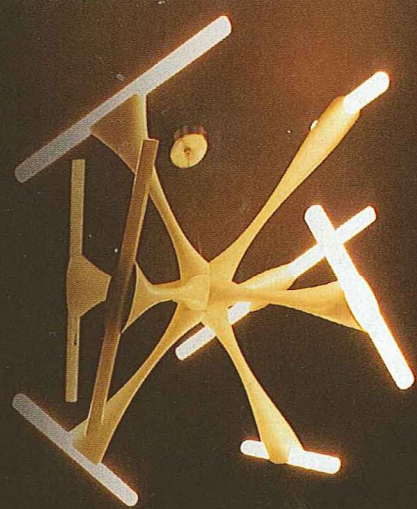


Nevermind

A full-throttle, music-focussed nightclub in Sydney's Oxford Street HQ.

Text: Cat Strom



Nevermind is brought to you by the entrepreneurial tagteam of Scott Robertson and Steve Lowe. Originally from Scotland, Scott has been promoting clubs internationally for the last 12 years, spending the last five developing his club brand 'Kink'. Meanwhile, Steve, prior to his role as Manager and Licensee at Lady Lux, was an international fashion photographer. Their paths intersected at Lux one Sunday night, where they hit it off (almost) immediately and soon came to the realisation they were both longing for a new venture and an opportunity to do things their own way.

Not content with following the already well-travelled path of so many other nightclubs, the determined duo set about looking for the inspiration which would allow them to bring something culturally different to Sydney; a space that would allow them to create their own social arena, fusing together their shared passion for music, fashion and art.

With a little luck on their side they stumbled across an unused nightclub space on Sydney's notorious Oxford Street strip. The space had lain dormant for over a year but with some foresight the guys could instantly see its potential. Behind the scenes tireless work went into reinstating its 5am nightclub license with the local council and when that finally fell into place, work quickly began on stripping the venue back to its bare bones and realising their dream: Nevermind.



“Nightclubs are meant to be about fun times, good friends and great tunes”

Mind of its Own

“From the beginning we had a clearly defined vision: to make Nevermind a music-driven venue, showcasing quality music rather than make it just another trendy place that will only be around for six months,” remarked Scott. “It is our belief that a nightclub is only as good as the atmosphere inside it. Nevermind has a feeling of familiarity and friendliness the minute you walk through the doors. It’s about bar staff and door staff remembering patrons by face and vice versa, dedicated weekly punters, international DJs finishing their sets but staying to party. Nightclubs are meant to be about fun times, good friends and great tunes and although that seems to have been forgotten somewhere along the line we’re going to make sure it comes first and foremost at Nevermind.”

Nevermind very much focuses on delivering cutting edge electronic music from across the globe and this raw edge is reflected in the design of the venue.

Nevermind is split in two with the dancefloor on one side and the lounge area on the other. From the outset it was designed to be a place to socialise and mingle just as much as it is a place to dance. The deconstructed look of the venue draws on influences from New York and combines creative input from

interior designer Greg Natale with the work of one of Australia’s most exciting young artists, Adam Harriden, who has adopted various areas of the venue as his own canvas.

As well as a nightclub, the venue provides a platform for artistic expression and will be used as an art gallery showcasing modern art from both local and international artists as well as being used for fashion shows, promoting both established and up-and-coming Australian designers.

Nevermind the Sound & Lighting

The owners of Nevermind first contacted Simon Bell the owner of Night Works Audio and NSW Manager of Funktion-One Australia in early January 2008. To add even more expertise, Simon contacted his long-standing friend and fellow sound and lighting installer/designer Adam Ward who had just returned home to Sydney from a 15-year career working in the high-end club production industry in the US, with venues such as Cherry Las Vegas and Nocturnal Miami under his belt.

Combining their love for creative design and high fidelity sound the two sat down at the design table to skim the think tank of ideas to fit the brief for the club and what they came up with was a complete custom sound and

visual system.

On first entry to the club the Funktion-One sound system — consisting of an AX-88 and F215 mounted on a fabricated steel yoke system on each wall in the four corners of the dance floor — grabs attention with its aggressive stance — *this PA means business*.

“The system sounds pristine! Every note, every instrument in a composition is heard at studio quality but with loudspeaker volume,” says Simon with absolutely little hint of false modesty. “Catching all those extra low bass notes is a F218 Infrabass recessed into the bottom of the DJ booth that thunders down the centre of the room and into the sweet spot of ones stomach.”

