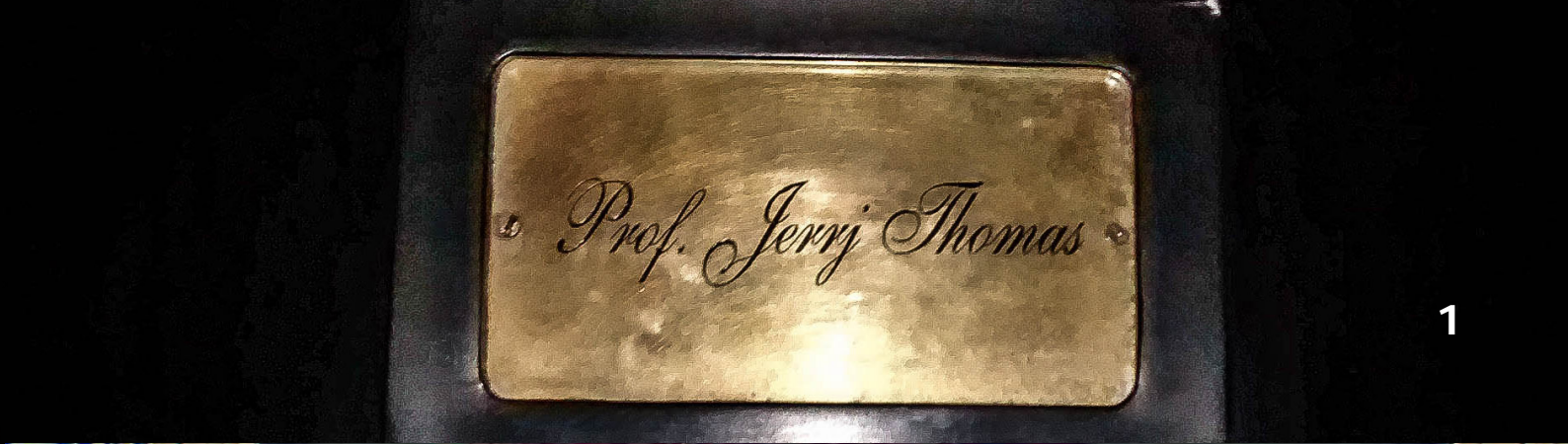


A vibrant night scene of Times Square in New York City. The image is filled with bright, colorful neon signs and billboards. On the left, a large curved billboard for 'SOUTH POLE' is visible. In the center, a tall blue sign for 'AR ENT' (likely Ardent) features a woman's face. To the right, a large digital display shows '3.50' and '10'. Below it, a sign for 'HSBC' is visible. Further down, a large billboard for 'Liquor' is seen. The street is busy with yellow taxis and pedestrians. A street sign on the right indicates 'TIMES SQ SHUFFLE TO SOUTHBOUND 7 AVE TURN HERE'. The overall atmosphere is one of a bustling, brightly lit urban environment.

MARRY THE NIGHT

Translating the nightlife culture into spatial forms.



1



7



13



19



25



31



37



43



49



55

Prof. Jerry Thomas

JERRY THOMAS

General info:

Main point for collective activity:

Social interaction because of "filtered" visitor entrance.

Bar located in the centre of Rome.

Customers usually go there after dinner in the week-ends to drink and socialize.

Entrance to the bar is presented as a normal door as if it was the entrance to a private space.

In order to enter the bar, customers need to knock on the door and, when asked a specific key phrase, give the password that they found out through word of mouth from other people.

Entrance to the bar without/with the wrong password will not be allowed.

Nightlife type:

Night Lovers

Time range:

10PM - 2AM

Location:

Rome, Italy

of people:

40

Dress code:

Instructions:

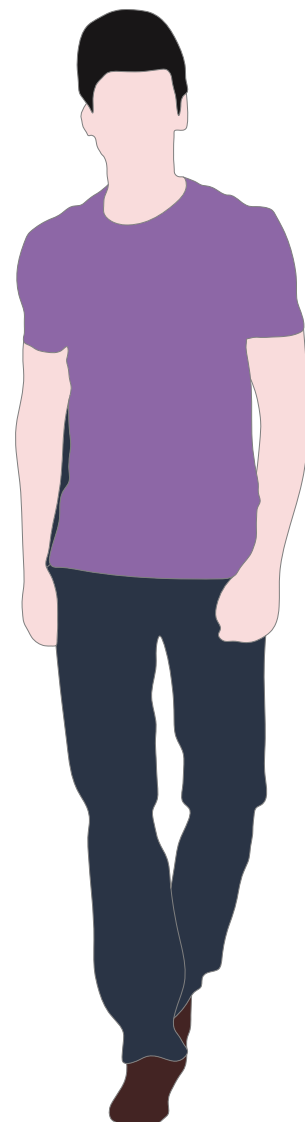
In order to recreate a space with the same spatial characteristics and functions, one will need enough space to accomodate a satisfactory number of customers.

On the main entrance door, the metal plaque should be able to slide onto one side in order to talk with the person who knocked and ask for the password.

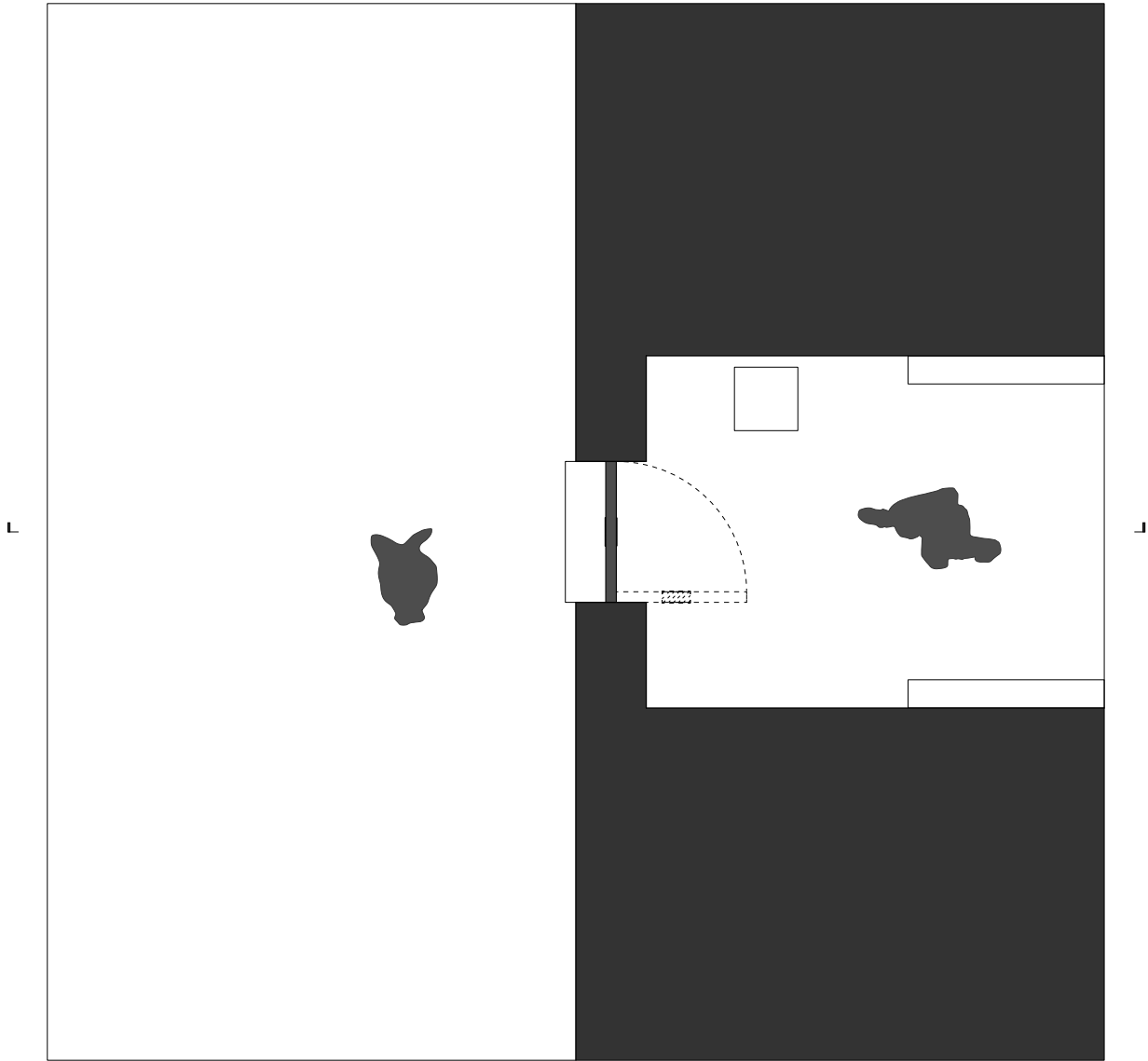
Before the password, the key phrase to be said for the password should be something very common and not at all related to the answer the customer will give. Such as: "Good evening, how may I help you?"

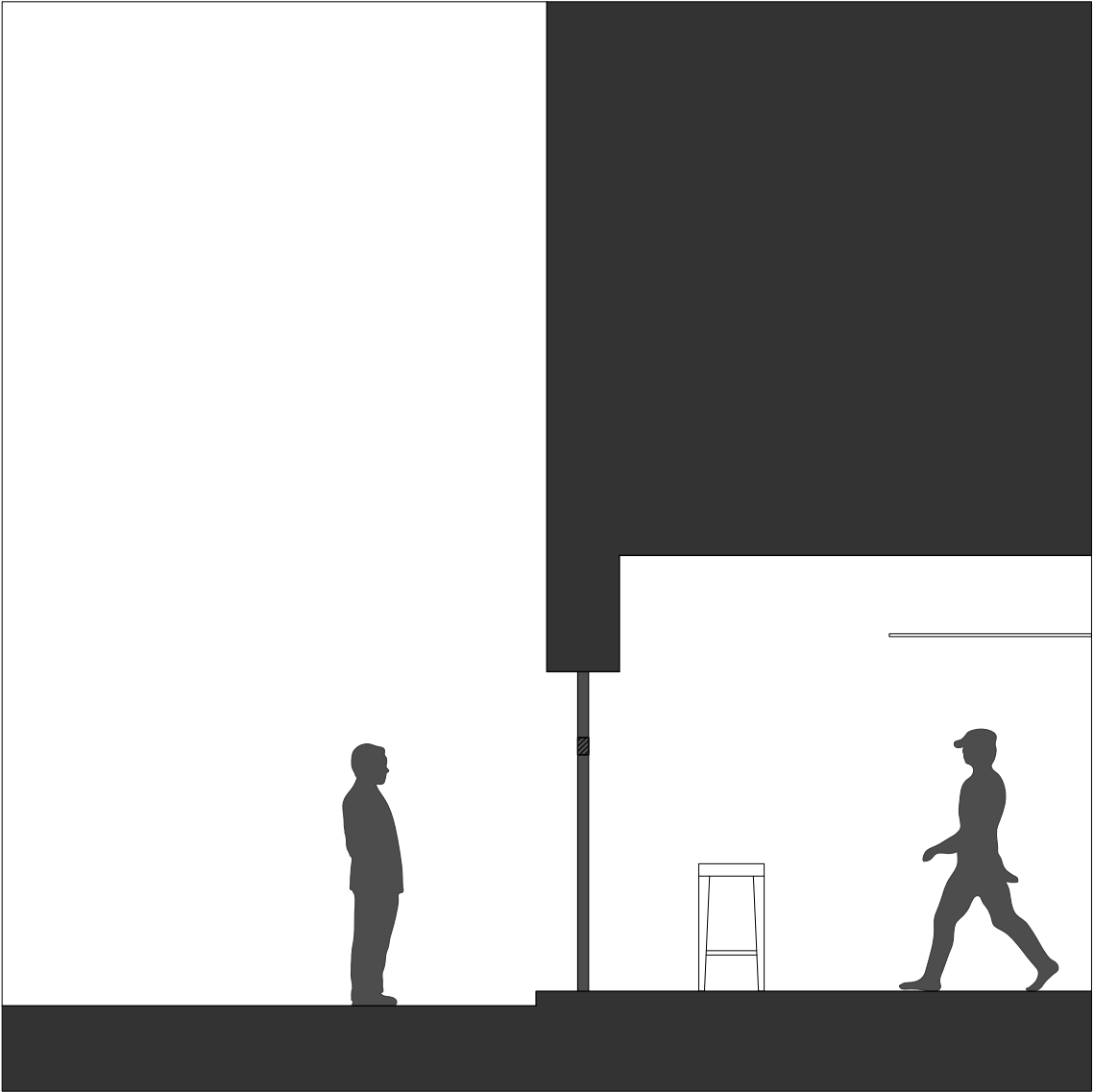
After this, the customer should answer with the password or also a "pass-phrase." This last can be also of complete nonsense, for example: "The flying unicorn says hello."

