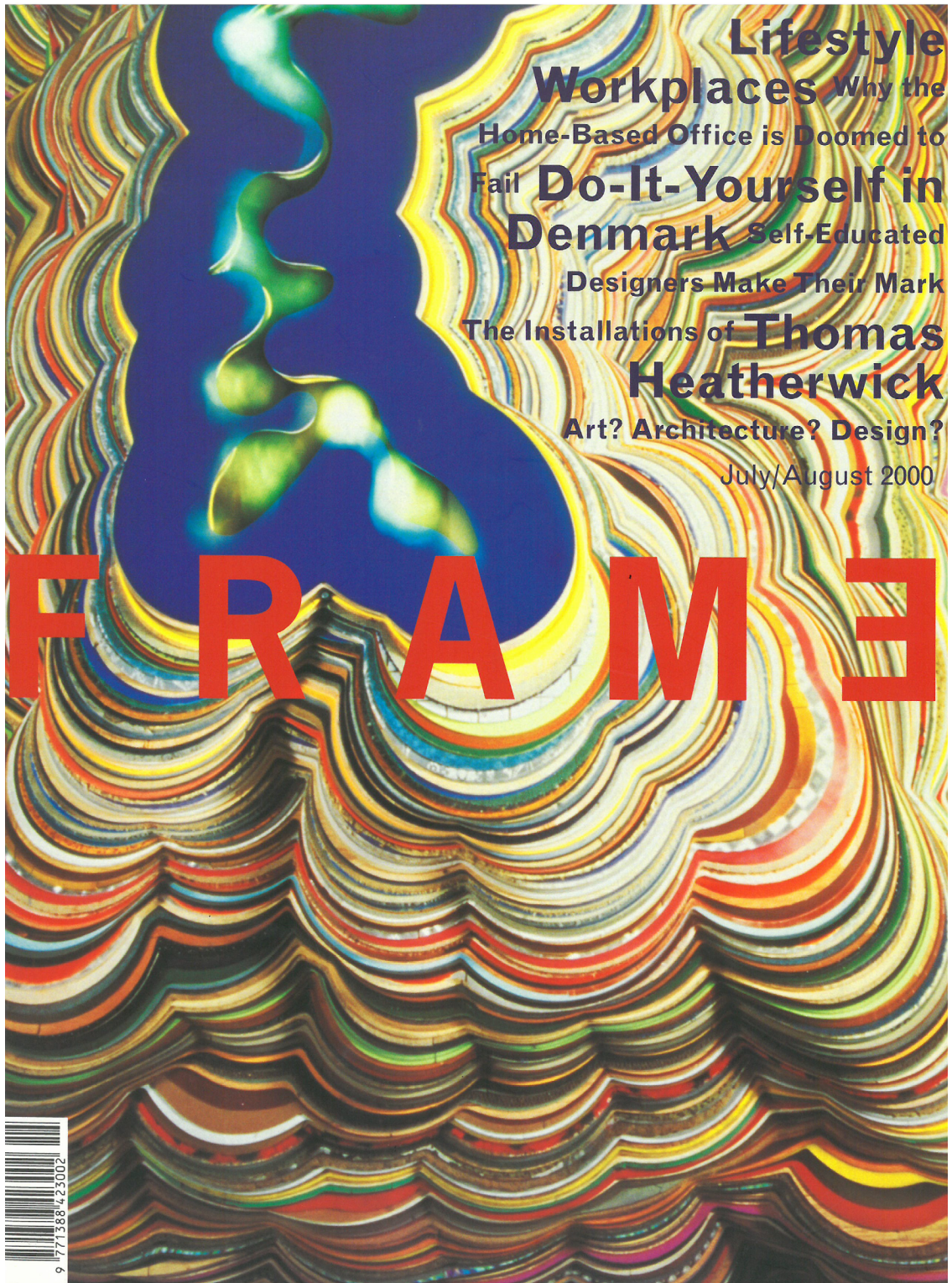


JOHN M. TORRE



**Lifestyle**  
**Workplaces** Why the  
Home-Based Office is Doomed to  
Fail **Do-It-Yourself in**  
**Denmark** Self-Educated  
Designers Make Their Mark  
The Installations of **Thomas**  
**Heatherwick**  
Art? Architecture? Design?  
July/August 2000

