Author(s): Lauren Hannah Rad

Title: INA 6950 MASTER PROJECT

Term: Spring 2021

Department: Architecture

Abstract:
About five years ago, I planted a project in the back of my mind that has now come to full bloom. My passion to create this space was based on my own experiences of nightlife in the greater Los Angeles area. One might ask what kinds of experiences led me to create a place curated for the unique-minded who want to experience something different. For starters, unlike most nightclub Venues located in the Hollywood area, we are located in the heart of Westwood Village, surrounded by young college students, residential businesses, and young families just starting out. Westwood Village is an arena unconquered by the entertainment world, that has not been disrupted by current trending themes or styles.

The world in which I see Vine House is one that collides our current societal reality with that of a utopian universe. The point is to make patrons feel as though they have been transformed both physically and emotionally into a “could be the world” but without the need for outside substances or influences. The point is for every patron to create their own story based on their own personal experiences. Many can say this has already been done in Las Vegas, but I believe that we can bring that feeling anywhere if we have the right mindset and ambiance.

The ultimate goal I had in creating Vine House was to feel like you are having fun mentally outside with the trees, vines, and architecture, but you are physically inside. Throughout the design with Vine House, I use natural wood and rock materials, only apply the metal in certain areas to shine. The placement of furniture is strategically placed so that you can comfortably walk around the floors of the club and not feel jam-packed. This design keeps the patron encompassed in a world full of life, nature, and all that is pure so that they can just be. There are four floors with a lot to see. On the bottom floor as you open the dark wood doors you have a full dance floor and double bar set up. As well there are custom tables to be rented for the night. The second floor has the same setup but is open to below on the dance floor for design and aesthetic. The third floor is a calmer setting for lounging and tea. It is more pronounced as the hookah lounge of the building, and you can have large parties there if wanted. The fourth floor is for private events and company associates only. It is the top deck and faces all of the Greater Los Angeles areas. Being that this building has a historic Dome built on the top you can walk around the path on this floor. Welcome to excitement. Welcome to a new style of lounge and living.
Welcome to Vine House.

**Keywords**: background, commercial design, schematic design

**Committee Chair**: Irma Ramirez

**Committee Member(s)**: Luis De Moraes, Cathryn Svoboda-Spanbock