Inside the structure, the bar is just a normal club, with a bar counter and tables.



PRELIMINARY SKETCHES - 7.5X7.5M SEGMENT
SCALE 1:50





CONDITIONS:

One of the most exclusive bars in the world!



“Buonasera, parola d’ordine?”



What people say about it:

★★★★★ 19/5/2016

We went here on Friday, 13th May. They live up to there snob value and speak easy vibes. We tried the Buffalo trace sour and Rangoon cocktails. Haven't tested a better version of a whisky sour before or a more potent drink then Rangoon.

We had to wait for 15mins as we didn't have a reservation. However, the hostess was very accommodating and helped us with a seat at bar (and a table later). Music is good, at optimum volume to enjoy it and still have a conversation.

Don't think you can find a better place then this to have a cocktail or a night out.

Speakeasy fellows

First: make a reservation.

Second: take an online quiz to get a password.

Third: stand in line until they open.

Fourth: maybe in the rain (thanks for that...you know I am f--king outside...and it's raining)

Fifth: prepare for your rezzie to be disregarded because you "made it late"...as in two days prior. Seriously???

Sixth (I am not exaggerating): want a comfortable chair?

Forget it. I actually got sat on a stool like I was a manicurist. Hubby got the barber chair. Cool...can I do your feet??

Seventh: fill out a questionnaire and produce I.D.

Eighth (seriously, again...NO exaggeration): pay a €5 "membership fee"....

★★★★★ 18/10/2015

We did not have reservations but the guys were very nice by letting us in.

The place is cozy, cool, intimate and fun. The service is mind blowing and the drinks are even better.

We also were given some free pizza bites and a delicious cookie.



I don't remember the name of the drinks but whatever you chose will be delicious!



Speakeasy were extremely popular during the era of Prohibitionism in the US (1920-1933)

They would sell alcohol, which at that time was illegal.

Some of the rules inside the bar:

- The Bartender is always right his word is law
- It is forbidden to sleep on the tables, talking about politics and religion



“Quella sulla barista del Savoy hotel: Adda Coleman?”



11/14/14

SK'SYF.ike

101

ROBERT
BOB

MAKE
KATO

10/10/10

10/10/10

10/10/10

10/10/10

10/10/10

BERGHAIN CLUB

General info:

Main point for collective activity:

Inside the club, on the dancefloor.

This nightclub, which is said to be the n. 1 in the world, is well known for its strict door policy. Many people will get rejected at the entrance; it is the bouncer's decision if to let one in or not. This will primarily depend on the impression the customer will give to the bouncer. This depends on many factors: if the customer is dressed appropriately, he knows well who is playing that night, and the number of people in the group.

Sven Marquardt, head doorman of the club, is globally known as one of the selective nightclub bouncers ever.

Instructions:

The Berghain is located in the centre of the city. Even though the club is open 24/7, people mostly go there on weekend nights - where the queue outside will be about 2-3 hours, to wait outside with Berlin's cold temperatures.

Once one had arrived at the front, before entering he will be confronted with the club's bouncer. Berghain's bouncers are well known for their door policies and being rejected is a possibility to be considered. From what people say, this policy is "subjective," meaning that it has no fixed set of requirements or rules, but they look for "diversity" and "friction" in people inside the structure.

Moreover, customers will be subject to strict security and drug checks and a sticker will be applied onto the phone camera -- some websites state that even pulling out your phone from the pocket when queuing may affect your chances of getting in.

Inside the club, there is a large dancefloor where people can dance, socialize, and drink.

Nightlife type:

Night lovers

Time range:

24h

Location:

Berlin, Germany

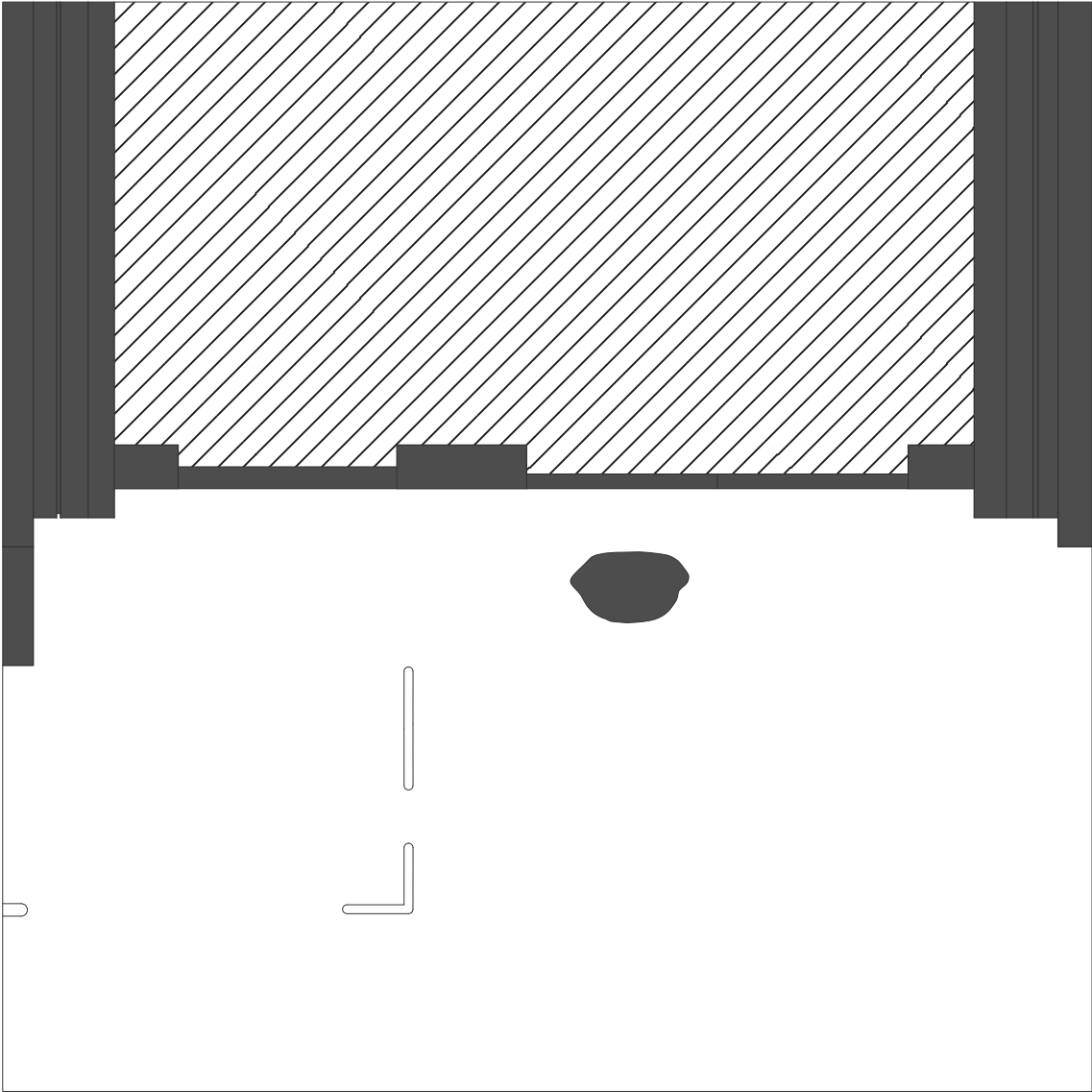
of people:

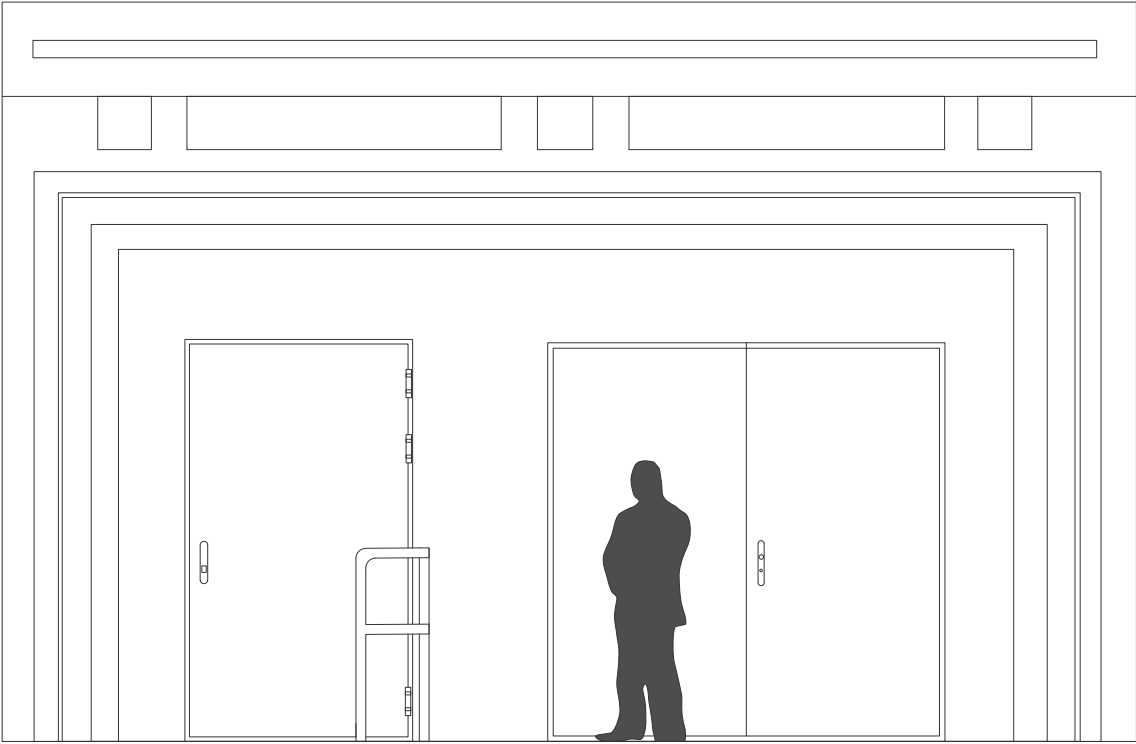
1500

Dress code:



PRELIMINARY SKETCHES - 7.5X7.5M SEGMENT
SCALE 1:50





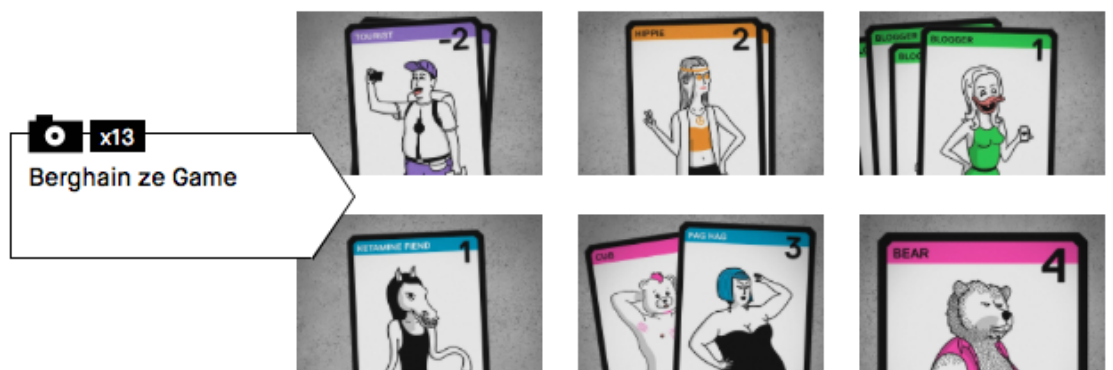
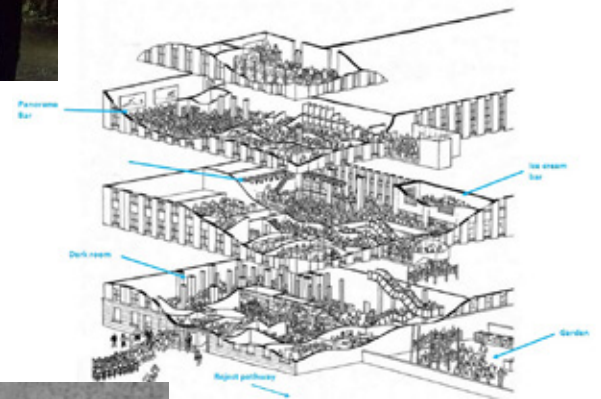
CONDITIONS:



THE BERGHAIN, BERLIN.



