



For immediate release

***Exclusive Hong Kong nightlife hotspot VOLAR
opens new Philippe Starck-designed venue in Shanghai***

December 1st, 2006 – Hong Kong’s famed and hottest members-only nightspot, VOLAR, unveiled a brand new location in Shanghai on October 28, 2006. Spanning over 6,000 square feet over 2 levels, VOLAR Shanghai boasts a stunning design concept from world-renowned French designer, Philippe Starck, and is destined to revolutionize Shanghai’s club scene and to become the epicentre of China’s burgeoning nightlife.

The most recognised design guru of our era and the mastermind behind a slew of award-winning products, architectural and interior design projects all over the world, Starck has revolutionized our world with the Bon Restaurant in Moscow, St. Martin’s Lane Hotel in London, the Hudson Hotel in New York City and Felix in Hong Kong, just to name a few. For VOLAR Shanghai, the French creator envisaged a unique concept that is set to redefine interior style as we know it.

Taking his cue from the name of the club, “VOLAR,” which means “to fly” in Spanish, Starck conceptualizes the club as winged creatures descending upon the bustling metropolis of Shanghai - “I wanted iconic symbols of flight and I chose eagles because of their imperial nature. I imbued these great birds with a look of intoxication through their hanging tongue and psychedelic blood-shot eyes,” he says mischievously.

In Starck’s opinion, clubs and bars are generally conceived as sexy and feminine, thus for VOLAR Shanghai, he imposes a twist through “masculine” and “charismatic” installations, cool tone colours and tough materials. The ground floor features a sexy, energy-filled space for guests craving to mingle, while the first floor provides a sultry lounge experience for guests preferring more intimate conversation. From an eclectic mix of furniture pieces and dramatic mirrors wall, to fascinating restroom installations and spectacular architectural lighting by world-celebrated designer Arnold Chan of Isometrix, collaborated graffiti work by French artist Regis Vidal and Hong Kong celebrated artist/musician MC Yan, VOLAR Shanghai offers an intimate and cosy environment that is unique, stylish and timeless.

Located just outside of Fuxing Park, members’ only VOLAR Shanghai will impose a strict door policy and provide an exclusive atmosphere for Shanghai’s most prestigious clientele. Showcasing a roster of the hottest international DJs, top-notch Turbosound system, specially-designed cocktails and world-class décor, VOLAR Shanghai aims at delivering a truly unique nightclubbing experience, and is set to become a sanctuary to the city’s crème-de-la-crème partygoers.

VOLAR Shanghai address: No 99, Yan Dang Road, Luwan District, Shanghai
(Near Nan Chang Road)

Reservation hotline: +86 134 822 39390 or reservations@volar.com.cn



Information on VOLAR Hong Kong:

Opening its doors since December 2004, VOLAR Hong Kong has become one of the most celebrated club/bar in town. Located in the heart of Lan Kwai Fong, Hong Kong's nightlife haven, VOLAR Hong Kong is "famous" for its long queues, strict members or guest list-only door policy, "no photography inside premise" rule, and the elite partygoers, socialites and celebrities who frequent every week. Underground and maze-like, yet sexy and chic, VOLAR Hong Kong occupies 5,000 square feet and headlines a club side with a dance floor that offers house/electro music, and a lounge side that showcases hip hop/r&b. Featuring cutting-edge music throughout the week with international DJ stars gracing its decks every month, VOLAR Hong Kong offers first class sound system, pumping music, star-studded clientele and glamorous atmosphere, exhibiting sophisticated and ultimate party attitude that is like no other.

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