# FRAME





DENMARK



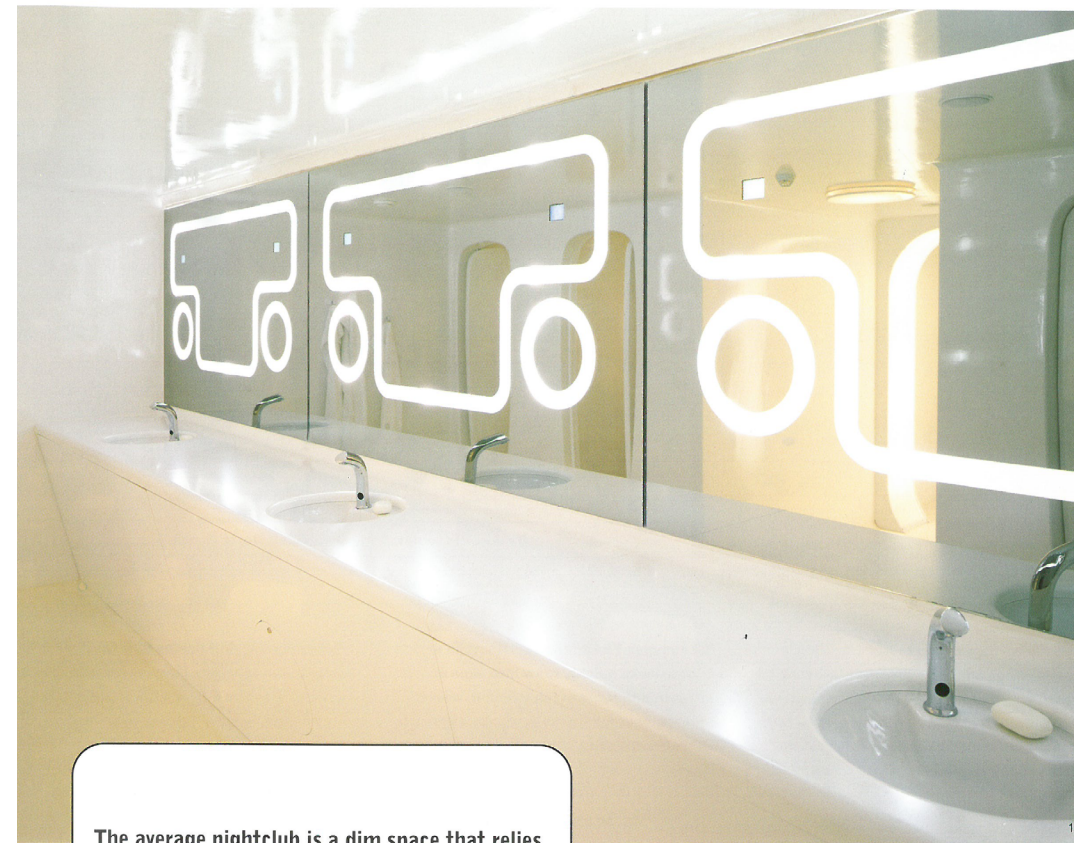
## White on White

By Jan Pasternak. Photography by Jens Stoltze

Take the elevator to the top floor and enter a world of white – a setting reminiscent of Stanley Kubrick's 1968 sci-fi classic *2001: A Space Odyssey*. Since gravity's holding you firmly in place and you haven't spotted a malfunctioning HAL 9000 computer, however, this must be the **NASA** club in downtown Copenhagen, playground of jet-setters and wannabes. **NASA** is a members-only club aimed at a style-conscious and affluent clientele, as confirmed by the price of drinks. Minimum age is 23 years for women and 25 for men. Right from the start the club targeted an elite slice of society, and each new member has to be recommended by a card-carrying **NASA** affiliate. A flashy décor, strict rules of admission and tons of media hype have ensured the continuing success of **NASA**, even though such places often enjoy only the fleeting favour of the in-crowd. The interior design is just one part of an over-

all concept that encompasses outfits worn by the staff, graphic design (including the labels on the water bottles) and mode of operation. The result is a carefully tailored package with a high degree of snob appeal. In his search for something that would look and feel entirely different, designer Johannes Torpe drew inspiration for **NASA** from the space epic. In the mid-'90's Torpe was asked to join the owners of the existing *X-Ray Club*; he was the partner 'in total control of designs'. His task was to create three clubs in the same building, each with its own distinctive style. The average nightclub is a dim space that relies on dark colours to enhance the mood, but Torpe envisioned a field of white filled with soft shapes and gentle curves – an inviting environment enhanced by subdued, ambient lighting. To realise his idea, he had nearly every component in **NASA's** interior custom

built. Wall panels are foam padded and covered with white latex; the floor is made of an industrial-strength epoxy. Other materials include acrylic, fibreglass and Teflon. Among the few standard elements used are modified Tom Dixon Jacklight fixtures, which are mounted on the ceiling. Additional illumination is provided by recessed light panels in the walls. An easy-maintenance space was one of the main objectives, but it takes quite a bit of elbow grease to keep these high-gloss surfaces looking shiny and new. Having since sold his shares in the operation, Johannes Torpe currently directs his energies into his own company, Turbo 2000 *Kunst-kontrolle*, which specialises in interior design, art direction and graphic design. Meanwhile **NASA** continues its high-speed journey through the realms of outer space, while its crew of big spenders sunbathes in the white-out.



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1 Backlit mirrors in the rest rooms feature LCD screens. The reflective surface is composed of a thin film. 2 Japanese koi fish – white, of course – swim in a 3-metre-long aquarium near the reception area. 3 The dance floor is made of hardened glass slabs illuminated from below. 4 The main bar is complemented by a cocktail-and-champagne bar