Berghain
Bouncer
Sven
Marquardt
on Who He
Lets Into the
Party | GQ



x13
Berghain ze Game

A new card game inspired by Berghain's strict door policy is currently in the works, giving clubbers the chance to swap roles with the venue's infamously stern doormen.

The project, titled 'Berghain Ze Game', was dreamt up by Swedish designers Alexander Kandiloros and Joakim Bergkvist. Funded by Kickstarter donations, it allows players to monitor club entry and secure "the right mix" of guests for the venue. Stereotypical queue-dwellers are valued with points and split into colour-coded card groups, with the winner collecting the most valuable guests once their queue is empty.



LOLA'S UNDERGROUND CASINO

General info:

Main point for collective activity:

Playing at the different gambling tables.

Underground component of UK's biggest casino.

Along with several roulette, poker, and blackjack tables, at the centre of the room is located a cylindrical cage, with its base elevated from the floor where female dancers perform and entertain customers.

Performers rotate between 2-4 different girls in about a one hour time-span.

Customers will often interact between with each other, by talking and exchanging brief thoughts while playing. This interaction extends to the dealer as well, creating a sort of personal connection between all the people sitting at the same table.

Instructions:

This section of the structure is isolated from the rest of the main casino's space; even if it is located on the -1 floor of the same building, Lola's Underground Casino has a separate entrance and it does not follow the same opening hours as the primary casino.

Four roulette tables are placed on the four corners of the room, together with some poker and blackjack tables in the space between the roulettes. All of the gambling tables are surrounding the cage which is at the center, this is done in such a way that the dancer can be clearly seen from all the seats in the room.

Each table has its own dealer, and for every two tables, there is one person who is in charge of registering the wins/losses of the players and checking if someone tries to cheat.

Nightlife type:

Obsession

Time range:

6PM - 2AM

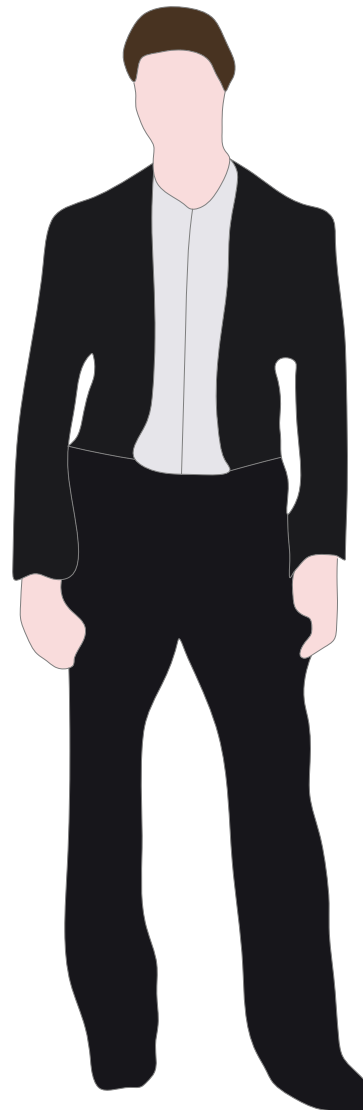
Location:

London, UK

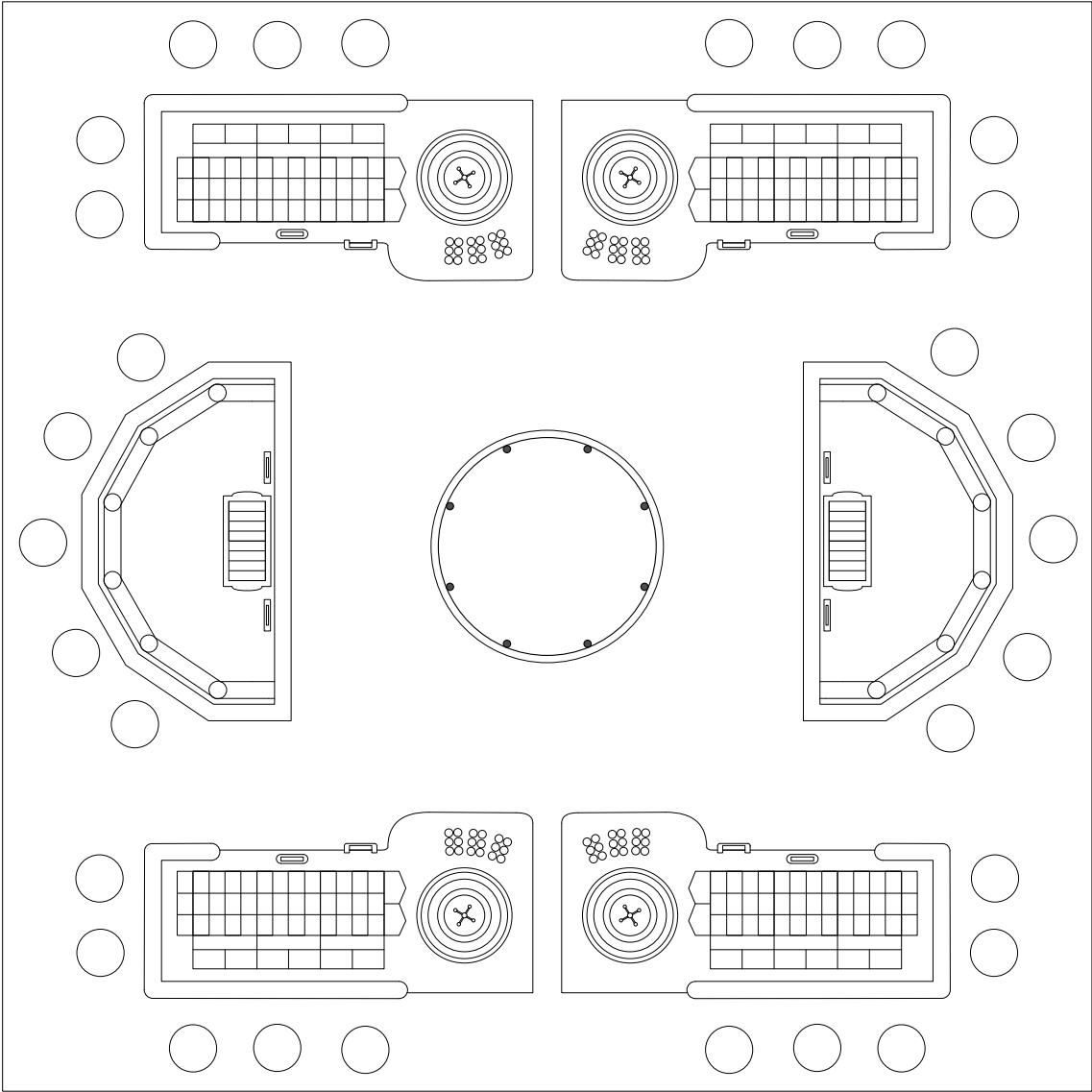
of people:

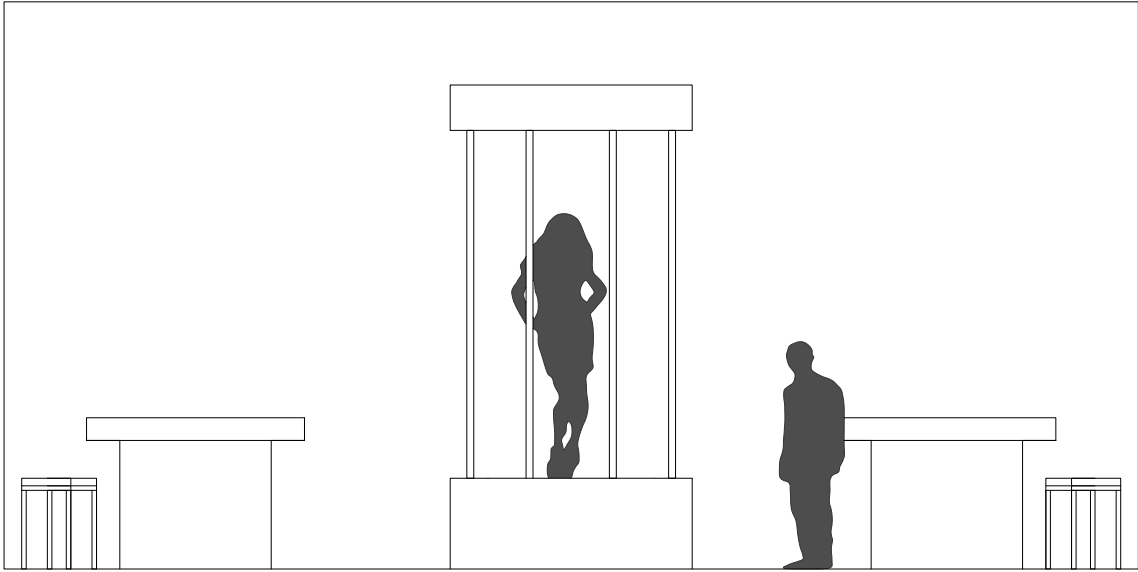
80

Dress code:



PRELIMINARY SKETCHES - 7.5X7.5M SEGMENT
SCALE 1:50





CONDITIONS:



LOLA'S

UNDERGROUND
CASINO

HIPPODROME
CASINO,
LONDON



OPEN 6PM - 2AM

PART OF THE MAIN (BIGGER) CASINO, THIS SECTION CONSISTS OF A FEW TABLES INCLUDING GAMES SUCH AS BLACKJACK AND ROULETTE.

FEMALE DANCERS TAKE TURNS AND DANCE INSIDE THE CAGE LOCATED AT THE CENTRE OF THE ROOM.

MAIN COLLECTIVE ACTIVITY HAPPENS AROUND THE WINNERS AS EVERYONE WANTS TO GATHER AROUND AND HAVE A GOOD TIME WITHOUT LOSING MONEY.





THE MAYOR OF SCAREDY CAT TOWN

General info:

Main point for collective activity:

Social interaction because customers feel part of the exclusive circle of the password-informed.

This speakeasy bar located in Soho is secretly hidden inside another location. It is actually a basement bar beneath the Breakfast Club in the London area Spitalfields.

In order to enter the bar, the customer has to communicate the password "The Mayor is in town" and he will be taken to the entrance to the secret club which happens to be a SMEG fridge.

Once you open the fridge, it is possible to see a hidden passage leading to a lower level where the speakeasy is.

