprises operate on tight or reduced budgets. To the majority of the working class, the new business philosophy of "doing more with less" means added workload, overtime, and pressure. It leads to a growing demand for pressure reduction activities. People choose to go to the gym, hike, or jog over the weekends, or just relax in a tranquil or suburban environment. The best place to find an amiable haven after work, however, is the club or lounge where people can enjoy a drink, chat on the talk of town, or simply find companionship with friends and acquaintances.

Club and Bar is a parade of the most upbeat designs of clubs, lounges, and bars. Projects selected are located in some of the most affluent cosmopolitan cities in Asia, America and Europe where a magnitude of options for elite facilities are offered. You can find a venue that features stages for live rock music and dance floors, a site that offers a dining room, full service bar and modern art fixtures, down to a private party venue for any conceivable occasion. The entertainment sites collected in this publication all carry their unique personalities, signature expressions and phenomenal charm. These characteristics are neatly woven in the interior designs dexterously delivered by professional designers.

Over the years, many things have changed in the clubbing business, particularly in the role of interior design. Back in the 1970s and even into the early 1980s, business owners could open a club in any busy location, paint the ceiling in a dark hue, dimly light everything and get the right live music or DJs, their business would just fly. What has happened over the last 30 years is that business has become much more competitive. Club goers want to feel like the club they are in is in line with the contemporary world. They ask for integrated sound and visual displays that reveal a high-tech edge, visually interesting illumination, alluring atmosphere, and stylish interior designs which drove owners to put out a much better product than ever before. Our collection of club and lounge designs is an excellent source of reference for designers and owners in this growing business sector.

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Las Vegas, NV, USA 1,229 m²



The original contact of the project was the Morgans Hotel Group who craved for a vibrant concept for the new nightclub at the expanded Hard Rock Hotel and Casino, Las Vegas. This led to our innovative proposition visually triggered by colors, shapes and radiance of jewelry forms. We were especially keen to create an environment that was transportive and would resonate with women as well as men. A great deal of attention is placed at the women's lounge/ bathroom area.

This was our initial description: Vanity is a club that resembles an eclectically layered maximalist jewel box in an organized chaos of glinty facets sprinkled on soft velvets, rich satins and bold tapestries. It flaunts a parade of saturated jewelry tones fused with bronze and gold metallic, antique mirrors, rubbed brass and black chrome referencing to pearls and hand cut crystal abound. Accentuated with gleaming textures and honeycombed surfaces, it provides an organic backdrop for the club's gradation of reflective surfaces and vibrant expression. The space is intimate, with the dance floor slightly sunken and the entirety of which revolves around a cyclone of

crystal and light that rises 6 m above the dance floor and spreads out in all directions. The vortex of glass and light covers 111.5 m² and hovers above the dance floor like a cloud.

Simply put, Vanity is a sensualist's playground of exquisite chaos, just like the jewel box fantasies that fairy tales fuel it.

In this jewelry inspired proposition, we freely mixed in surfaces and furnishings associated with a variety of glamorous time periods, especially the 1970s and 1980s. There are state-of-the-art fin de siècle, too, like the bi-morphic computer generated lighting sculpture that is definitely an innovative product of the past decade.

This focal piece is composed of 20,000 programmable LEDs and 20,000 crystals. It rises above the glass floor and bursts up 6 m where it spreads and undulates over the entire expanse of the dance floor.

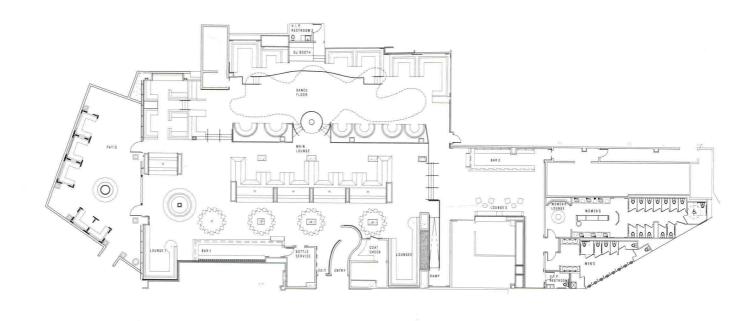
Another area of special interest is the women's lounge which features full height walls of laminated glass with artwork by fashion photographer Miles Aldridge. One side has his gold eye and the opposite features dripping gold through his lips. Between the two is a cloud of multiple armed sputniks with aqua mirrored glass balls and lit white ones. The vanities feature sinks from Jaime Hayon featuring large individual lit make up mirrors and soft raspberry colored chenille poufs at each sink booth.

