

BEHIND BARS

Design for cafés & bars

ET ZNSTZTUTE

FRAME

37

*Humà Design + Architecture
The Beatles™ Revolution Lounge
Las Vegas, Nevada, USA*

The inspiration for Revolution began with The Beatles' message of love, but the atmosphere is a modern twist on their era of freedom'

Jean-Francois Bouchard

The Beatles.. Revolution Lounge

As part of a Beatles-centric master plan, in December 2006 the Mirage Hotel in Las Vegas introduced The Beatles.. Revolution Lounge. Cirque du Soleil's Love show – with its exclusively Beatles soundtrack – opened six months prior, and Revolution is meant to offer patrons 'an extended experience before and after the show'.

Text by Tim Groen
Photography by Westley Myles commissioned by MGM Mirage

'The inspiration for Revolution began with The Beatles' message of love, but the atmosphere is a modern twist on their era of freedom, self-expression and free love,' says Jean-Francois Bouchard, creative director of the *Cirque du Soleil* Experience. To turn the message of love into something as concrete as a commercially viable bar, Bouchard called on various creative teams and individuals, most of whom are part of *Cirque du Soleil's* extended family.

Nol van Genuchten, lighting designer for many of the organization's stage projects, recalls that everything fell into place once the team realized that 'revolution' spelled backwards contains the word 'love'. They adopted Love/Revolution as the core concept, using it in the logo, as well as in a sculptural banquette.

Although Humà Design + Architecture, under the direction of Stéphanie Cardinal, was responsible for the architectural design, van Genuchten stresses that everyone involved was encouraged to collaborate and that all creative disciplines fed one another.

Visitors enter the venue through The Abbey Road Bar, which is open 24/7. The large letter-shaped banquette leads to the main entrance of the lounge, which is open from six in the evening until four in the morning. 'It was clear that we didn't want a museum-type experience,' says van Genuchten. 'Instead of displaying memorabilia and treating The Beatles like relics, we focused on what they stood for.'

Central to the lounge is a large column that continues the 'Lucy in the Sky with Diamonds' theme featured in walls and ceiling made of steel panels that create the illusion of being inside a diamond. Van Genuchten filled the 'cracks' between facets with 35,000 pieces of dichroic acrylic suspended on bead chains.





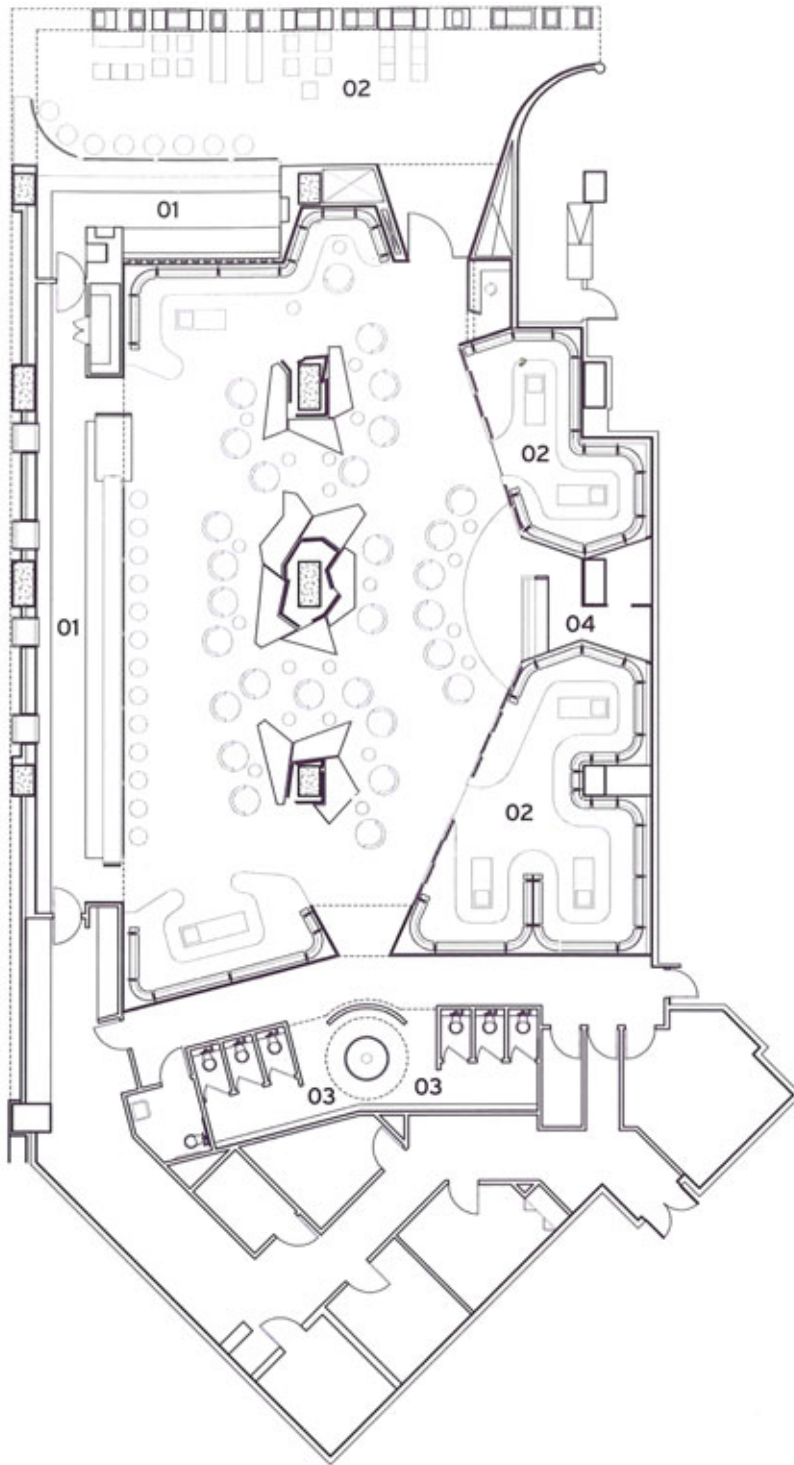
AN OVERVIEW OF THE REVOLUTION BAR SHOWS A COMPLEX LIGHTING TREATMENT DESIGNED BY NOL VAN GENUCHTEN