Nightlife type:

Night lovers

Time range:

5PM - 12AM

Location:

London, UK

of people:

60

Dress code:

Instructions:

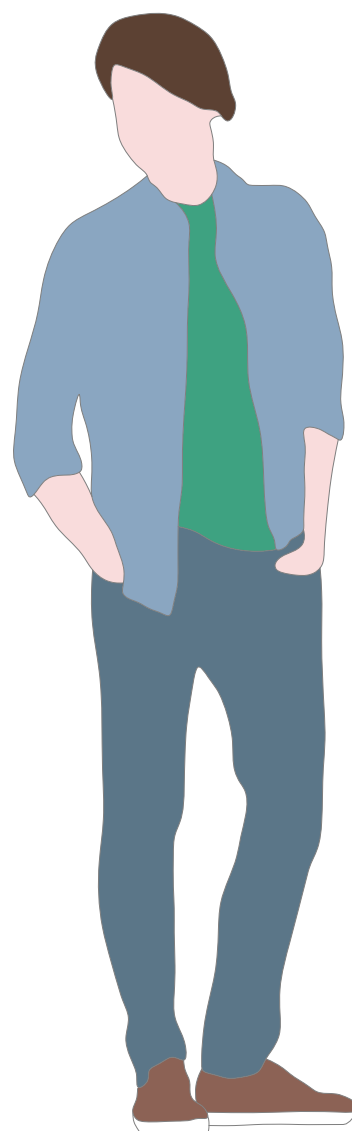
To recreate this space, one will need to two parts. This is because the first one, where the customers will be "filtered" will be the disguise where everyone is allowed (both password-knowers and non-password-knowers.)

In this case, the disguise functions as another activity, The Breakfast Club, which is a bar and restaurant.

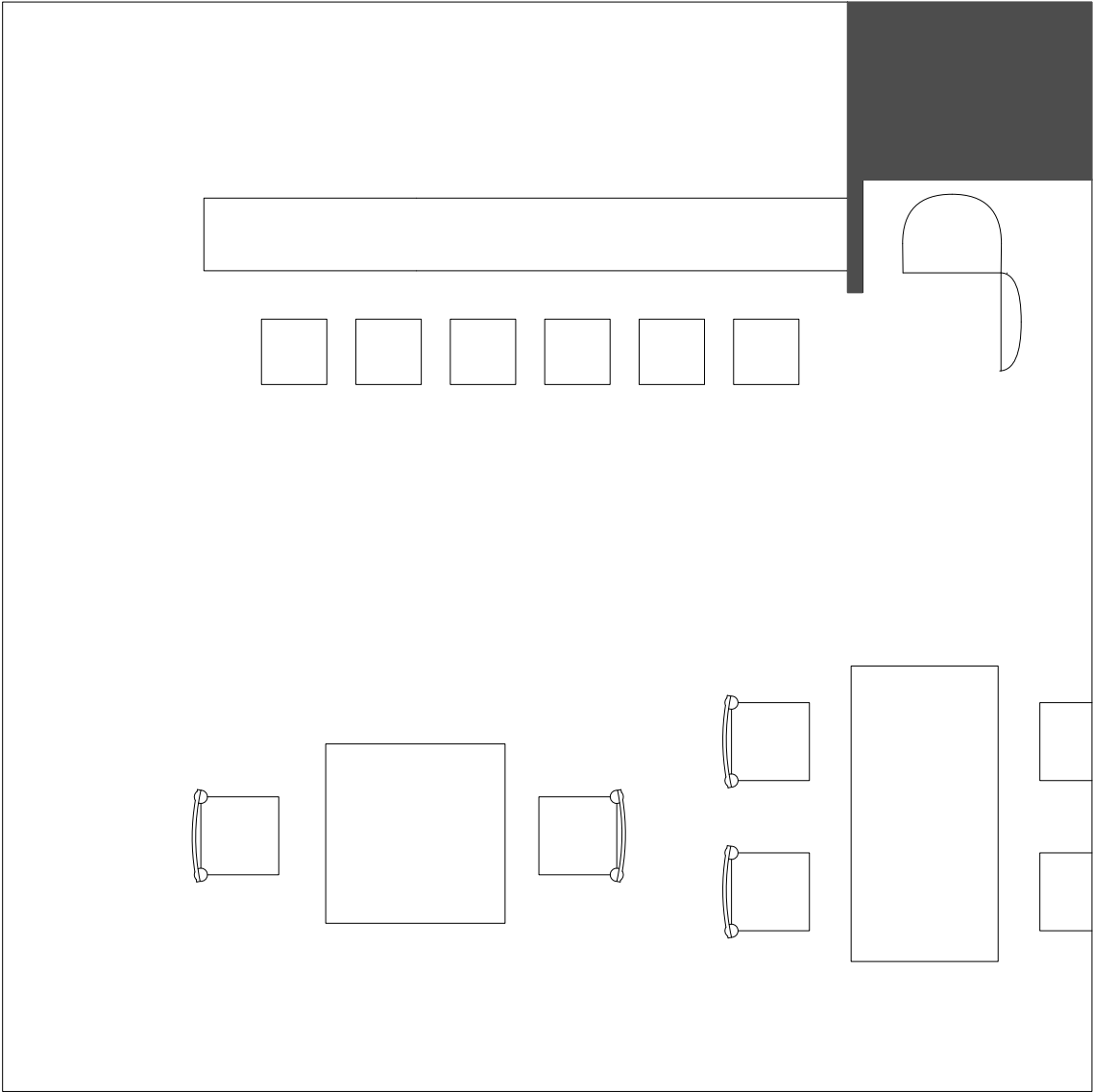
Once the password has been spread publicly, when people will come in in the "disguise activity," and tell the waiters the password, the waiter will bring him to the secret entrance.

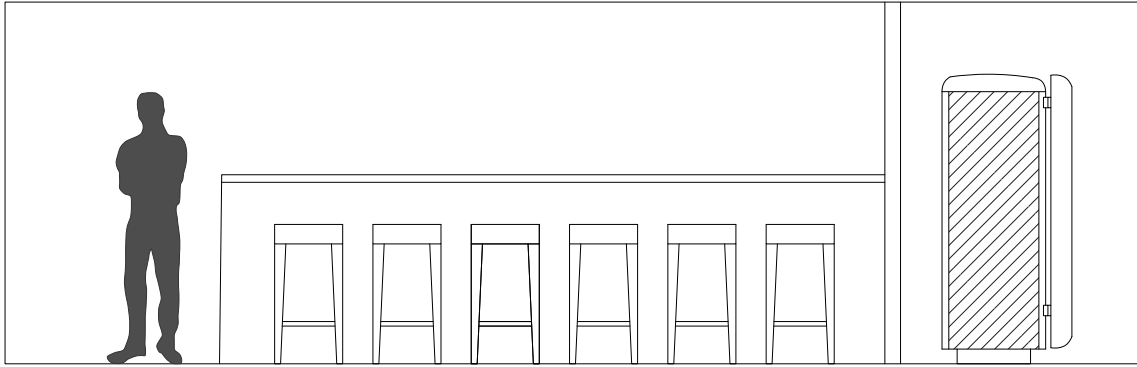
Inside the speakeasy there is a very prohibitionistic mood, inspired by the 1920s bars, when the government banned alcohol.

The inside of the bar is mainly composed of dark brown/black bricks and wood.



PRELIMINARY SKETCHES - 7.5X7.5M SEGMENT
SCALE 1:50





CONDITIONS:

The Mayor of Scaredy Cat Town



“The Mayor is in town!”





Customer access the secret area by telling the password to a waiter at the Breakfast Club (above the secret location,) and they enter it through a fake SMEG fridge.

NOTE: The Mayor of Scaredy Cat Town is open Monday-Thursday from 5pm-12am; Friday-Saturday from 12pm-12am and Sunday from 12pm-10.30pm. Reservations only available fri-sun from 12-4pm, on 020 707 89 639.





DEKOTORA

General info:

Main point for collective activity:

Truck drivers meeting on highway.

Is the collective activity of showing off different modifications applied to these vehicles.

Costs for these modifications can vary depending on the amount of customization one wants to have -- a sufficiently customised truck can cost around \$45k; a heavily customised one can also be at \$135k or more.

These mods often take up several years to be all installed onto the truck, a truck could be fully completed even in 20 years.

They are full of neon lights, graphics, and chrome components.

The circulation of these trucks is legal only when all the bright and strong light mods are off.

Instructions:

The individual will need to own a truck - either for good transportation or a more caravan-like structure.

Plan ahead the type of modifications and graphics you want to apply onto the truck.

Go to a tuning shop that sells the type of mods you like.

For painting on the sides the desired graphics, refer to a professional service which has all the necessary machines and material to do such artwork.

For installation of lights and other mechanical parts, it is suggested to go to a specialised mechanic's office.

Once all the works on the truck are completed, while driving on the highway, wait for night-time and switch on all the neons and mods for increased visibility.

(Optional) Play horn to communicate with other drivers.

Nightlife type:

Urban Tribe

Time range:

11PM - 6AM

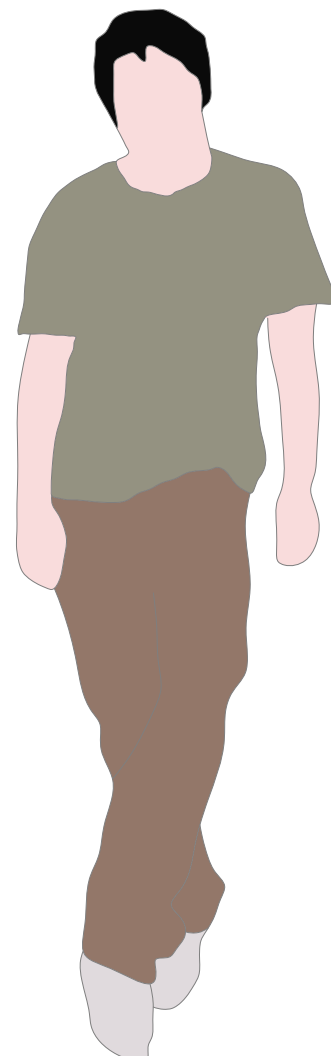
Location:

Japan

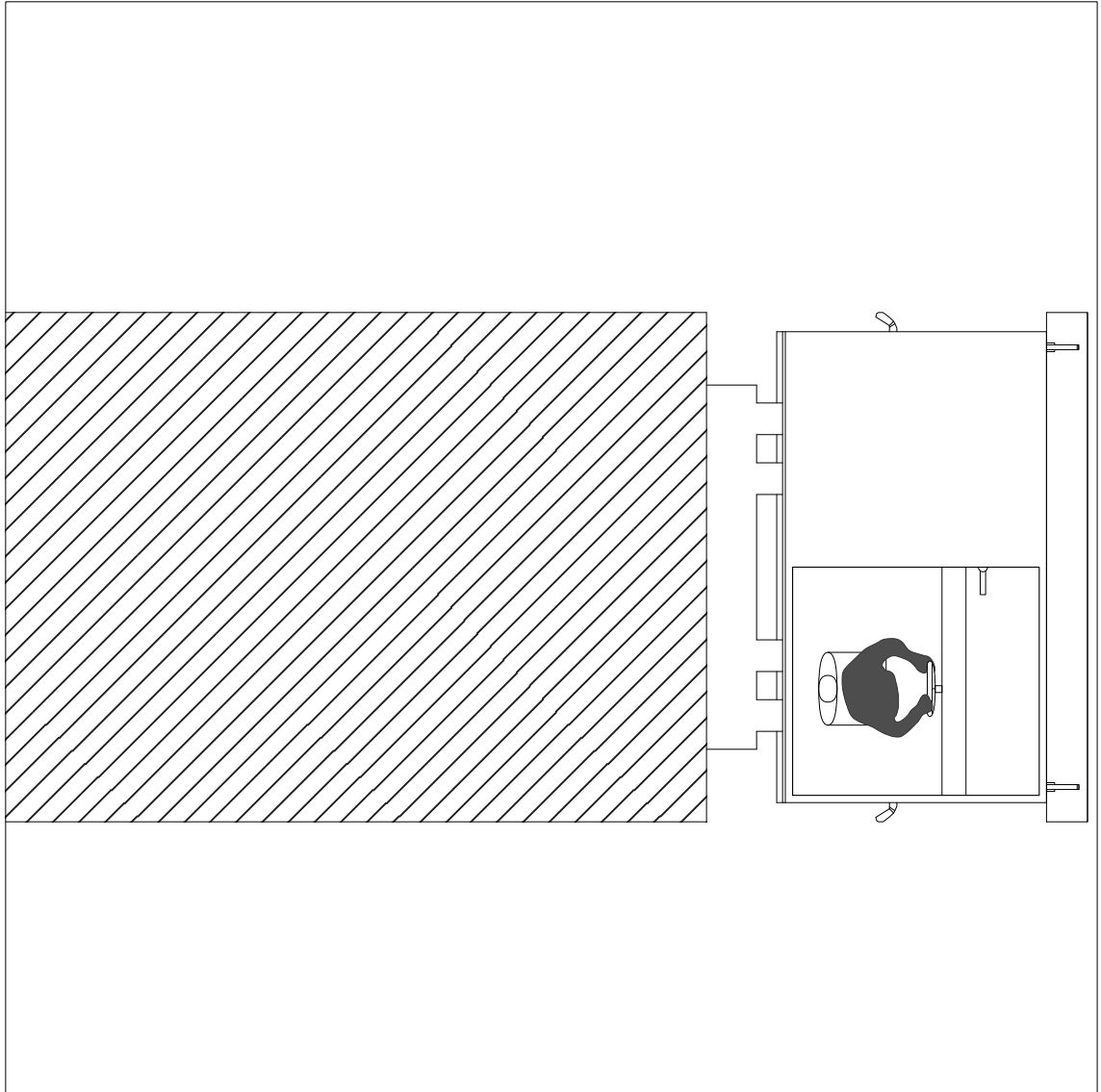
of people:

