

HEYBOY CLUB DISCOBAR

B-ARCH STUDIO

architects: Sabrina Bignami and Alessandro Capellaro
collaborator: Marco Mugnai (architect)
www.b-arch.it

construction date: 2011
area: 400 m2
location: Prato, Italy
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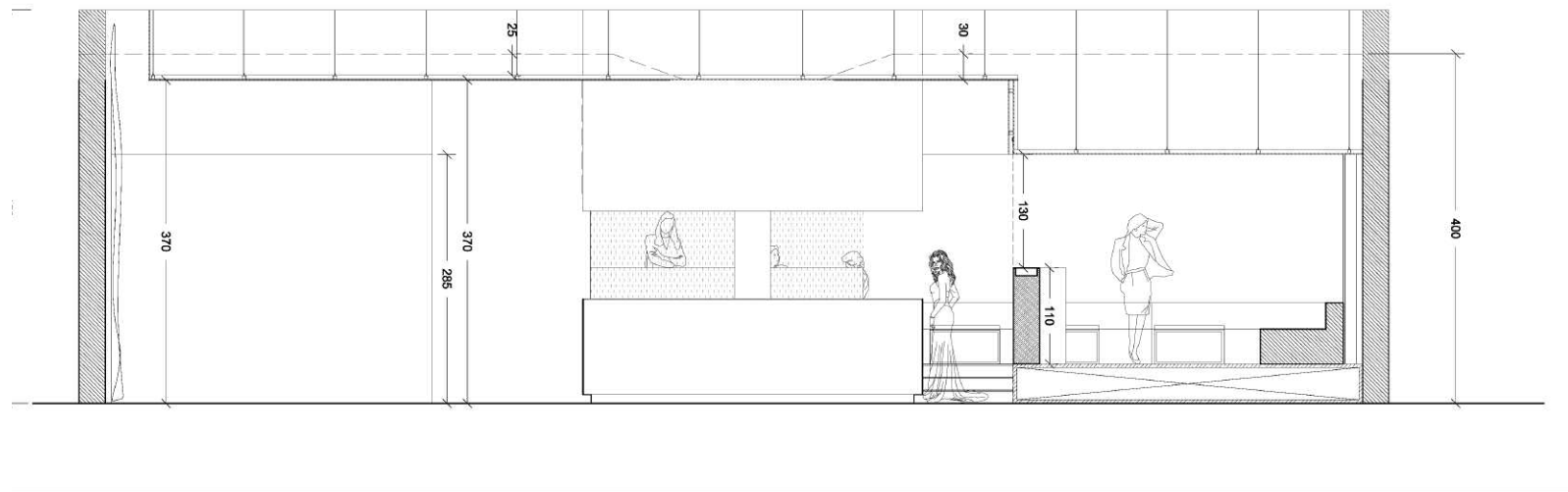
HEYBOY IS A CLUB - DISCOTHEQUE FOR YOUNG CHINESE, PROJECTED IN AN OLD DISUSED INDUSTRIAL BUILDING, IN PRATO.

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Thinking about this Tuscan city, it comes immediately and spontaneous the double association with the textile industry, traditional and still prosperous, and with the chinese community, which is in continuous growing after the boom of immigration started in 1990 involving whole families. Chinese that represent twenty percent of the population are employed as factory workers in the textile field which constitutes a quarter of the local industry. Chinese community, the largest in Italy, today asks for spaces, activities that have outgone the working ones, beyond economic area, involving luxury, entertainment and free time. Flavours, traditions, tastes, of an ever growing multi-ethnic reality provide fertile ground in which mainly youngsters create new trends, and demand for the appropriate spaces. B-arch studio was founded in the city of Prato, but in the course of time has carried out projects on a more and more national and international scale: therefore it seemed spontaneous to give voice to these new needs, undertaking enthusiastically the stimulating design concept. The design takes over 400 square metres on which architects Sabrina Bignami and Alessandro Capellaro, heads of b-arch studio, have projected an international look without any local reference. Situated on the ground floor of the ex factory, the space is distributed in one big hall, but articulated in sub-spaces thanks to the absolute protagonist of the project, a biggest totem-bar that stays monolithic in the centre.