The result – a spectacular panorama of glittery, multicoloured reflections – was intended to be low-tech and in tune with the late '60s, the heyday of The Beatles, rather than a computer-programmed light show. Elsewhere, however, modern technology encourages patrons to 'finger draw' on tables that are actually interactive screens. The artwork they create is projected on the main column; as images accumulate throughout the evening, light radiating from the column changes from blank white to pink.

Another shared experience takes place in a rest room where signs for 'ladies' and 'gentlemen' direct guests to one side or the other of a large column, to the rear of which is a single communal space. Unisex toilets are hardly what one expects in corporately managed Las Vegas, and van Genuchten admits to perpetrating an intentional mindfuck. He laughs when recalling the surprised faces of visitors anticipating privacy and suddenly facing members of the opposite sex around a large fountain. According to the designers, the spirit of freedom and love is incompatible with separate facilities, and the relaxed attitude of The Beatles era is entirely appropriate in this context. Moment Factory, a new media-arts and entertainment studio based in Montreal, was commissioned to create three mixed-media installations. One stands at the entrance to The Abbey Road Bar. Another, which is nearly 20 m long, stands behind the main Revolution Bar, setting the tone for the entire project. A third, featuring LCD-screen portholes – a reference to 'Yellow Submarine' – is in the hallway. Sakchin Bessette, principal of Moment Factory, explains: 'We designed a bas-relief wall pattern on which we hand painted in black and white to enhance the contrast and to heighten the period, pop feel.' Animations created in collaboration with Jean Sebastien Baya of Le Bureau Officiel draw inspiration from decades-old psychedelic graphics yet do not look dated. The idea was to reflect the '60s throughout the project, says Bessette, 'but always with a contemporary feel'.

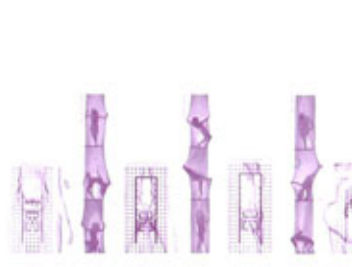


TOP: THE SMALLER CAPACITY ABBEY ROAD BAR FORMS THE ENTRANCE TO THE LARGER REVOLUTION LOUNGE.
BOTTOM: BEHIND THE BAR IN THE HALLWAY THE LCD SCREEN PORTHOLES ARE A REFERENCE TO 'YELLOW SUBMARINE'.



FLOOR PLAN: 01. BAR | 02. LOUNGE | 03. LAVATORIES | 04. DJ BOOTH
TOP: SEATING AREA IN THE MAIN LOUNGE.
BOTTOM: FOUR LCD PORTHOLES WITH INFINITY SCREENS ARE AN INTEGRAL PART OF AN ELABORATE ANIMATED PROJECTION BEHIND THE BAR.





Humà Design + Architecture

Humà Design + Architecture, which was established in 1999 as Hylo design et architecture, was renamed in 2006. *Humà* is the Catalan word for 'human'. This young team of creatives is interested in people's wellbeing, to which they attempt to contribute through innovative ideas and an approach that is exclusive and personal. They speak of 'designing spaces and transforming matter' as activities that lead to buildings and interiors closely adapted to specific users, whose comfort and satisfaction are top priority. At the outset of each commission, they look for the soul of the project by investigating everything relevant to its location: history, users, materials and passions.

Information

Client: *Cirque du Soleil*, MGM Mirage and Apple

Director of creation: Jean-François Bouchard

Consultants: Nol van Genuchten (Lighting and Glass Ceiling Sculpture Designer), Virtango (Interactive Features Designer), Moment Factory (installations, projection), Billy Keys (interactive tables) and Forcenu (graphic design)

Manufacturer: William (furniture)

Maximum capacity: 400 guests

Total floor area (m²): 750

Duration of construction: 6 months

Opening: December 2006

Designer

Humà Design + Architecture
 305 Bellechasse Street, Suite 200
 Montreal, Quebec H2S 1W9
 Canada
 T: +1 514 2743 883
 F: +1 514 2742 092
www.humadesign.com

Project

The Beatles.. Revolution Lounge
 Mirage Las Vegas
 3400 Las Vegas Boulevard South
 Las Vegas, NV 89109
 USA
 T: +1 702 692 8383
info@thebeatlesrevolutionlounge.com
www.thebeatlesrevolutionlounge.com
 Mon - Sun: 6 pm - 4 am

LOWNEYS | VADEBONCOEUR RESEDECENCE |
 BAR DU BOUT DU MONDE | CIRCUS BOUTIQUE |
 LAKE MIRABEL | BAR ZUMANITY
 PHOTOGRAPHY: JEAN-PHILLIPE MYRE | MATHIEU
 POIRIER | HUMÀ DESIGN + ARCHITECTURE