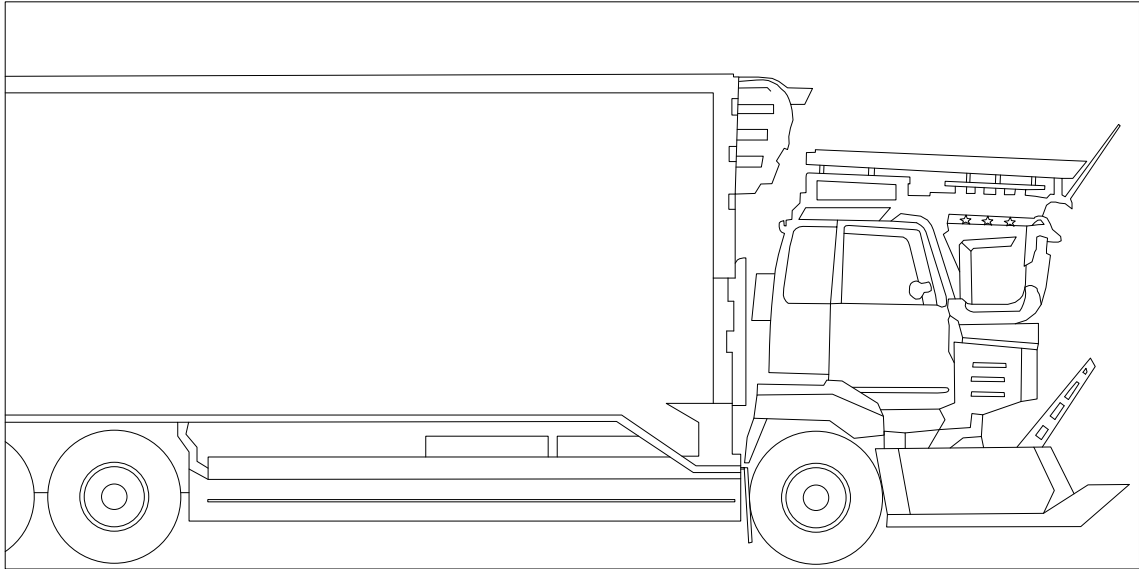
1

Dress code:



PRELIMINARY SKETCHES - 7.5X7.5M SEGMENT
SCALE 1:50





CONDITIONS:

デコトラ



DEKOTORA, ALSO ‘DECORATION TRUCKS.’

THE VEHICLES ARE FLASHY, TO SAY THE LEAST, CONTAINING ALL THE COLOUR PAINT JOBS, SIDE MIRRORS, NEON LIGHTS, AND EXTREMELY SHINY OR GOLD COMPONENTS. THE EYE-CATCHING ARE FOUND ON THE EXTERIOR AND CARRIED OVER THE INTERIOR CAB.

JAPANESE FAMILIES SPEND MONTHS DECKING OUT THE TRUCK BY HAND, EACH ONE USUALLY COSTING AROUND \$150 000 TO FULLY DECORATE.





Years and lots of money are spent into decorate these trucks for the sole purpose to show-off on the highway.

The trucks are within the law regulations as far as they keep all the lights off -- This is why they wait late night to switch them on, or keep them on at service stations to let everyone see.

THE MOVIE





TEMPLE ST. NIGHT MARKET

General info:

Main point for collective activity:

Eating on social tables.

This is a regulated hawker bazaar.

People can find and buy any sort of good such as: tech gadgets, toys, clothes, furniture, and also different types of food.

At peak hours (mainly night hours) the market is lit up by bright lights and neon banners.

Big crowds of people walk up and down the market in search of what they need.

Very popular touristic attraction.

Nightlife type:

Night lovers

Time range:

6PM - 12AM

Location:

Hong Kong

of people:

200-600

Dress code:

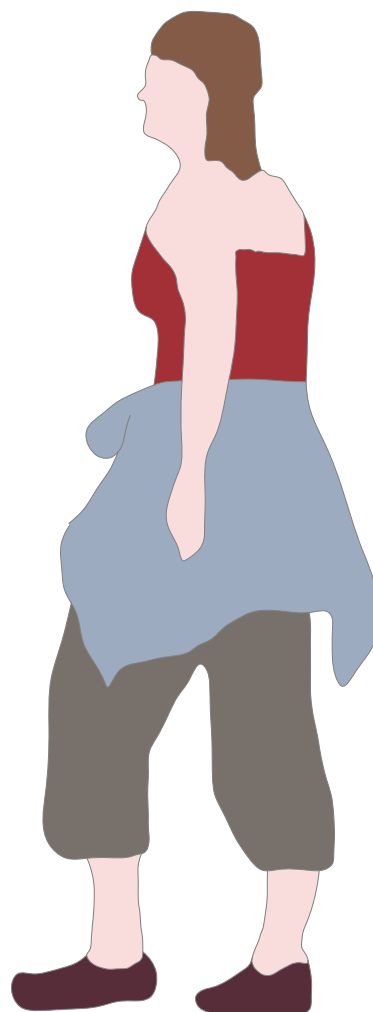
Instructions:

For an activity such as this one, a large surface area is needed in order to host all the necessary structure which is used to accommodate the goods and allow circulation of people.

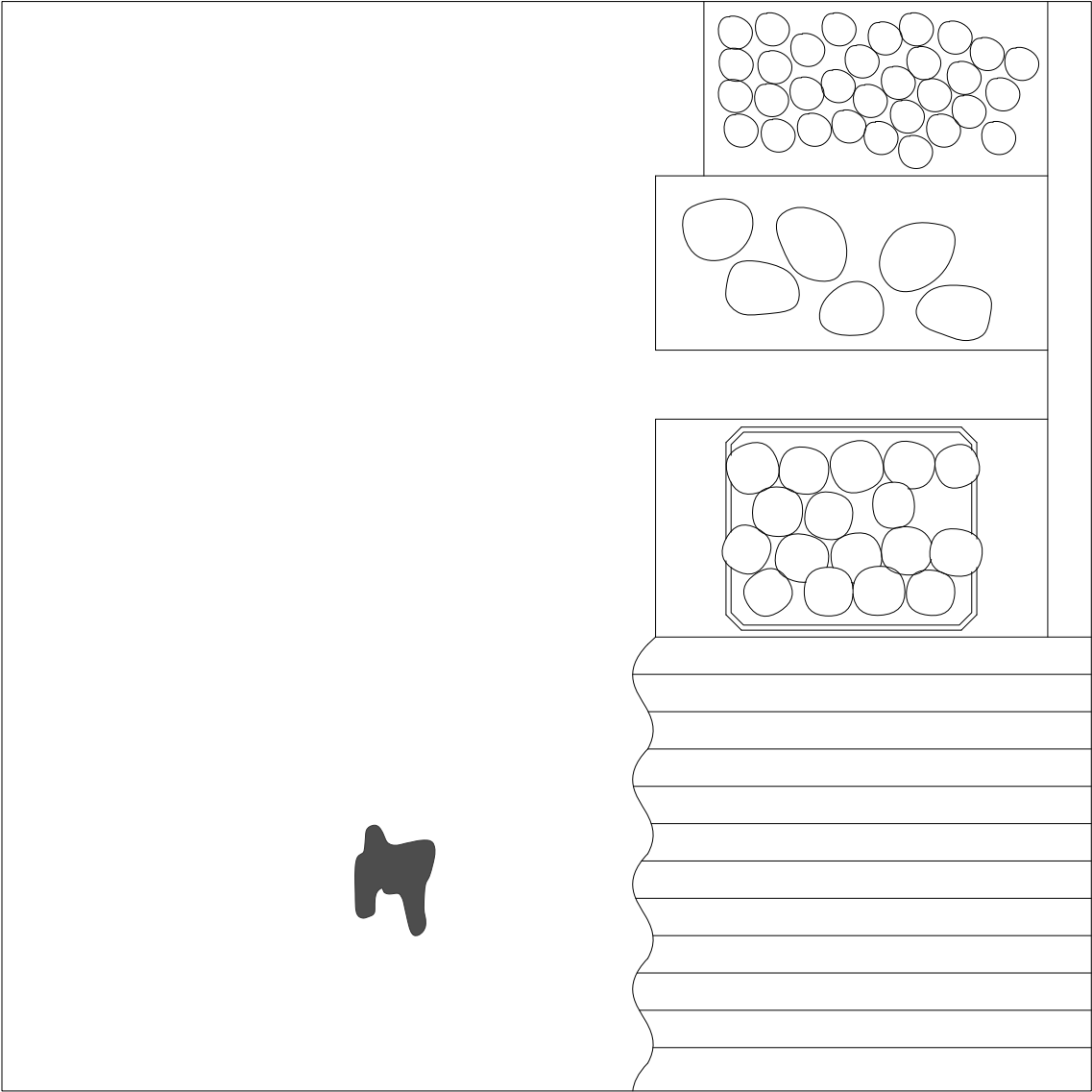
Also, sufficient vertical space is needed for banner installation to ultimately ease navigation through the different sections of the market.

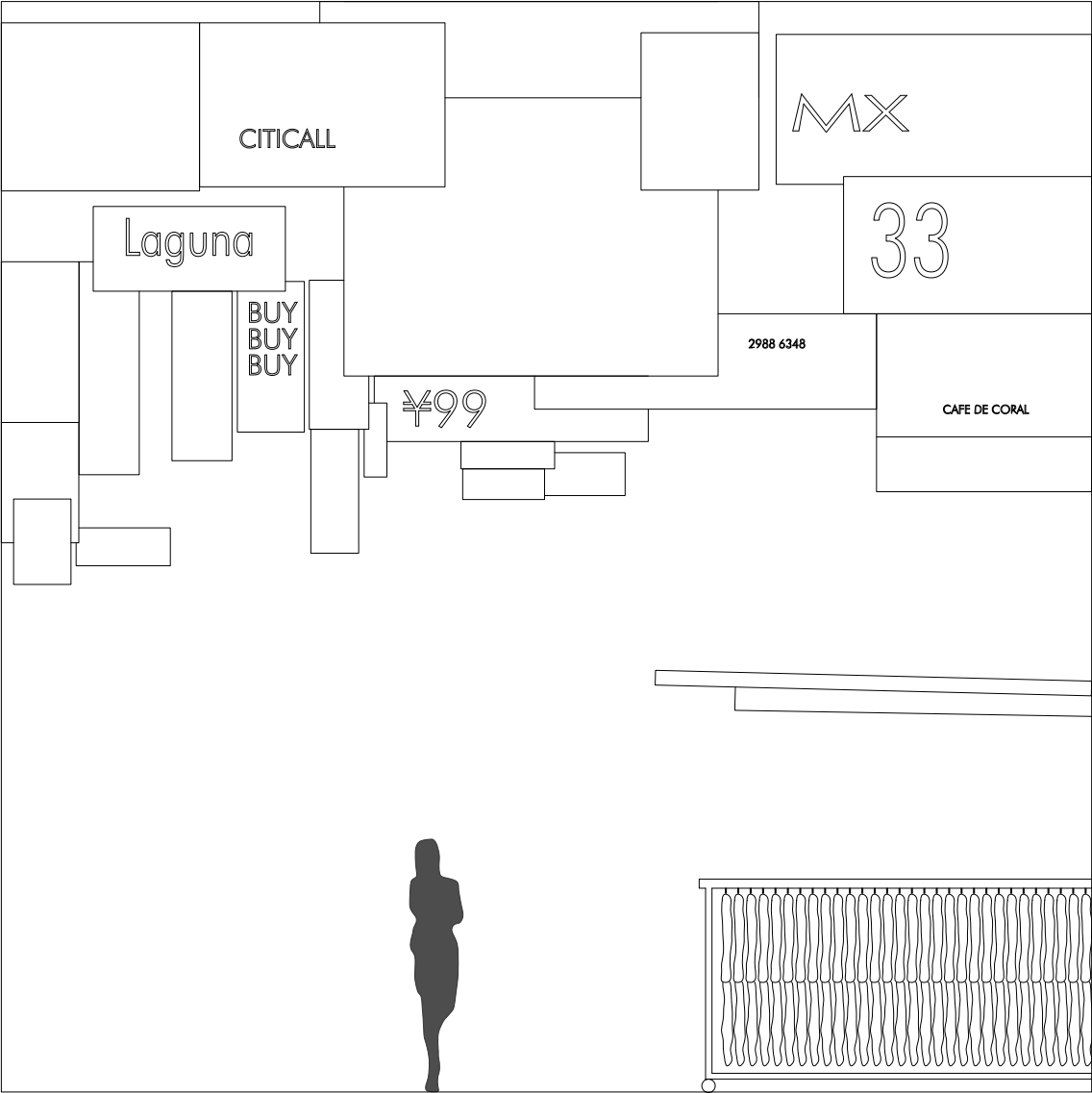
Wide corridors are mandatory in order to avoid circulation problems and huge pedestrian blocks along the market's length.