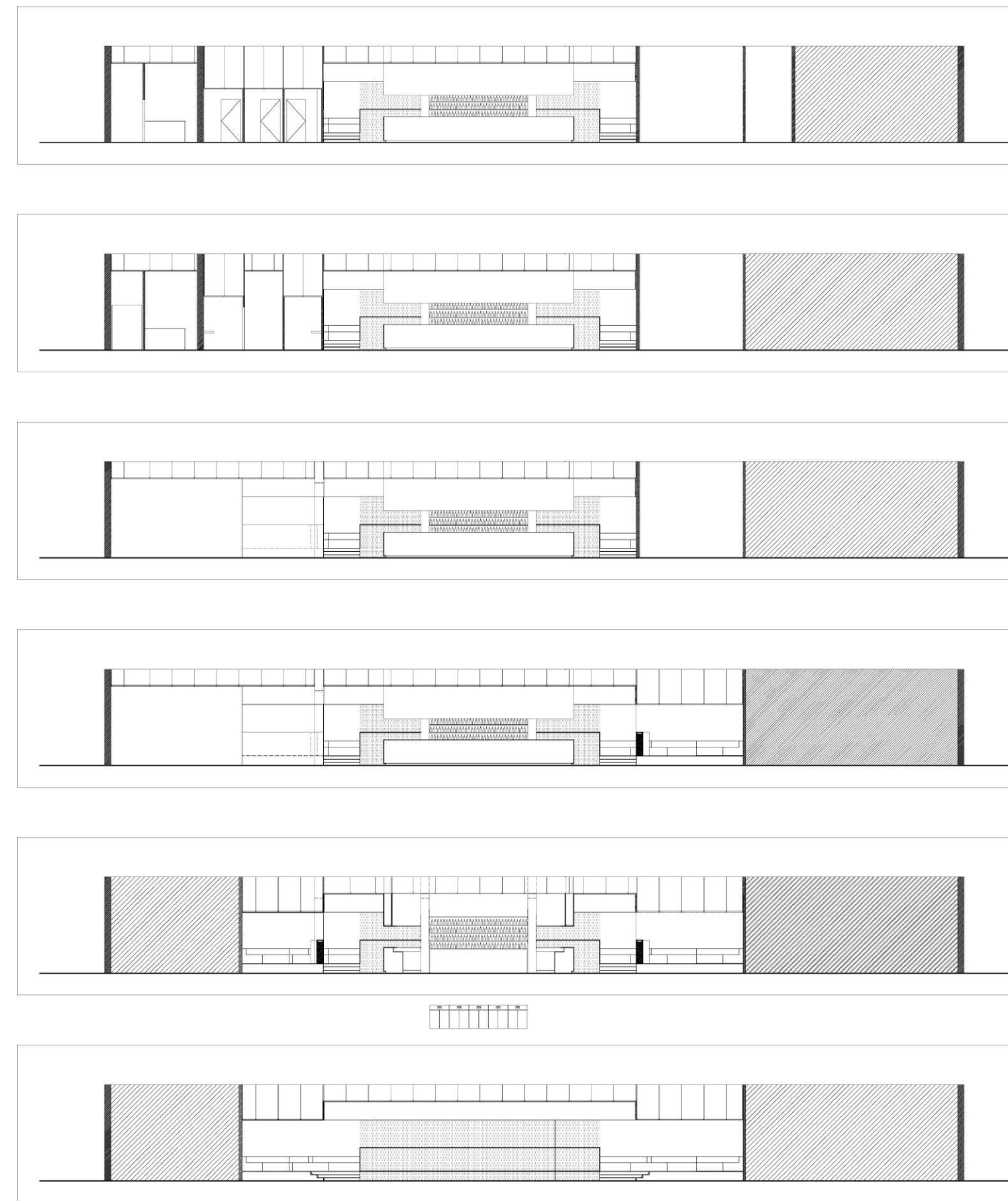
