

JOHANNES TORRE.

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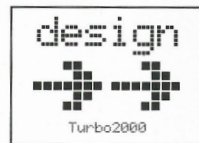
the
design
issue

Jonas Torpe



nasa

copenhagen



You can already see, can't you, that we've unearthed something special here. Even if you just use **mondo*dr** to see who's advertising what, who's released new product or who's distributing what, you've stopped at these pages and

started to read these words because the club looks so damn beautiful. Welcome to NASA, a hidden gem of a venue in Copenhagen that shows the way forward in terms of design and concept. I say hidden gem because it's taken us almost two years to obtain access to this jewel in the crown of venues. We first

saw a picture in some design mag or other but with no contact details or names... no nothing. No matter how much we tried, we couldn't find out enough about NASA to make contact - our Scandinavian spies had either never heard of it or couldn't breach the secret-set-up (either way, they just weren't cool enough). Then

contact was made and all was made clear... Although NASA has been trading for over three years now (and we make no apologies for making such a big deal about it now), the venue has always operated as a private members club with membership limited to 500. Because of this exclusivity, ☺



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nasadesign



Like the interior, the NASA graphics also had to be of consistently high quality, break new ground as far as club flyers go and live up to the expectations placed on such an exclusive club. An invitation to the grand opening was to be an experience the public would never forget and was to launch them into their first galactic voyage. The solution was a simple torch (far left). The NASA boarding card was attached to the bottom of the torch. Other initiatives include barcards, bottles, soap dispensers and cloakroom tickets.

and some tender loving care, NASA looks as out of this world now as it did then.

Mads Bruun, one of the owners and - for the purpose of this article - official spokesman, explains why the private members concept works so well... "Whereas design is a huge factor in creating a new club - and certainly one of the most important ones when it comes to creating a 'wow-effect' as well as a comfortable and inspiring environment - the ongoing success of a club is highly dependant upon its clientele. If you want the VIPs and interesting personalities to continue to support you, it is extremely important that they continuously feel at home with other guests as well as with the physical environment. Although not a tradition in Denmark, we felt that the only way we could guarantee this, was to establish and maintain a strict members policy so as to safeguard the club's continued attractiveness on this parameter as well."

But what is the criteria to become a member of Denmark's most exclusive club? Aside from certain facets like age, you get hand-picked or you know a member or someone in club administration or management well enough to put yourself in a position to be hand-picked. Perhaps contrary to the sound of this procedure, NASA is not uptight when it comes to recruiting its members; you do not need a high position or fat wallet to be considered. You do, however, need to have a 'cool' and inspiring look and/or personality that the owners feel will contribute to the club's spirit and atmosphere.

The philosophy behind the club was to create a free haven for the exclusive inner circle in Copenhagen. The owners wanted to create a place where people from the film, fashion, advertising and other creative industries would feel at home - both individually and as a crowd. At the time, Copenhagen did not have 'the ultimate exclusive venue', so NASA thought that by creating the right atmosphere and - first of all - operating with a select segment of guests as well as with an outstanding design and high service levels, they