Within restoration areas, the use of social tables enables people to have a more human interaction with their surrounding. In this way, the people will probably sit next to strangers and the possibility of communication is higher than if all tables were separated and people would sit on their own.

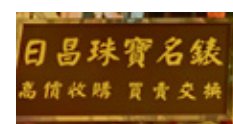
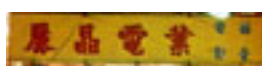


PRELIMINARY SKETCHES - 7.5X7.5M SEGMENT
SCALE 1:50





CONDITIONS:







TOYROOM

General info:

Main point for collective activity:

The dancefloor.

Situated in Mayfair, is one of the most trendy and famous clubs in London.

Often frequented by celebrities such as actors and singers, aside from the location itself, being very simple, with just a DJ stage, some couches, and the tables to put the bottles on, the absolute unique feature in this activity are the performers because, since the club's mascot is a teddy bear, performers dress up in teddy bear costumes and dance with the customers.

The surprising fact is that, in order to keep the proportions of a teddy bear the closest to an actual teddy bear size, the club employs midgets to dance inside this costumes.

Instructions:

Similar to all other night clubs, ambience inside the structure will have to be lit be dimmed lights and loud music.

Entrance to the club is restricted to people who reserved a table in advanced only. Minimum spending for a table is £150pp.

The club has the power to not let you in if you don't apply to its dress code:

- Shirt and blazer for men
- Dress and heels for women

Space out the couches and tables to allow free movement of the customers around and be able to dance without any obstacles around them.

During the event, customers will order expensive bottles, often proceeded by sparkly candles and good-looking girls who will bring the order to the table. Often, people will exaggerate with what they order, using neon-lit bottles, and magnum sized bottles to show off.

Nightlife type:

Lifestyle

Time range:

11PM - 5AM

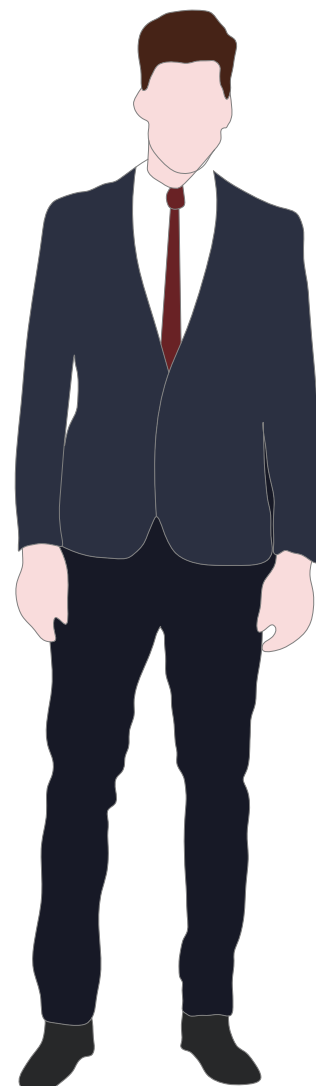
Location:

London, UK

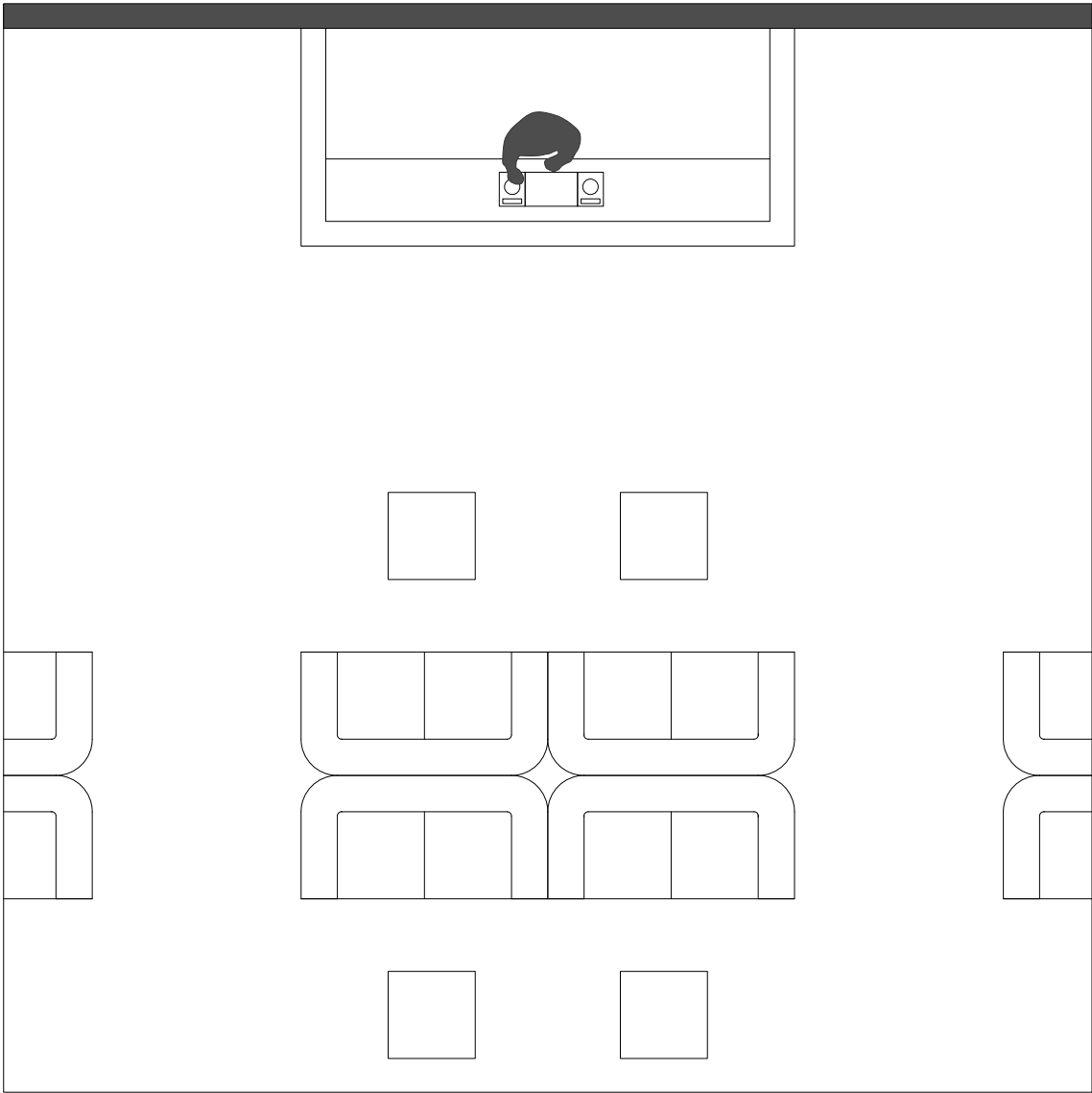
of people:

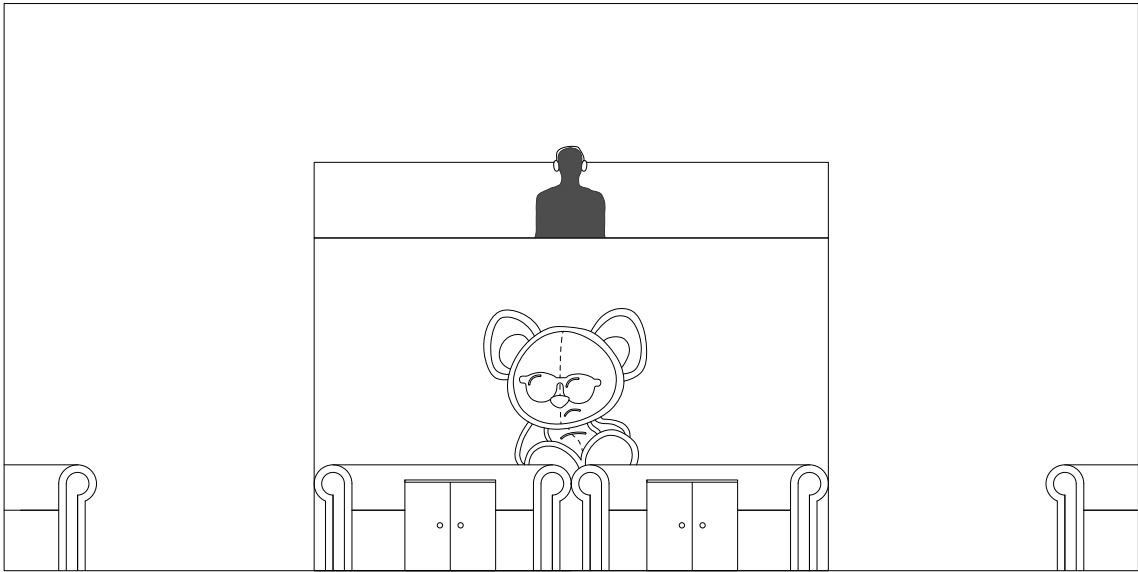
180

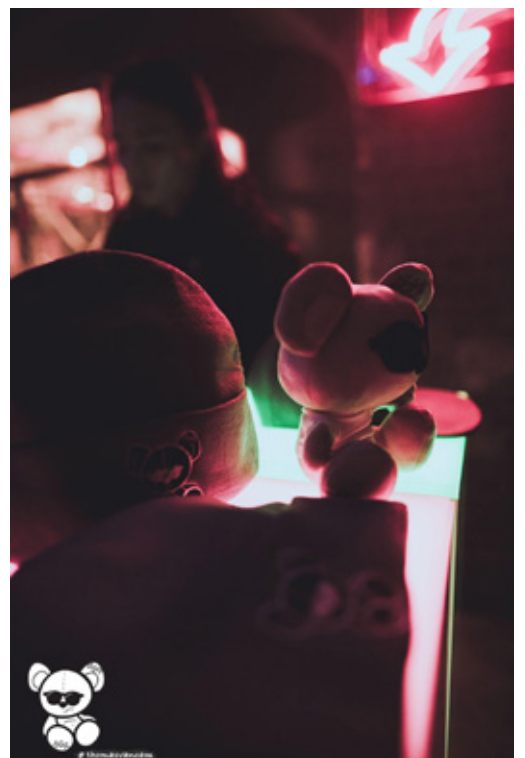
Dress code:



PRELIMINARY SKETCHES - 7.5X7.5M SEGMENT
SCALE 1:50











ILLEGAL STREET RACING

General info:

Main point for collective activity:

Races between different competitors spark collective activity and interaction between people.

