



The flawless stainless steel bar counter provides an eye-catching reflection of the blue wire chandelier.

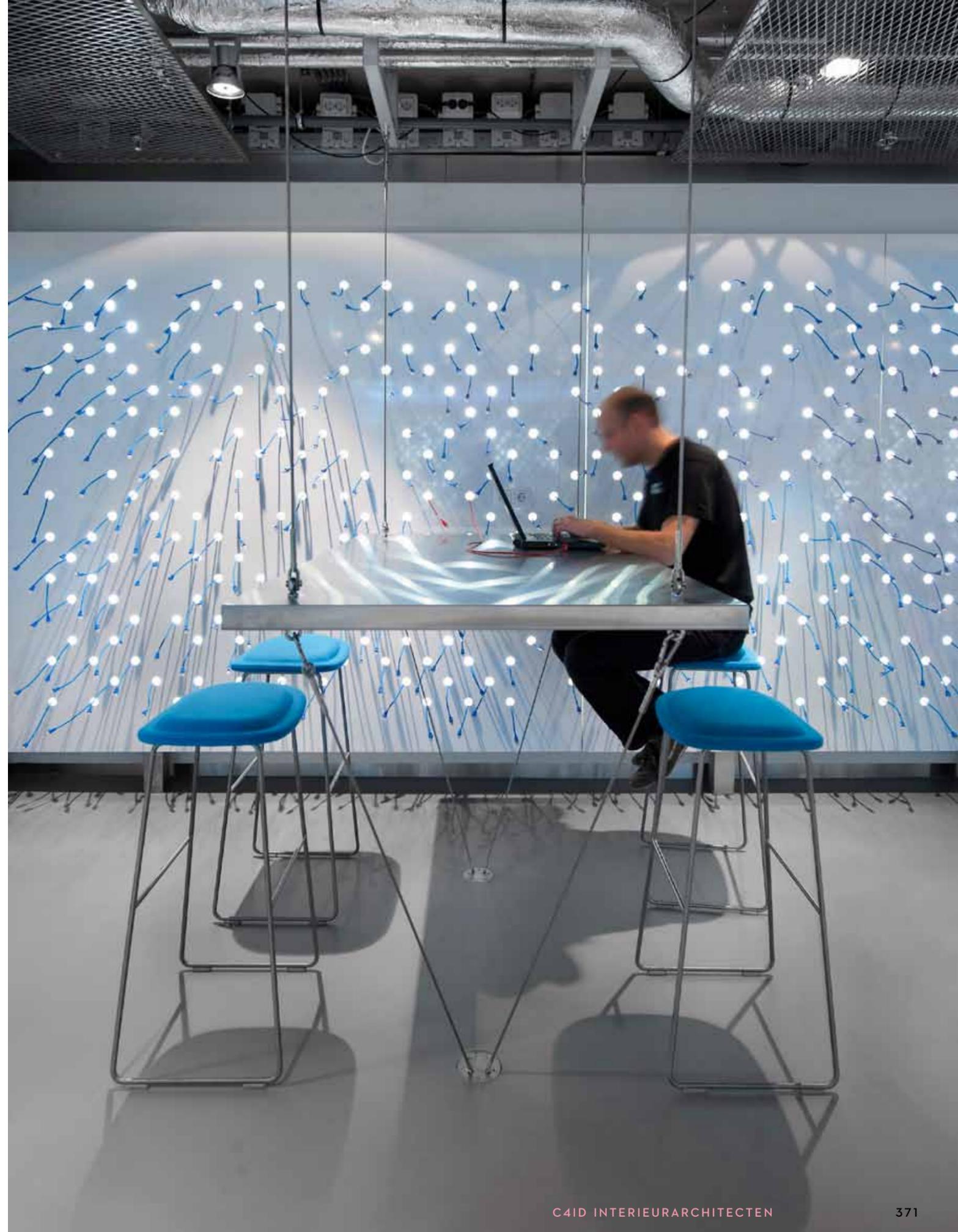
Opposite Strong steel cables hold the tables rigidly in place.

# UNPLUGGED BAR BY C4ID INTERIEUR- ARCHITECTEN

## A transformable bar to get really social.

Photos Roos Aldershoff

Where **Amsterdam, the Netherlands**  
Opening **November 2011**  
Client **WTC Amsterdam**  
Designer **C4ID interieurarchitecten** → p.090  
Floor space **215 m<sup>2</sup>**  
Capacity **60 seats**





The tall Hi Pad stools were design by Jasper Morrison for Cappellini.

THE TABLES CAN BE LIFTED TO CEILING LEVEL WHERE THEY BECOME PART OF THE MASHED STEEL PANELLING



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Picture a business, located in the middle of the Amsterdam World Trade Centre, that has no clients. The only people who enter this multifunctional bar space are employees. Young and talented people, casually dressed, with a heavy workload since they operate in a worldwide financial web. They need to break out, relax, eat, drink, watch a match and party together. It was C4ID's task to fulfil the client's wishes, who asked for an ambiguous space: it had to be industrial and forceful, yet it had to be sociable and nightlife-like when in use.

Transforming an office environment into a convincing bar area made the designers realize they had to go beyond the borders of 'corporate identity'. To give the bar personality, C4ID analysed the daily routine of its users. The match they found is that everyone involved is permanently busy in a digital world. So to create a real change, the team decided to design an Unplugged Bar, where only human contact remains. They exploited this concept by stripping typical data elements of their function and reducing

them to decorative elements. The side walls are decorated with thousands of blue data wires, with only three red wires actually connected to the network. The huge chandelier above the bar is also made of data wires, attractively reflected in the mirrored panelled bar.

Another wish of the client was to be able to get rid of the tables and chairs to organize a business update with all the employees together. This is where the floating tables came in. Using electric motors and steel cables, the designers were able to create tables that can be stable as a rock without having legs. The anchoring effort of the cables and the electric motors in combination with the right triangular shapes do their job surprisingly well. Once released from their floor connectors, the tables can be lifted to ceiling level, where they become part of the mashed steel panelling. During the day the Unplugged Bar looks fresh and clean, in the evening hours it transforms into a vibrating and fashionable space, where unplugged people connect to each other easily. ●



At the flick of a switch, electric motors reposition the tables, making the space multifunctional.

When the steel platform tables are in their lowered positions, customers can relax on Vitra chairs.

