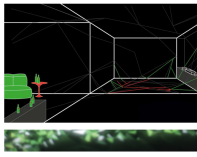
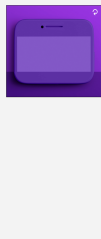


DESIGN | 4 APRIL 2012

Heiken: Interaction



Club design from lighting on the wall above. Photo: Courtesy of the artist.



DESIGN | Heiken: Interaction

WILL THE NEXT CHAPTER OF ADVERTISING

As an interactive design, audience evaluation, the ultimate choreography of the nightclub experience, would play a central role in Heiken's Open Design Experiences project.

In order to develop the ultimate nightclub Heiken selected designers and found New York based party organizer Adam Alkhaider and film maker Yuhiko Shoda.

Alkhaider is a man who thinks very deeply about nocturnal entertainment, preferring to view it as a precise science that he calls 'Play'. The mission of 'The night' explains Alkhaider, is to provide people with a source and get them to connect through a variety of specifically designed interactive elements.

Outside the venue? It's my goal, as much as possible, to start interacting with people in the line. Cheering them, encouraging them, starting to get them out of their shells," explains Alkhaider. As the line, he explains, it's a multitude of few touch games designed to get people to talk to people they've never met before. Stimulus in the lounge includes different levels of seating and counters with conversation starting trivia questions on them. The dancers will be placed in the crowd in get the floor rocking. Ah, it'll be people to be able to recover after the event, he says. "You're not looking for sharing photos and videos."

Tokyo based film maker and motion designer Yuhiko Shoda and Sao Paulo based Heiken Lima collaborated with interior Luc Schurgas of Minnesota, an award winning multidisciplinary creative studio, exploring the "science of social engagement" and considering the preserving incorporation of the social space. Yuhiko and Fabrice were briefed on the notion of unexpected, vibrant future concepts and worked with the wider production of boundary pushing concept club. Different ambient ideas were researched and used for the development of the Heiken Open Design Experiences Club's overall image, to be unveiled at a live, working club event during the Miami's Miami Design District design festival next week. Here we catch up with the Heiken collaborators.

Designer Adam Alkhaider

Calling himself an 'experimental event designer' who combines the disciplines of art direction, copywriting and costume design to create extraordinary experiences, Alkhaider's source of ideas is almost infinite, including Madonna, Victoria Secret and Godiva chocolates. "I design grandiose fun, elaborate parties all over America," he says. "I create unique concepts that integrate with my client branding. By utilizing my design background, I specialize in building new or re-brand events with a concept that matches. This is at the beginning of these events, ordinary events can be measurable experiences. From there on, every aspect of the event is thought and examined in hopes of creating life-long memories for the guests."

Wallpaper* Design who, who or what has been your inspiration?

Adam Alkhaider: For the Heiken Project, I pulled a lot from the three most influential times in modern nightlife. I looked back to the birth of modern nightlife, the disco era, specifically Studio 54 and over the last 20 years of nightlife, the various specializations of the prohibition era in 1920s in New York, and also the experience design of the 1960s until London and culture. Essential in this research, I watched countless nightlife documentaries. A highlight was a film from Heiken's 'Heiken Club' (a 1 part documentary), as well as a film on party New York in the 1970s (NY). The Heiken Documentary and the movie 'So' which offers a theoretical account of the chemistry of partying. I also reviewed countless nightlife veterans, getting their first-hand account of London ritual caves as well as the secret and hidden parties of after New York.

W: What is your favorite night club?

AA: My friends and I don't like the concept of nightlife. That's not to say there isn't still fabulous nightlife in New York. We live in the wake of the Berlin techno nightclub scene. The 'Mash and Berlin' (most music only) those who are rich enough to purchase a table or wear a shirt enough shirt can get in. My contemporaries and I are pretty disgruntled with the modern nightclub and more so parties as we see our own.

We've explored exclusivity with industry. The end intention is nightlife has started throwing their own parties. There's a growing multitude of underground dance parties as well as underground culture parties (eg. accessible and above). We don't care about how much money you have, we believe it makes more special to create a smaller group of people and give that group regularly. My goal is to make people feel entitled, but chosen, so they feel they're a part of something special.

W: Tell us about your input into the concept club

AA: The concept club 'Play' is a nightclub without a home base. It moves every few months from location to location, taking advantage of the multitude of empty spaces around the city and world.

W: What is your ambition?

My goal with this nightclub is to give people an evening that they'll remember for the rest of their lives. I want to get them out of their shells, get them involved in making their own fun, to meet new people and open up. I don't want them to look to be for all their entertainment. If you get your guests to meet new people and get them involved in their own experience, then it's sure to be a success.

Designer Yuhiko Shoda

A film maker and an Director based in Tokyo Yuhiko Shoda studied at the Kyoto Institute of Technology. Upon his graduation he started working in game production in Tokyo. Afterward, he started his career as a freelance director with his own distinct style of 3D, 2D, film, producing always to "keep it real" to make more fantastic motion pictures, expressing the essence of things through his films.

Wallpaper* Design who, who or what has been your inspiration?

Yuhiko Shoda: Philosophy and society

W: What is your favorite night club?

YS: Womb (Shibuya Tokyo), Heaven (Ozaki Tokyo), Otan (Shibuya Tokyo)

W: Tell us about your input into the concept club

YS: I was in charge of everything motion on site. We build the city and dance it at the same time. We gather in nightclubs, and I wanted society to communicate with itself even if it is only for a very short time. Maybe it refers to the emotional feeling as experience. We connected the other designers around the world through Skype so we could share our ideas. It was pretty inspiring to co-create the club with the designers in that way.

W: What is your ambition?

YS: I always want to express the essence of things through my film and design.

Designer Fabrice Lima

Fabrice Lima is a passionate Brazilian designer/director from Sao Paulo. During his twelve years of experience, he has worked with great studios and production companies around the world, also developing some of his most personal projects and design experiences. Despite not having any design educational background, Lima has been part of several projects with clients such as Sony Computer Entertainment Europe, Warner Bros. Brazil and Heiken International among others. Currently Lima resides in Sao Paulo, working and collaborating intensely with other artists and studios from around the globe.

Interiorist mentor Luc Schurgas

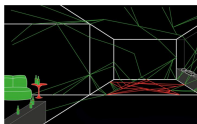
Setting up the multidisciplinary creative studio Minnesota in 2004, Luc's expertise lies in creating brand new interactive experiences and, with design person that he has, has a track record in branding, publishing, communications in film and cross-platform design projects. Luc's work broadly covers, quality sensibilities with dramatic visual style, and has proved a successful combination, competing with at the Cannes Lions, the Clio and the D&AD for the Mingo company. His portfolio includes interactive spaces for Art Rotterdam and The National History Museum, alongside brand work including a recent project for Heiken.

Wallpaper* What's the best club you have been to?

Luc Schurgas: Fabric in London is my favorite club. It has an awesome space, impressive sound system and great programming.

W: What is the most important element of the nightclub experience?

LS: Music and atmosphere. These two things - when get people going. Personally, I am not much of a dancer myself so I like it when there are things to look at in a club space.



Club design from lighting on the wall above. Photo: Courtesy of the artist.