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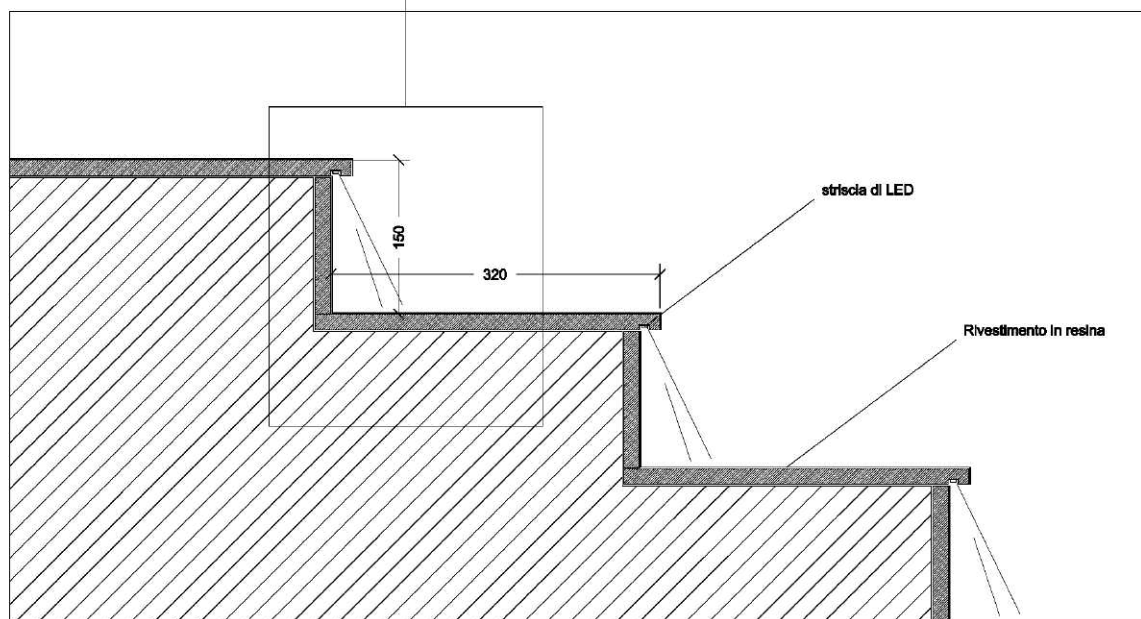