Illegal car racing is a very common event occurring in the outskirts of the city. Situated in several areas, this one is located in Anagnina, a fairly new area south-east from the historic centre.

People organize these car meets mainly in order to race against others. Betting on who will win in these races is also a possibility.

Events like these are considered illegal as there are absolutely no regulations on the modifications that are used on the cars and they take place in public roads such as wide roads and piazzas.

Nightlife type:

Urban Tribes

Time range:

11PM - 2AM

Location:

Rome, Italy

of people:

50

Dress code:

Instructions:

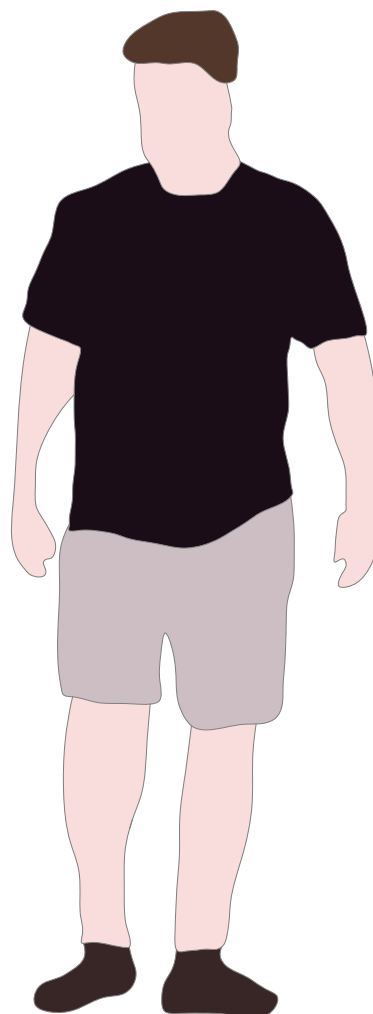
The individual will need to own a car - better if this one is equipped with exchangeable parts and its modification is easily allowable.

Plan ahead the type of tuning (modification) you want to mount onto the vehicle. Most of these components can be often found and ordered/bought in tuning shops or big car mechanics.

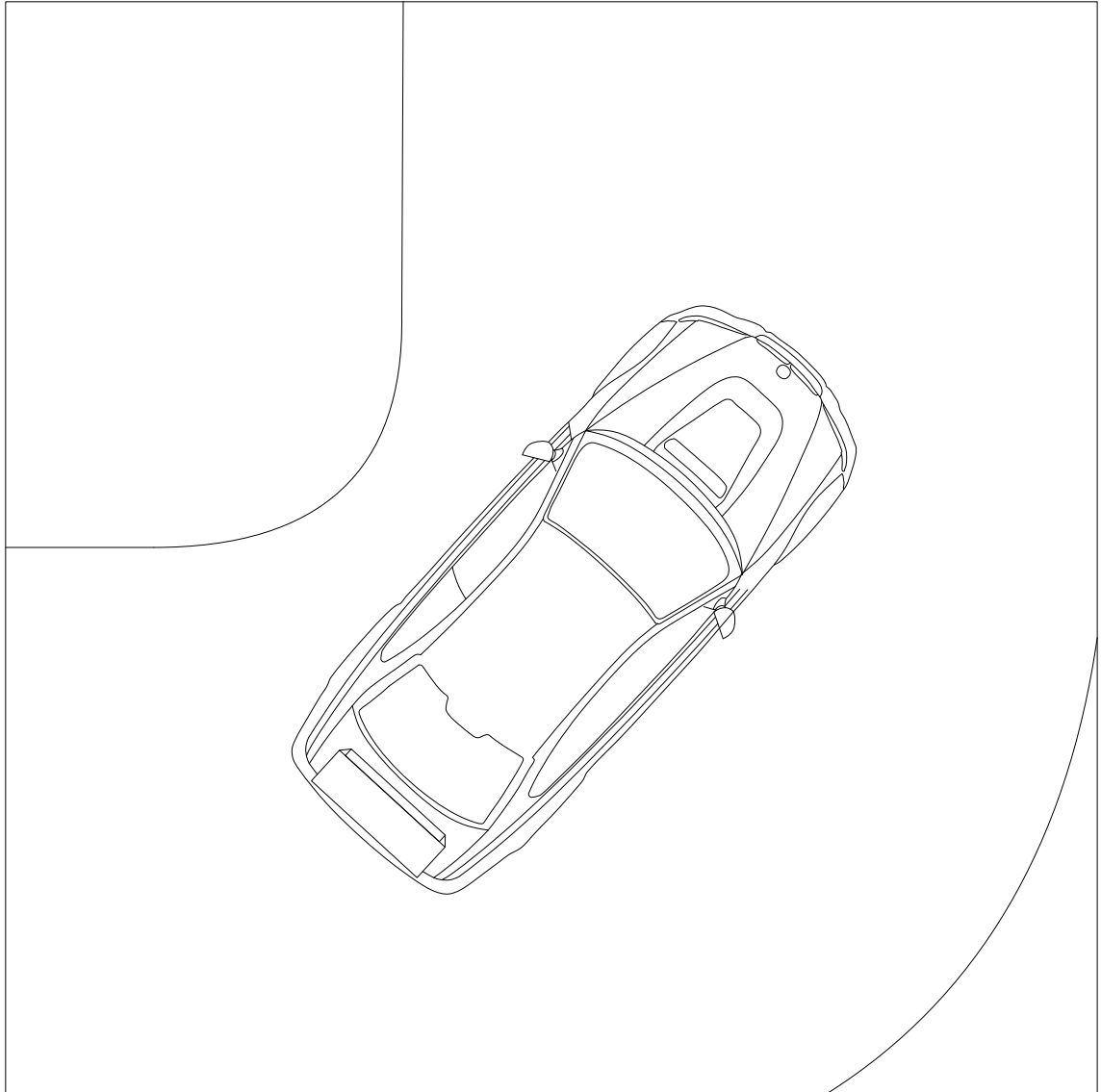
Install and mount all desired mods and light components and make sure that they all work correctly.

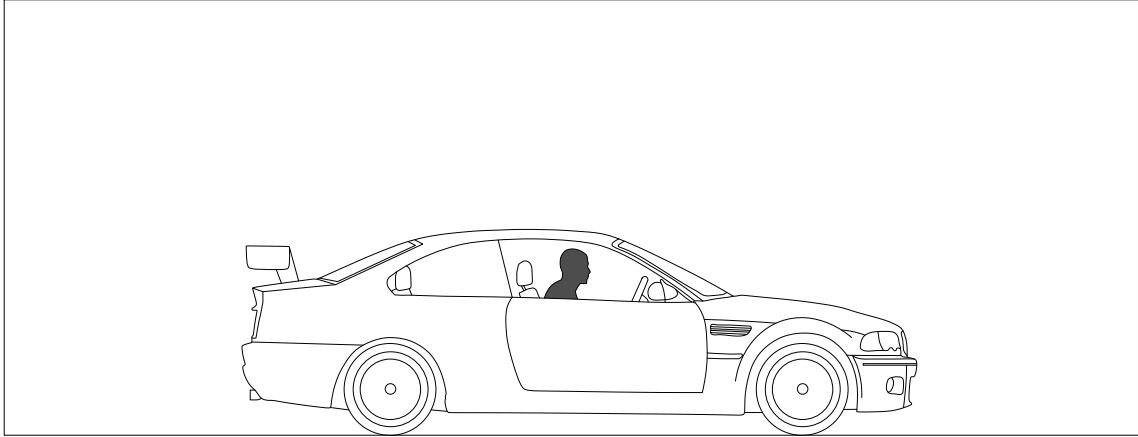
Once all the works have been done, start to look for car meets in the surroundings and go; start to socialize and understand how it works.

When you finally understand all the mechanics and procedure, if you want, you can challenge someone to race against you on a specific part of the location.



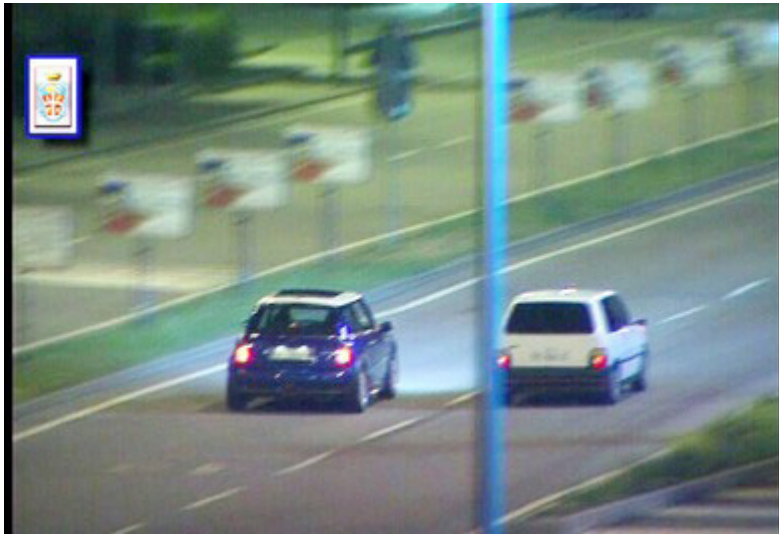
PRELIMINARY SKETCHES - 7.5X7.5M SEGMENT
SCALE 1:50





CONDITIONS:





**CORNETTO
IMPERIALE**

**CORNETTO
IMPERIALE**

Cornetteria



LATE NIGHT BAKERY

General info:

Main point for collective activity:

Inside the bakery, mostly in front of the counter.

This late night bakery which can be found in the centre of the city, is very well known between the people who live the Roman nightlife and, after clubbing, they need to cure their hangover by having a just baked, warm cornetto. At this hours (between 1AM and 5AM,) the bakery will often discount the price of the food, making you pay about only 1/3 of the "normal hours" price - 30c instead than €1.

Among the roman teenagers night-lifestyle, it is almost a mandatory activity after a long night of dancing and drinking; this is why I consider such culture a *ritual*.

Instructions:

The space is nearly divided into two equal halves, with the food counter which acts as an horizontal divider between the personnel and the customers.

These last come in through one of the two entrance doors and are immediately presented with the freshly baked food.

When is one's turn to order, he would usually point to what he would like from behind the glass.

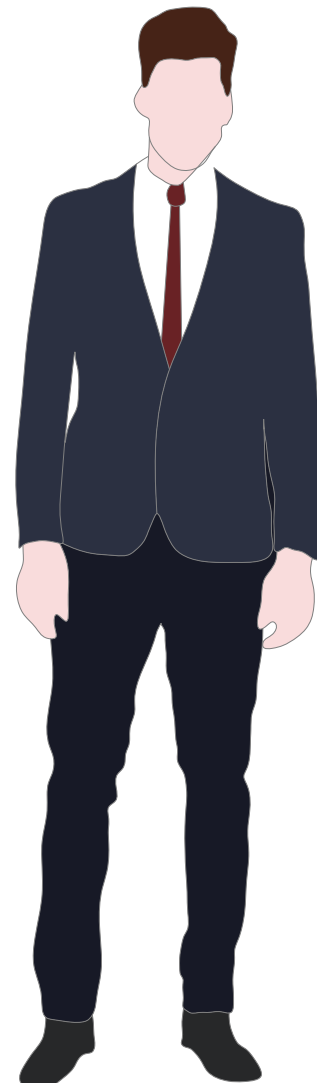
Other facilities inside the bakery would be things like a drink refrigerator and a bathroom.

Usually these goods are paid with very little money, such as "spare money" and change one has, even just a few cents.

