

NYX

by Alberto Caiola



Location Shanghai
Date 2018
Design Alberto Caiola
Photo Dirk Weiblen
Video Infinity Media Shanghai

Video link: <https://vimeo.com/306315132>

Hacking visual perception, Alberto Caiola cross-pollinates classical archetypes with virtual hues

A hand-drawn architecture of light, inspired by classical constructions, Nyx offers an alternative view of the most luminous of cities.

Commanding, convivial and named after the Greek goddess of the night, Nyx is a rooftop bar in central Shanghai. Inspired by classical architectural ruins and wrapped in UV reactive cords, it affords spectacular city views. A monumental frame for the futuristic metropolis' backdrop of glowing neon and luminous highways, Nyx offers an alternative, surreal experience in China's foremost city of lights.

Maintaining a continuous dialogue with its contemporary context, Nyx echoes a distant past while projecting towards an abstract future, blending tropes of cultures and identities. The resulting installation sets a new phygital aesthetic, creating a surreal space-time experience in which visitors can momentarily lose themselves.

Drawing on his personal experiences of Milan life, Alberto Caiola's design references the contemporary duality of ancient ruins - in particular, the Column of San Lorenzo. A tourist attraction by day, for decades, it has doubled as an informal nightlife setting for the city's younger generations. Its openness well creates both a comfortable space for groups to gather and convene, as well as inspires intimacy. In a city as dense and as populous as Shanghai, these were precisely the qualities that made a modern interpretation of an ancient sites so fitting for a bar destination.

The structure is wrapped in more than 21,000 meters of UV reactive cord. Black lights activate a glow similar to that of Shanghai's highways come nightfall - a steady, luminous blue. At the same time, the cords wrapped around the installation's frame, offer an abstract take on familiar tangles of cable and wire, visible throughout the city both overhead and on buildings.

Punctuating the structure's blue glow are periodic dashes of red. Luminous taps for the bar's range of over 20 craft beers, they immediately draw attention to the venue's primary product. Visually separating the bar from the open plan - and open air - space are dramatic arches, framing the venue's focal point.

A literally hand-woven architecture of light, and a temple to Shanghai rituals present and future, Nyx presents Shanghai night owls with an openness that at once draws groups close, and affords spaciousness in an otherwise close-knit city. Projecting a distant past, flanked by futuristic skyscrapers, Nyx presents an alternate perspective to Shanghai's relentless modernity.

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FRAME

Awards 2019

Emerging Designer of the Year

Designer Alberto Caiola was awarded Emerging Designer of the Year 2019 at the Frame Awards Ceremony, held in Amsterdam on February 20, 2019. The Award truly celebrates the outstanding and sometimes illuminatingly unexpected qualities that make up the future of spatial design.

For more info please [visit our website](#)

VISION

Alberto Caiola's design practice constantly looks for new horizons, through questioning the current landscape and research crossing domain boundaries.

Visual storytelling is at the heart of his work; Maximising new connections and cross-pollination the studio Synthesises unique and authentic narratives and carefully translates them in captivating spaces. Unfamiliar combinations and complexity in contradictions inhabit these projects encouraging the audience to get out of their comfort zone taking over the experience and embarking in a new immersive journey.

The studio looks at things from all angles hovering on the edge of our perceptual boundaries. In disrupting our expectations of these boundaries, his work produces augmented physical experiences that are always combined with bold elements and material presence.

PRACTICE

Alberto Caiola Studio is an award winning practice specialised in interior, exhibition and product design. It was founded in 2014 as a small office in Shanghai, China.

We maintain a small, dedicated team while working with an international group of collaborators.

In all projects we focus on experiences and how these should touch us, and like art evoke feelings and emotional responses.

Through meticulous attention to both process and detail, we translate one-of-a-kind narratives into designs to realise their full authenticity and potential.

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