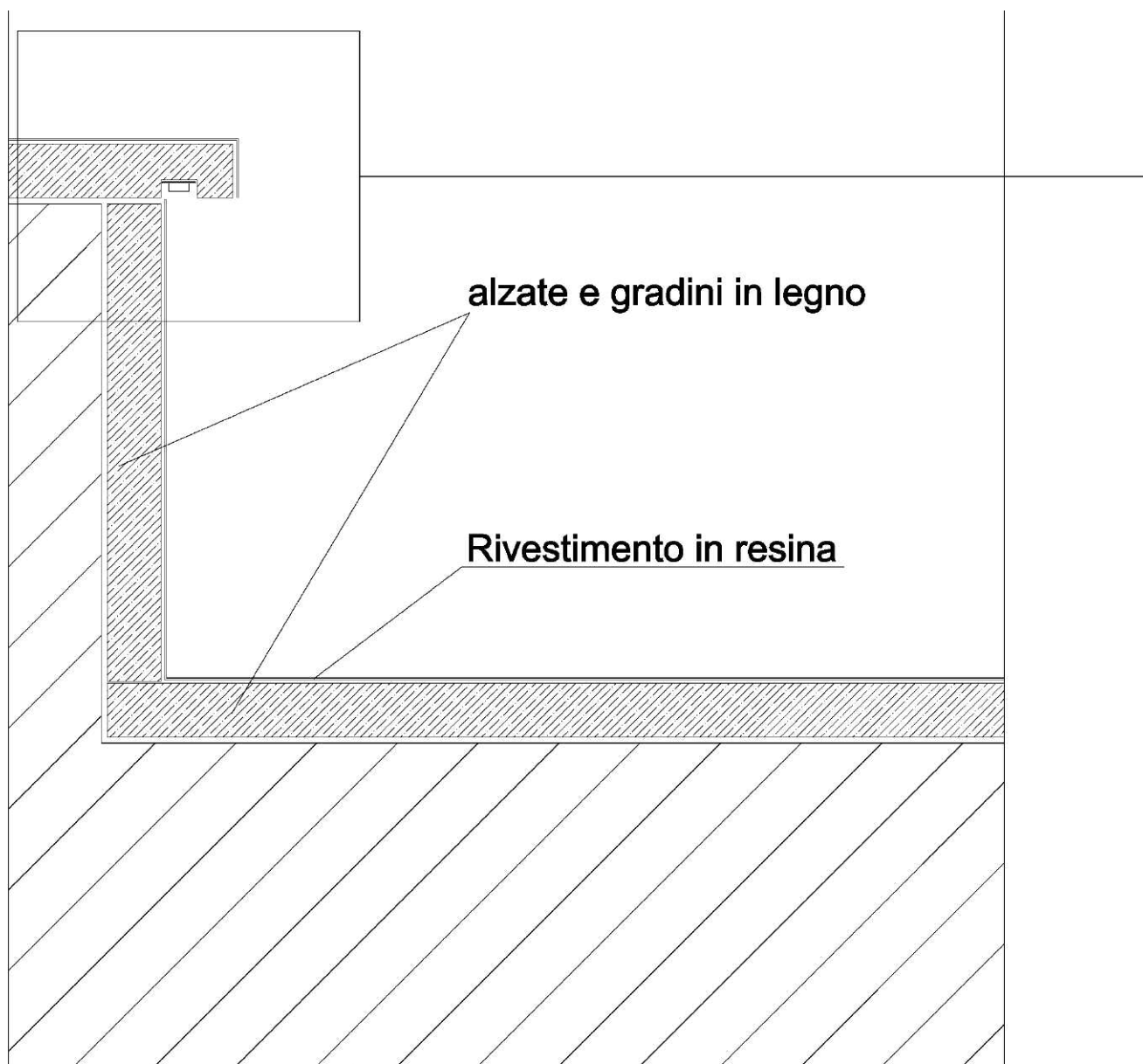