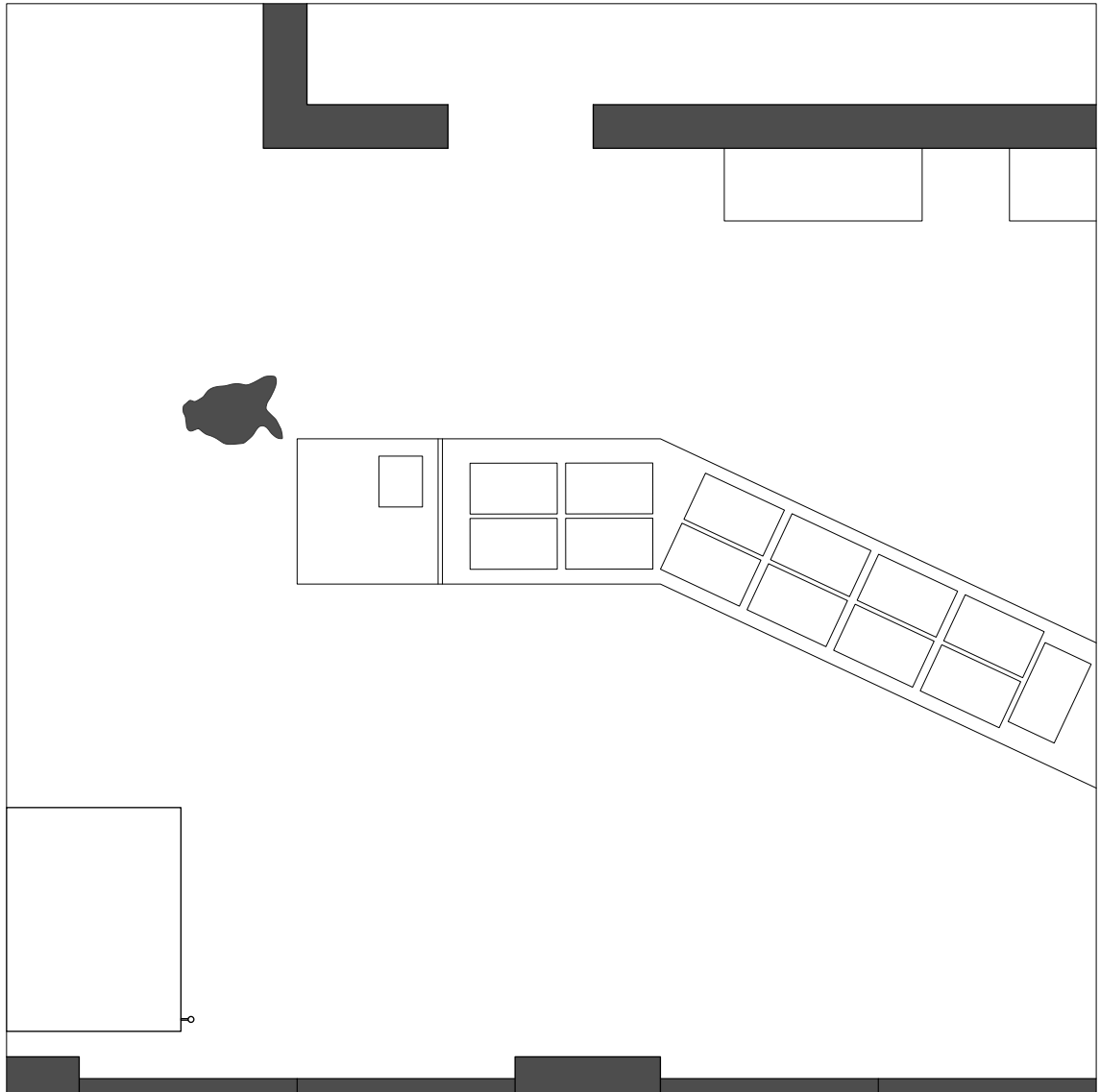
Receipts for these purchases are not usually given as they are actually not during the shop's official opening hours.

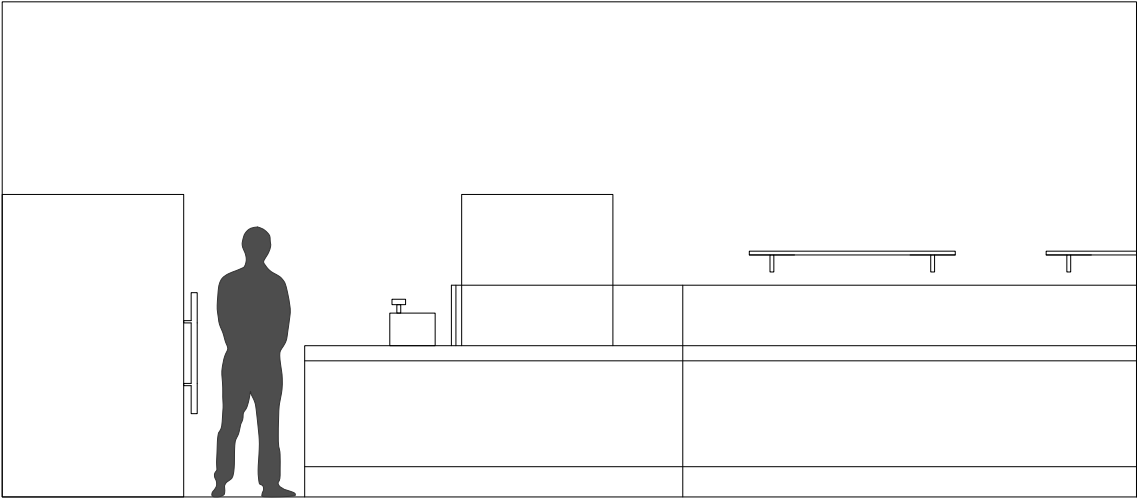
Nightlife type:	Ritual
Time range:	7AM - 5AM
Location:	Rome, Italy
# of people:	20

Dress code:



PRELIMINARY SKETCHES - 7.5X7.5M SEGMENT
SCALE 1:50





CONDITIONS:







HOT IMPORTED NIGHTS

General info:

Main point for collective activity:

Passion for car tuning and social interaction between people.

HIN is a conventional event which occurs in different countries during the year.

During the event, the convention centre will be featuring compact and tuned import cars.

Aside from the cars, these events will also have promotional models promoting individual companies with booths.

Instructions:

As a lot of cars will have to be displayed inside the convention centre, a very big surface area is required. Good lighting and facilities are necessary in order to make the event more enjoyable.

The space will be divided into different areas, showcasing the different models and type of vehicles. Booths will also be set up to host models promoting the companies.

Customers will have to check availability and the dates on the HIN website and buy tickets for the event.

After they get in, they are free to roam around and have a look at the different modified cars and talk with representatives to ask more information.

Nightlife type:

Obsession

Time range:

5PM - 11PM

Location:

Florida, USA

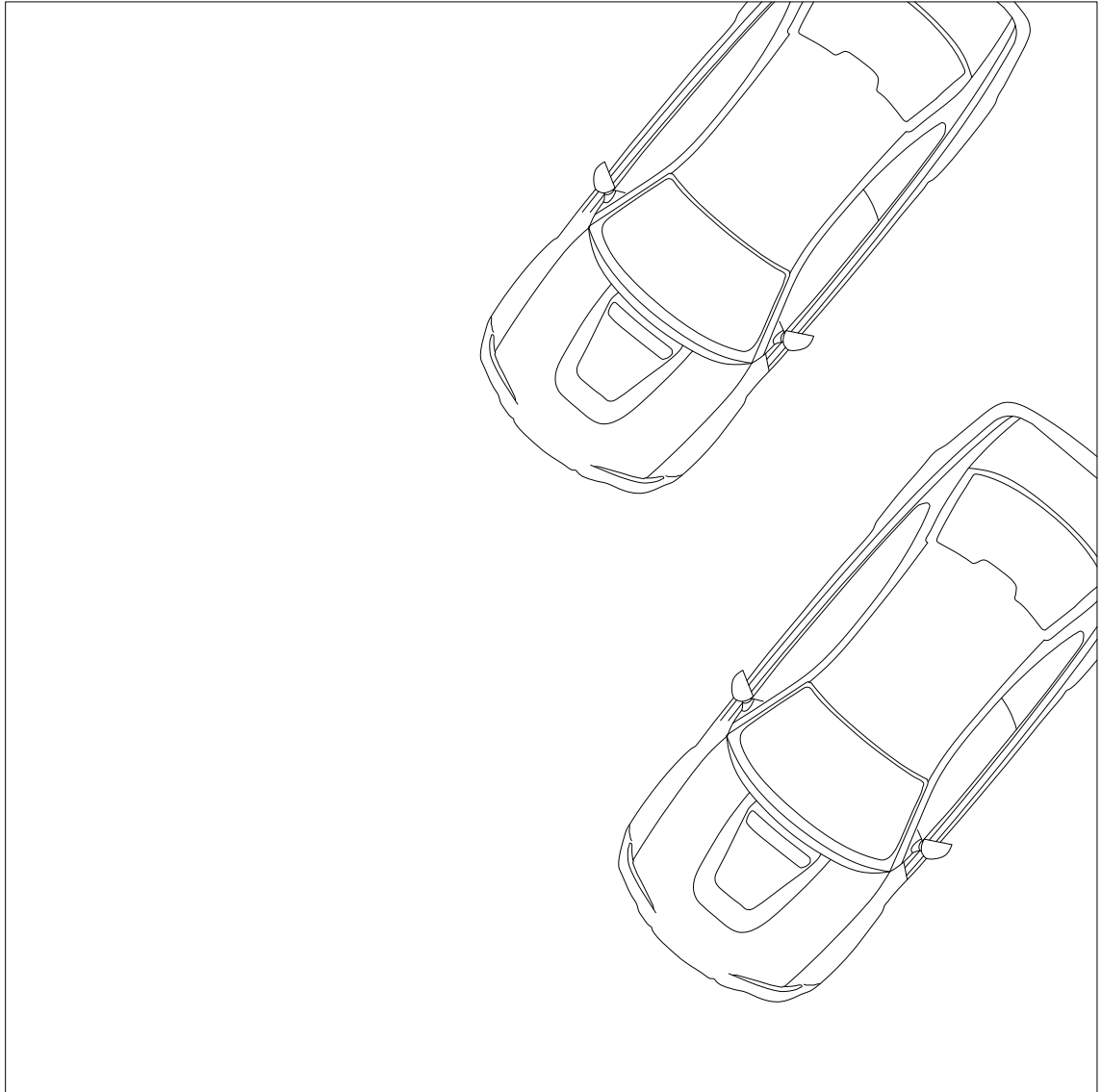
of people:

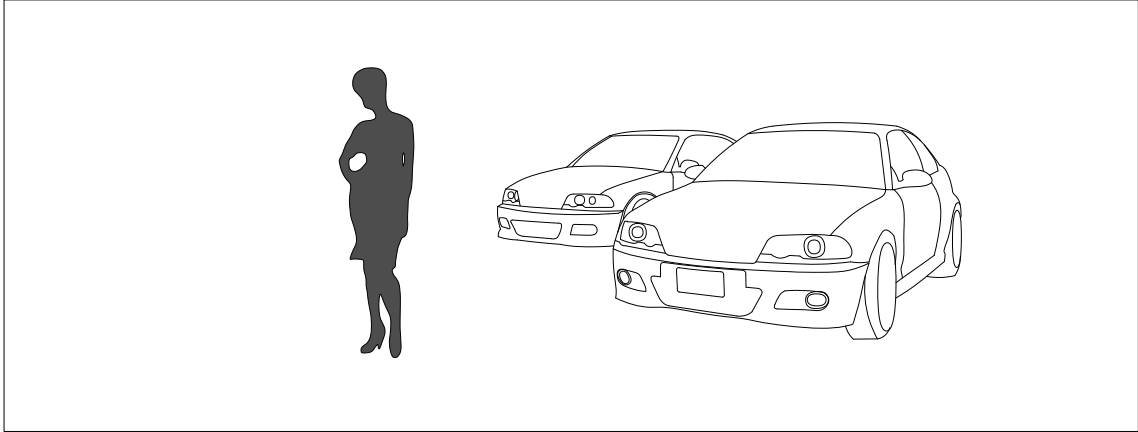
1500

Dress code:



PRELIMINARY SKETCHES - 7.5X7.5M SEGMENT
SCALE 1:50





CONDITIONS:



