

venue TOWNHOUSE

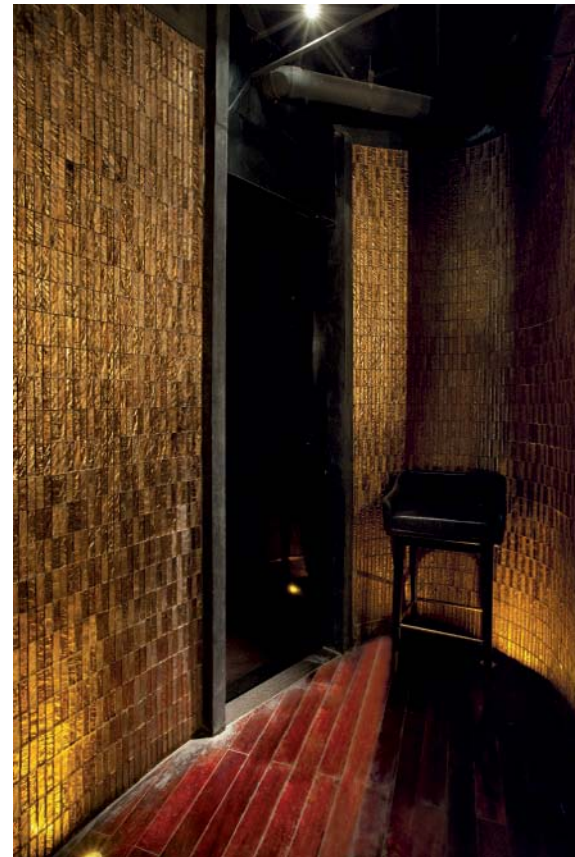
A Seminyak State of Mind

Located close to the ocean, and on the hottest stretch of Bali's best and busiest street is a stand alone building that has become a visible landmark. It is here where the 'King of Clubs', Mark Baker has his new pozzzy...

STORY BY Dewald Haynes PHOTO BY Bagus Tri Laksono



TOWNHOUSE IS A FIVE STOREY MULTI-USE VENUE WITH A GROUND FLOOR CAFÉ, GALLERY AND JUICE BAR OPERATING FROM 8 AM TILL MIDNIGHT SERVING FRESH COLD PRESSED JUICES, BREAKFAST, LUNCH AND DINNER.



They also host regular photo and art exhibitions to appeal to discerning clientele. Further more there is a bistro, Canvas, that is a classic New York style bistro with delicious moderately priced cuisine for all tastes. The lounge club hosts international DJ's and parties nightly. The upper cocktail lounge and roofgarden terrace serve bespoke cocktails and wonderful, frozen concoctions and is a place where conversation can be enjoyed with friends while gazing at a panoramic view of Bali during sunset parties. The design introduces elements of various New York City venues and brings a sophisticated, edgy, chic feel to life: The Juice Press New York, Double Seven, and BED roof in New York were the inspirations for the design process that provides a much needed comfortable, warm and sophisticated nightlife vibe with dining venue where you can frolic the day and night away.

The interior takes you on a journey from the ground floor's "industrial" energy to the openness of the roof garden. The decor is opulently styled with custom made leather banquets, solid wood floors, state of the art lighting with design elements like a glass ball wall and copper



A SEMINYAK STATE OF MIND
CLOCKWISE FROM TOP

- The seating and design style oozes a New York flavor
- The very comfortable and decadent bar area
- Edgy and striking design features are to be found in every corner
- Little seating arrangement where patrons can frolic and chat away



candle wall. The sensuality of a wrought iron bar with leather crocodile pattern bar top entices the senses while striking bathrooms have become a key design element of sophisticated party venues. The spirit of the design infuses the sophistication of New York with the magic of Bali and introduces elements of downtown New York to the Seminyak nightlife scene so that you really feel like you are in New York though you're right in the middle of Bali.