Sección.

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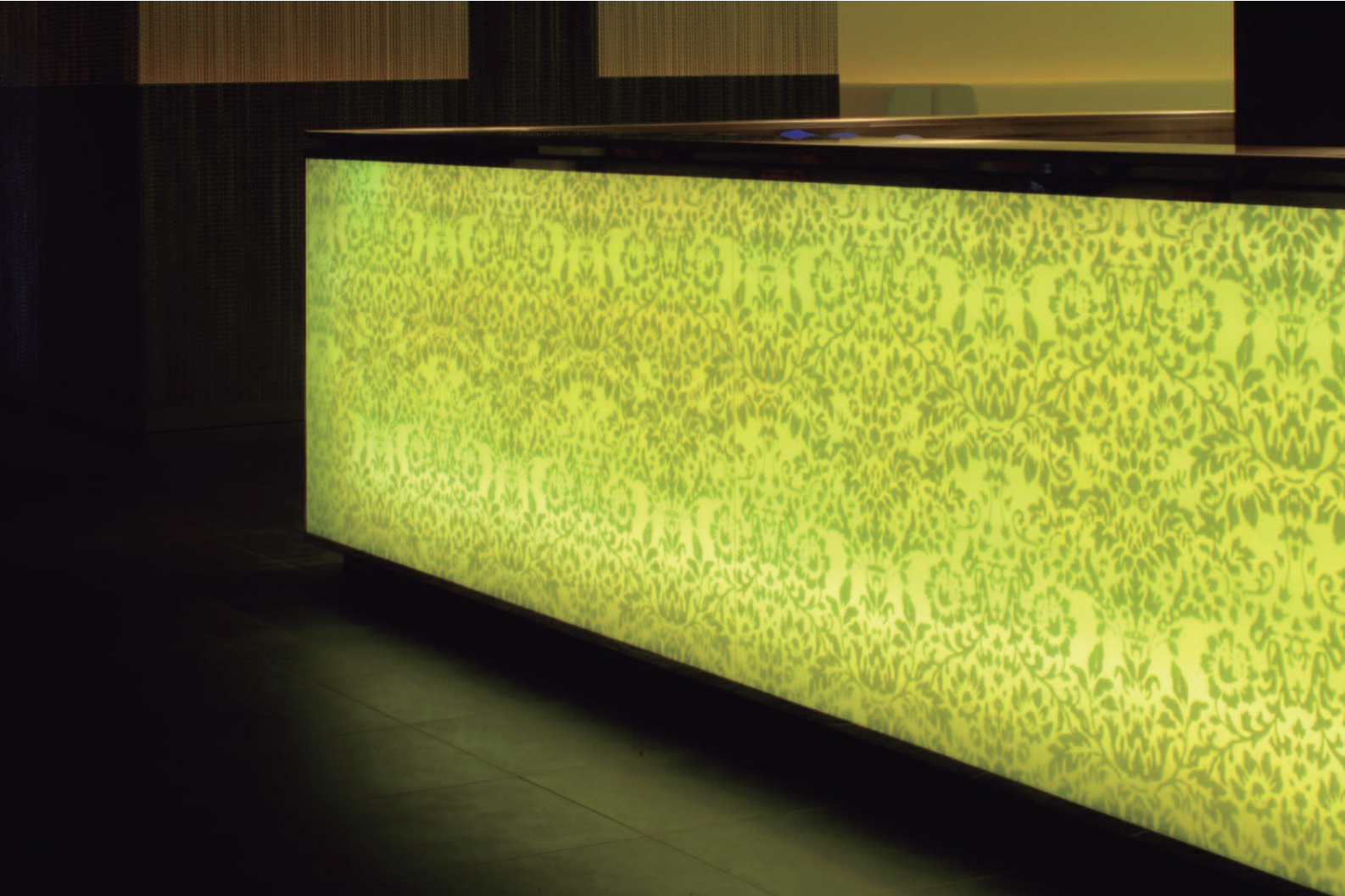