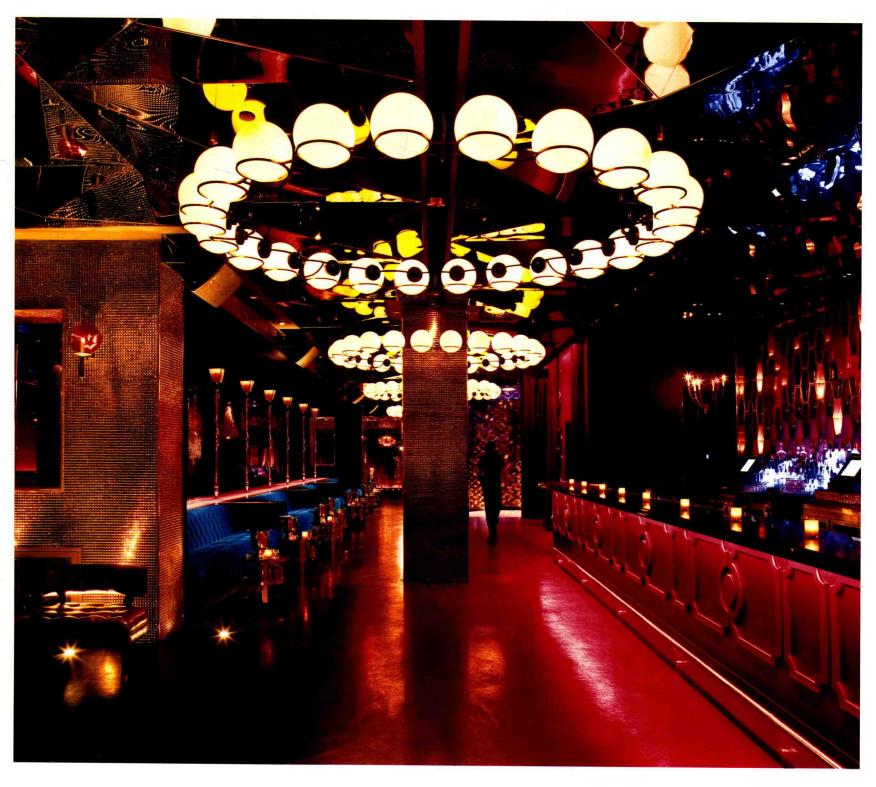
In addition to the Miles Ulrich artwork, we have made extensive use of art from Yelena Yemchuk whose brooding shots of women could have been made in the 1940s. These are displayed in a variety of areas like behind the glass, stretching 7 m high at the dance floor and anchoring the bathroom vestibule and one of the smaller lounge areas.

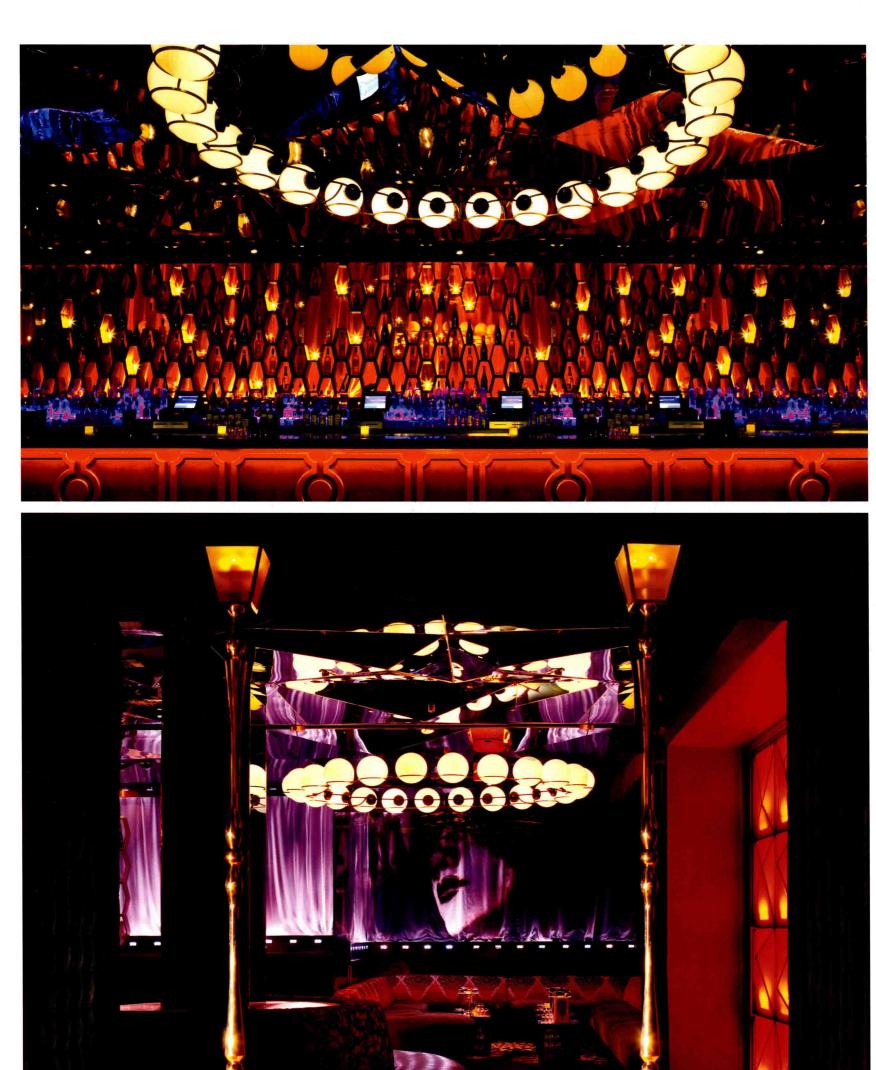












Vanity | Mr. Important Design