Beside aesthetics, attention was also given to the acoustics and safety of the building. Wanting to be a good neighbor and not adversely effect anyone living around the building, sound proofing, a parking lot and large, open external staircases as is standard in New York building regulations to provide fire escapes, elevates the construction to an international level. Employing trained security staff and not over crowding the venue ensures a safe quality experience. All the beams and foundations of the building were also reinforced to keep it sturdy and able to carry the weight of a large crowd with ease.

Having owned and operated some of the best-known venues around the world for 30 years, Mark



A SEMINYAK STATE OF MIND
CLOCKWISE FROM LEFT
— Stylish restrooms appeal to the discerning upmarket patron
— Regular art exhibitions are held at the venue
— A walkway with the New York skyline depicted as an accent on the wall
— Communal seating arrangements to aid in social engagement





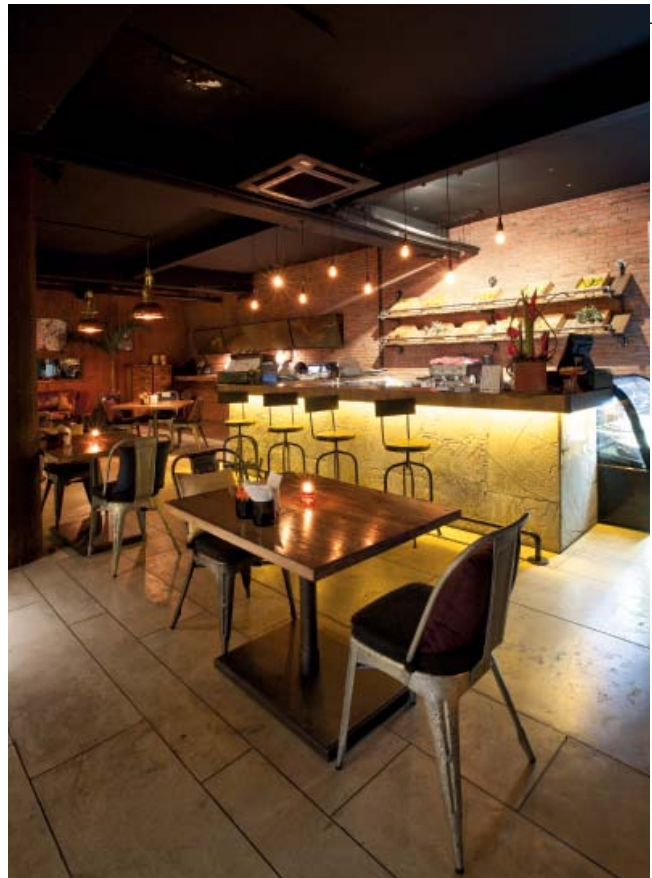
A SEMINYAK STATE OF MIND FROM TOP

The sublime Seminyak view form the terrace

The bar area is a place to see and be seen

has a feel for what works and what does not. Being familiar with the market and demographic, he caters to the needs of his reputable patrons: "I felt that Indonesia and Bali nightlife was ready for the next level of nightlife and I wanted to build a venue that reflected that. People love it and it makes them want to dress up and be sexy, to see and be seen. I think we are the first venue in Bali to have a dress code and a door policy." Jakartans can also be on the lookout for the arrival of The King of Clubs as his next big venture involves creating something spectacular in the penthouse of the Multivision tower.

As for now - Townhouse boasts one of the best sound systems in Bali. They have indoor and outdoor terraces on every level. If you want to dance, there is the club. If you just want to chill and talk there is the upper lounge. If you want to take in the beauty of Bali, go to the rooftop. If you want dinner before the party, there is the bistro or the cafe, and if you want to cure your hangover or have breakfast or lunch come to Squeeze for a juice. Actually you never have to leave! 🍷



Project Data

Project Name

Townhouse

Location

Jalan Kayu Aya, Seminyak, Bali

Site Area

2,200 sqm

Gross Floor Area

1,800 sqm

Client/Owner

Townhouse Holdings

Architecture Consultant

HC2

Principal Designer & Interior Design Consultant

David Haughton

Lighting Consultant

Jai Turner

Mechanical & Electrical Consultant

Lomas Gratton

Started

March 2013

Completed

December 2013



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