



CRYSTAL WATERS

PIER 7

ANOTHER SUMMER IN BEIRUT, ANOTHER INCREDIBLE SUMMER CLUB TO DANCE AWAY NIGHTS IN THE CITY. SUMMER 2011'S CLUB OF THE MOMENT IS PIER 7, A VERITABLE SUPER DOME OF A HOT ADDRESS NESTLED NEXT TO THE WATER IN NAHR EL MOTT.

Managed by Crystal, the geniuses behind Beirut and Middle East hotspots like Le Palais and People by Crystal Dubai, and designed by iconoclastic architects Karim Nader, Walid Ghantous and Patrick Mezher of BLANKPAGE Architects, Pier 7 is a summer hotspot on the edge of innovation.

Pier 7's seaside location in Nahr El Mott is one of the things that set it apart from other clubs in the city from the outset. Guests are literally invited "into the water" at the club, which makes the most of the historic pier

location with an open-air design and a dock providing "parking" for revelers arriving by private yacht.

The club's functional façade is another clever design innovation; a massive backlit industrial-chic wall forms the entrance of Pier 7, providing a sound barrier, pseudo-mirror reflecting the activity of arriving cars and guests, as well as an aesthetic segue from the location's industrial character into the sleek luxury of the club within, and its stunning sea views.

Accessed by an internal tunnel, the massive arena-like space within is truly innovative: a gigantic 12-metre circular bar forms the centerpiece of the space, with a raised DJ platform above and multi-tiered seating and dancing areas fanning out to the edge of the pier. The space is covered by "the cloud" a large pergola, which protects partiers while providing a signature open-air beach ambience. The sea is brought into the clubbing experience with lighting effects emanating

off the “cloud” bringing the nighttime water to life, and a massive “water screen” located 30-metres beyond the shoreline inviting revelers out to sea. The architecture melds the two elements of Pier 7’s unique site: an industrial highway packed with petrol stations, gas tanks and factories, and Beirut’s pristine Mediterranean waterfront beach and other natural elements including wind, sun and moonlight. By doing so, the architects managed to create a one-of-a-kind space that is a first for Beirut: no club before has come this close to the water.

The architects wanted to mirror these contrasts in the design for Pier 7. The “sunset” lobby pays homage to nature and Beirut’s ‘early morning exit’ clubbing



culture. Red and neon glass strips covering a mirrored wall reflect the site’s industrial character, evoking the neon signs and lights ubiquitous in the area. The materials used in the clubs interiors reflect the conceptual principles behind its creation. The architects expressed industrial undertones through steel, polished epoxy and red glass, and brought in natural elements through dark terrazzo and a sandy colour palette.

VIP lounges are gilded in metallic gold, bronze and silver reminiscent of fast cars and fancy sunglasses. The architects outdid themselves in the bathrooms, which they conceived as an “underworld” of black and navy mosaics, evoking an eerie yet chic underwater feel.

Large enough to house 2,000 of Beirut’s crème de la crème, Pier 7 also has accommodations for those looking to party away from the hustle and bustle of the crowd. The club’s exclusive VIP level is accessed through a secret passageway for maximum privacy. Seven 35 square metre suites offer a hopelessly plush party scene: everything is there from private lounges, bathrooms and bars to iPod docks, to bespoke menus and personal terraces to enjoy the view.



The creators of Pier 7 wanted to create a space where people can escape reality, party, and return home clear-headed and relaxed. Everything in the design and concept for the club promotes this, from plans to incorporate diverse performances and special effects as part of the entertainment program, to architectural details that promote the free flow of people and energy. We, for one, can’t wait to dance the night away at this summer 2011 hot address.