The DJ booth itself is one of a kind, consisting of three Pioneer CDJ1000 Mk3s on custom mounts, a Pioneer DJM800 mixer recessed into the desk, Pioneer EFX1000 effects unit and two Technics SL1200 Mk5 turntables on iso feet to prevent feedback. Monitors are two Funktion-One Resolution 1s mounted horizontally.

The amp room is clean and cool with two Funktion-One XO4A processors working as the brains of the system feeding the mounted MC2 amplifiers.

The lounge area and vodka bar in the rear of the club are serviced by pre-existing JBL Control 28 speakers and have been custom sprayed and remounted on the walls.

Nevermind the Interiors

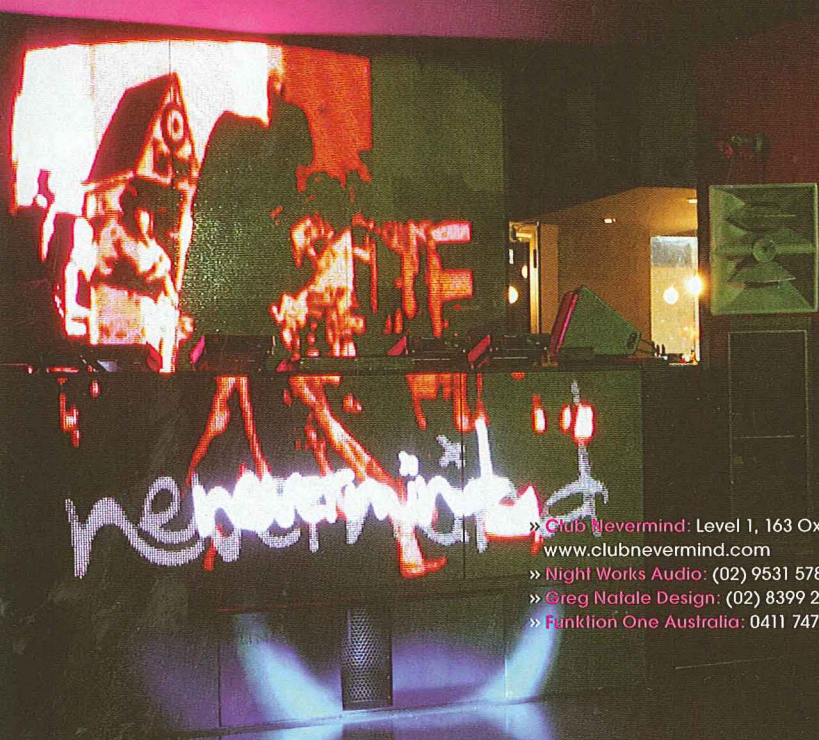
With Nevermind being primarily a dance club, the focus is on the sound and lighting, with the interiors providing a non-competing background for the technologies. Having previously worked with the owners on Goodbar, Greg Natale was the designer of choice.

"The guys had a really strong vision of what they wanted and, as it is a dance club, a lot of the budget went on the sound system and the DJ box," he said. "They wanted a really large dance area and Scott wanted a raw element to the design. That's why there is graffiti art and Scott is really into graphics too. The red theme also came from Scott. I chose to paint the entire venue black."

Comprising a large dancefloor, three bars and scattered banquette seating, Nevermind features quirky design elements, with its unusual lighting pieces such as the Dark pendants and illuminated tables. Reinforcing the raw element theme, the bars are clad in Delorenzo tiles that look like rubber.

"If I have to see another stacked stone bar in Sydney I'll die!" said Greg. "As well as the raw element, there is a slick element to the club. That's why I chose the black punctuated by snazzy graphics and graffiti."

The black follows through into the bathrooms which are tiled in black but feature kitsch and playful elements such as the open lip urinals and the glowing hand basins. <<



LED Wall

The lights begin to flicker and the LED wall comes to life like a high-def plasma waking up (pictured this page). Custom steel work holds this massive structure flush with the DJ booth front and then it towers to the roof behind the booth, creating a seamless display to run visuals and other material.

The LED wall is complemented by the Robe Dominator mounted on the ceiling in the middle of the dancefloor which resembles an alien spacecraft with six scanners and six barrel mirrors in one. The fixture accompanies four iSolution iMove 250s in the four corners of the ceiling all driven by a Martin LightJockey lighting control system.

- >> **Club Nevermind:** Level 1, 163 Oxford St, Darlinghurst NSW
www.clubnevermind.com
- >> **Night Works Audio:** (02) 9531 5780 or www.nightworksaudio.com.au
- >> **Greg Natale Design:** (02) 8399 2103 or www.gregnataleid.com.au
- >> **Funktion One Australia:** 0411 747 369 or jod@funktion-one.com.au