Alzados.

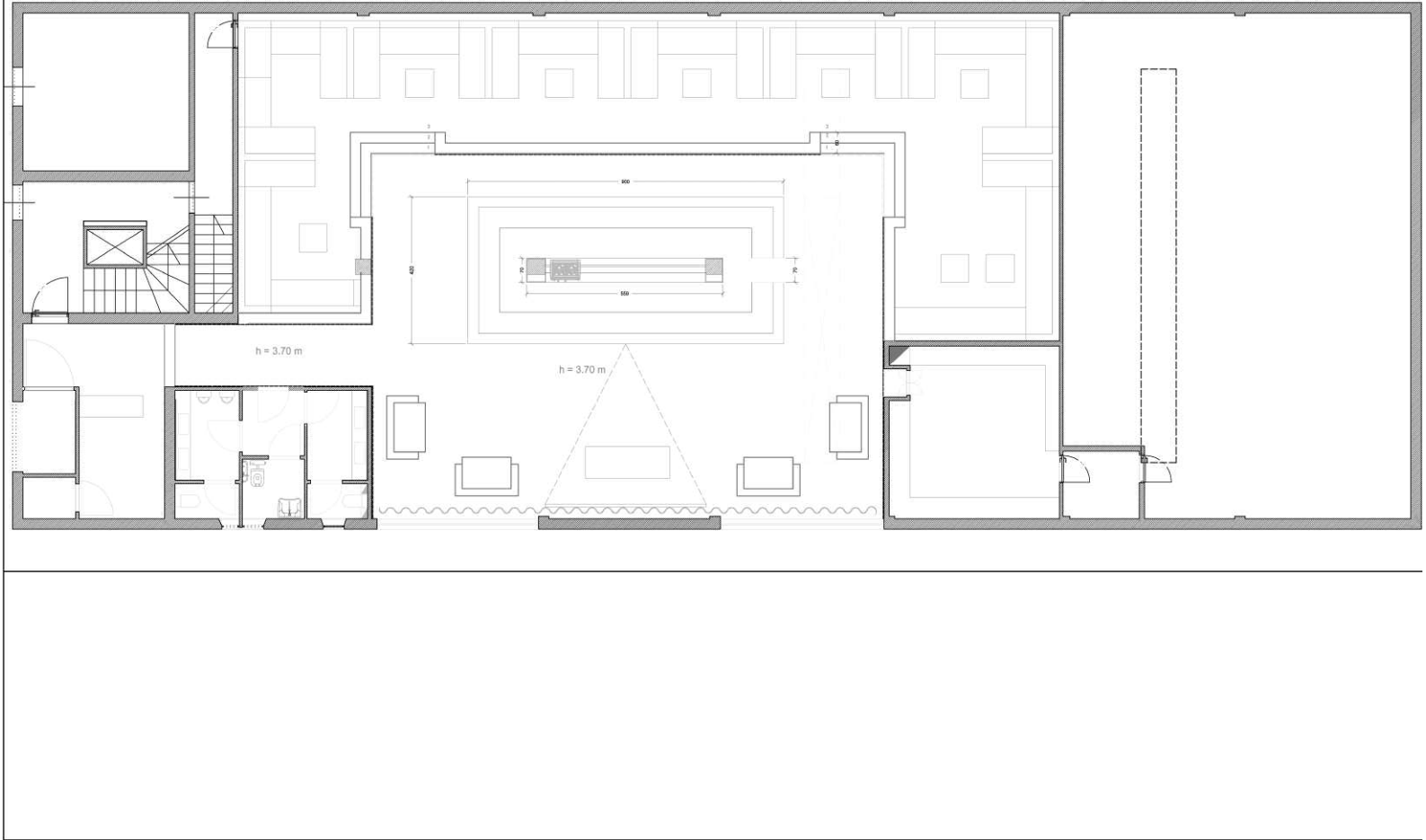


By this means the environment is divided into a dance hall, bar area and lounge room. Initially thought as a composition of two luminous boxes, situated on the ceiling and floor, the counter immediately draws attention: backlit fully printed glass, floating in the twilight of the room, becoming the axis of the surrounding space as a result, almost symmetrically divided. Furniture is essential and elegant: designed leather sofa combined into separated islands surrounding design glass and metal tables. Absolute white has been chosen for the furniture, so that it can be coloured by the ever changing colours of the place. The modern and essential taste characterizes toilets too, with concrete and resin walls and corian sinks.

Thin metal-chain curtains link all environments creating an impalpable continuum: a refined separè that divides the dance floor and the bar from the more private rooms preserving their intimacy inviting to relax. But the main dedication is to the lighting, to which architects have dedicated a particular study, staking on to design suggestive scenarios. Multicoloured led lights paint the counter and the surrounding space in continuous mutation from red, yellow, green, white and pink colouring the environment giving it back constantly in a different way. Twilight is manipulated and cleared up by soft spotlights hidden in the false ceiling and space is dramatically lightened in few main spots, for example the tables, to create localized dramatic effects. Fluorescent colours, music, elegance, are the principal protagonists in this space, made by elite corners and care of every details; in this way the location, in a notable visual impact, becomes heart of entertainment and meeting-place for a young new public, who identify itself in its atmospheres.



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Floor plan.

Planta.

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