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top 5 to watch

"We wanted to humanize the product ...
make it like a friend, more alive than the usual
dead pieces of hardware"

- JONAS BYLUND, SYTNES STUDIOS

Sept/Oct 2007



you say you want a REVOLUTION

LAS VEGAS' REVOLUTION BAR BRINGS A BEATLES-INSPIRED SPACE TO A WHOLE NEW TRIP-HOP LEVEL

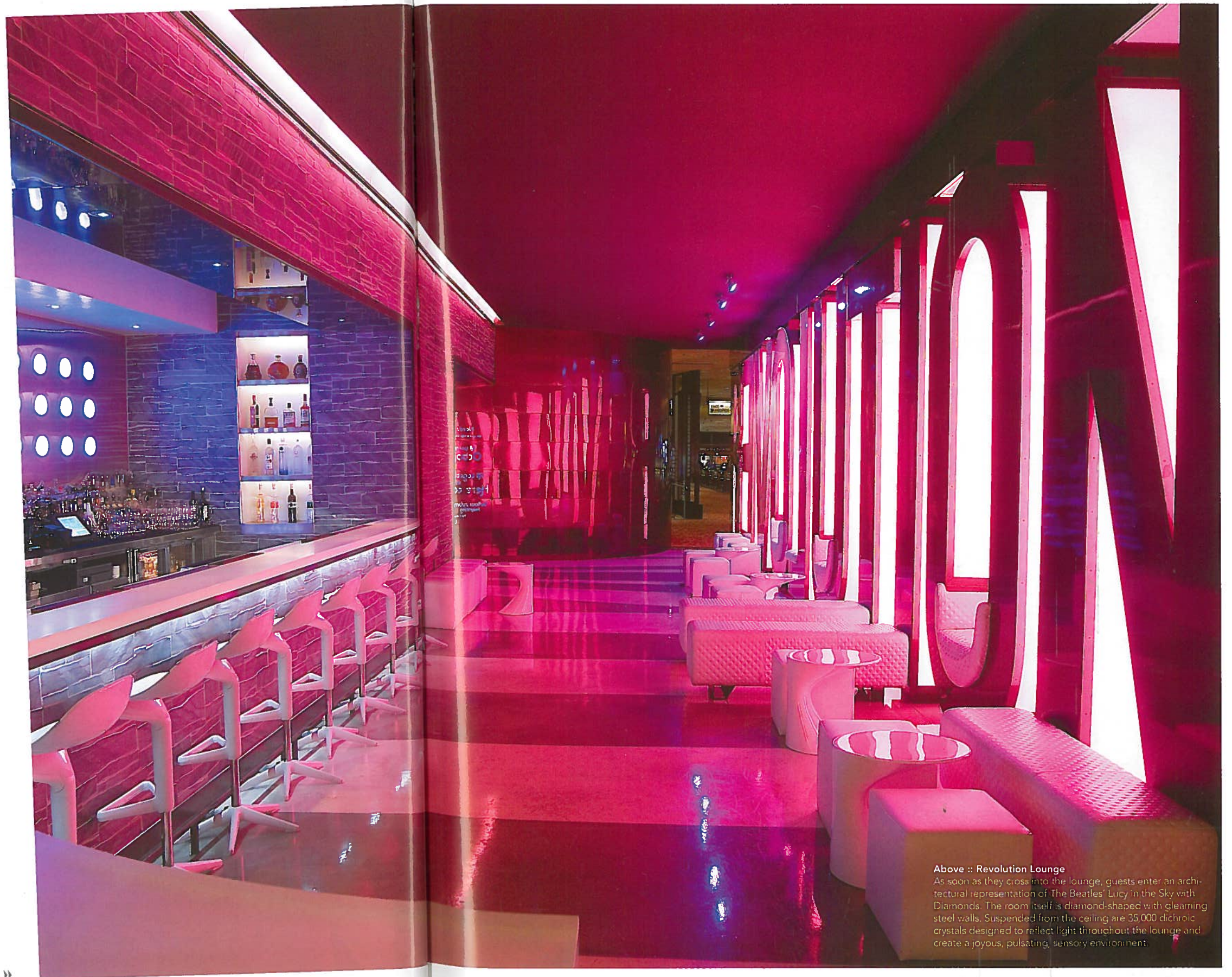
Words :: Piero Facchin // Images :: Courtesy of MGM Mirage



FOR THOSE OF YOU who'll be in Las Vegas and plan to see the show "LOVE" by Cirque du Soleil, make sure to include a stop at the ultra lounge bar called Revolution.

Even though this is a trippy, Beatles-inspired lounge in which over 35,000 scintillating dichroic glass plates, threaded on small metallic chains and fixed on rails twinkle to *Lucy in the Sky with Diamonds*, guests won't hear non-stop Beatles playing from the rafters since the in-house DJs are here to spin funky remixes, house, new wave, rock and Brit pop in an ever-changing hue of color as patrons swill espresso martinis and play at interactive tables.

It's the Beatles Revolution in Las Vegas, where the Mirage Hotel, to enhance and prolong the experience of the LOVE show, inaugurated a lounge bar back in January of 2007. Produced by the creative prowess of a few Montreal artists and orchestrated by Cirque du Soleil Creative Director, Jean-François Bouchard, the bar is a space filled with technological as well as graphical gadgets. To form his team, Bouchard put together Stéphanie Cardinal of Humà Design, Nol Van Genuchten to take care of lighting, Moment Factory to create the "animated walls," Bill Keays of Vertigo to come »

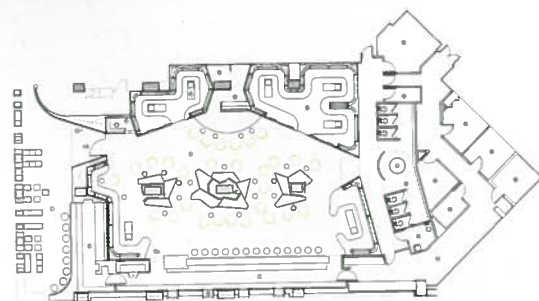
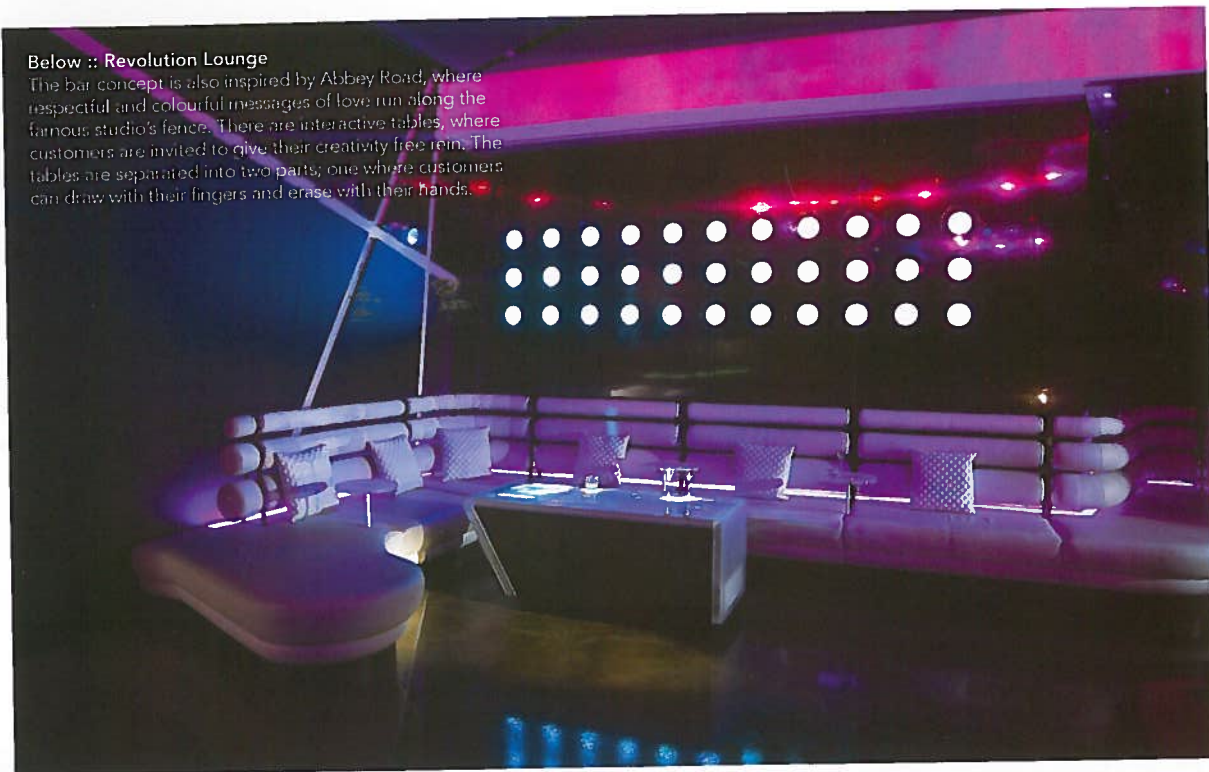


Above :: Revolution Lounge

As soon as they cross into the lounge, guests enter an architectural representation of The Beatles' *Lucy in the Sky with Diamonds*. The room itself is diamond-shaped with gleaming steel walls. Suspended from the ceiling are 35,000 dichroic crystals designed to reflect light throughout the lounge and create a joyous, pulsating, sensory environment.

Below :: Revolution Lounge

The bar concept is also inspired by Abbey Road, where respectful and colourful messages of love run along the famous studio's fence. There are interactive tables, where customers are invited to give their creativity free rein. The tables are separated into two parts; one where customers can draw with their fingers and erase with their hands.



REVOLUTION BAR TEAM

Jean-François Bouchard :: Creative Director, Cirque du Soleil
 Stéphanie Cardinal :: Humà Design, Architect
 Nol Van Genuchten :: Lighting Design & Glass Ceiling Sculpture Design
 Moment Factory :: Multi-Media Design (museum and entry wall)
 Virtango and Associates :: Interactive Tables Design
 Alain Vinet :: Musical Director
 INK :: Management Operations

Total surface area :: 715 square meters (7700 sq.ft.),
 Capacity :: 400

up with some very innovative interactive tables and DJ Alain Vinet with the musical direction. Together, they laid down what were to later become key concepts upon which the whole project would then be built. From the sixties, they agreed to retain the passing from black and white to color, absolute love, hip graphics and a return to the handmade, among many other features.

To get to the *Revolution Bar*, you must first go by the Abbey Road Bar – open 24 hours, it serves as a central focus point as well as a meeting place. Between the two, acting as a *séparé*, are giant letters measuring 3 metres high that form the word "Revolution." You can actually sit comfortably in some of these letters – four of these letters are inverted and when mirrored, you can read the word Love, referring, among other things, to the show produced by Cirque du Soleil in Las Vegas.

There are a series of architectural elements that not only compose the space but also act as sculptural pieces: three central pillars wrapped with triangular shaped steel panelling. This "dressing" of the columns recalls the different facets of a diamond, and with the ceiling breaking up around these multi-faceted sculptures, the effect of the small glass squares lit by the genius of lighting specialist Nol Van Genuchten adds even more drama to the psychedelic "soul" of the club.

The "piece-de-résistance" however remains the electronic interactive tables designed by Bill Keays of Studio Vertigo

from Switzerland in collaboration with David Small of the Small Design Firm from Cambridge, where you can sketch words or drawings in the form of squirming jellyfish and fluttering butterflies. These impromptu electronic art pieces are then collected on a special ring and transferred to, and projected on, the central pillars for all to see.

At the foot of these pillars, the furniture is an alternating of sleek rectilinear benches and pink Sacco's (1969 design), also complemented by white Tod tables (2005 design). All around, the different salons offer varied pleasures: against the walls, long, sinuating benches are juxtaposed with interactive tables. And in the end...the furniture as a whole takes its look from the pop style of the 60's and 70's, whether it is original or revisited.

The musical atmosphere, composed by DJ Alain Vinet, is split in four tempos, four being a symbolic number - four Beatles, four periods of their career, the four letters in the word LOVE, etc.

Chapeau! to the creators of this very original and unique bar in Las Vegas. This is the first time Cirque du Soleil draws upon its innovative talent to create a unique nightlife experience in Las Vegas.

REVOLUTION is operated by INK, the premiere nightclub operator in Toronto, currently managing seven highly successful nightlife venues in Canada. e

www.thebeatlesrevolutionlounge.com

celebrate 30 years of contemporary art

Join the Art Gallery of Calgary on **Thursday, September 27, 2007 from 4 pm to 8 pm** for a free public event celebrating AGC's 30 years of contemporary art exhibitions, community outreach and cultural development in Calgary.

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